

Making Your Event Less Alcohol-Centric

Most of us grew up in a Drinking culture, but that culture is changing

- Some people do not use alcohol at all
 - In recovery from addiction, Trauma in their past about drinking (abusive parents who drank, etc.)
- Changing attitudes around alcohol
 - Alcohol is not the social glue it once was
- Health concerns and wellness trends
 - Increased knowledge about the health risks of drinking
- Demographic changes
 - Younger people, and non-white people, drink less

Strategies to Employ

Events In Bars

- Talk to the bar manager/owner about your desire to support people who don't drink alcohol.
- Encourage them to offer N/A options in addition to Alcohol-based ones, Ginger beer or root beer, for example. Encourage the bar to provide mocktails, and post a menu of popular N/A option drinks.
- Call them beverage busts, not beer busts. If you're selling jello shots, include N/A ones, perhaps with a gummy bear or a cherry inside as an added attraction.
- In advertising and promotions, focus on the other aspects of what you offer at the bar - entertainment, community, food, events, flirting, dates, sex, casual hangout, games, whatever.

Bars At Conferences/Contests

- Talk to the bar provider or hotel venue about your desire to support people who don't drink alcohol. Then use the same approaches as at bars.
- Publicize your NA choices in your event materials and with signs at the bar.

Hospitality Events At Conferences

- Food and drink: Have exquisite food, a do-it-yourself food event, make your own mocktail, various desserts with votes as to which is best, play beer pong with root beer.
- Have lots of things at your party that people can do besides drinking. Trivia, music, joint craft or art project, small games, movie watching, pinatas. Put up a very large sheet of paper on the wall so people can doodle
- Create a theme for your room, and focus on things that go with it.
 - Example: Star Trek. Themed decorations, Star Trek costumes, someone dressed as a Klingon, a handout of common Klingon phrases. Create unusual drinks and have them be a Klingon favorite. You can also do this with other popular cultural movies & films.

Social Gatherings, Fundraisers, Parties

- Incorporate games, trivia, DIY crafts, dance challenges, or a themed activity to keep guests entertained and engaged.
- Hire a performer like a musician, magician, or caricature artist to add a unique element to the party.
- Hold your event at an activity space - Laser tag, paintball, miniature golf, bowling, craft studio, painting store, escape room, roller skating rink, amusement park.

Handout of non-alcohol-based drink options

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