

Research reveals that 43% of us are feigning illness to ditch a dull dinner

Submitted by: Spotty Dog Communications

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As the summer party and wedding season heats up, research from leading Brasserie & Bar, Browns (<http://www.browns-restaurants.co.uk/>), has revealed that celebrations could be put on ice, as a growing number of people in the UK are getting choosy when it comes to parties - citing factors such as the method of invite, the other people invited and the food and drink choices on offer as determining factors in whether a party goes with a bang, or a clang.

The research, which has been conducted to coincide with the appointment of Browns Chief Host, Laura Richardson, found that of those questioned, it seems we often get stuck at the first hurdle and struggle with our guest list, with one in ten of us inviting everybody, including those we didn't like in order to keep the peace.

Identifying dream party guests was easy though, with 38% choosing Ant & Dec for heads of the table, followed up by 23% citing Dawn French.

It's not just who to invite that poses a problem for party planners either, as the research also unveiled that 51% of us have switched seats to escape someone boring, and 43% of us went so far as to feign illness to leave a party early – showing that creating a seating chart isn't just reserved for weddings, and is now a must for a 21st century soir e.

We're not fully immersed in modern practices though, and despite being a society for which Twitter and Facebook are second nature, 54% of those quizzed in the research would still prefer to receive an invite through the post, with only 6% of people opting for an e-invite as their top choice.

The brasserie group's Chief Host, Laura Richardson, who is responsible for making sure that every celebration occasion hosted at Browns goes without a hitch, proffered her expert advice on the early planning stages and suggests; "ask the right questions like 'would I spend  X amount on them normally?', that way you'll avoid any issues and will end up with a guest list you're happy with."

With the research also finding that the majority of people rely on a series of 'safe' subjects at parties which include your job, the weather and popular television shows, Laura suggests, "you can keep the conversations flowing by implementing a rotating seating chart after each course, this will make sure guests get the opportunity to talk to new people and move people on from lack of common ground."

When it comes to choosing where to go, opting for a restaurant that gives guests a new dining experience could make your party the one to beat. Currently only 18% of us are brave enough to be influenced by a host/ess' recommendation, so an unusual dining layout would give your guests ample opportunity to try things they would otherwise have looked over.

Laura Richardson, Chief Host at Browns comments:

“We enjoy getting together with close friends and family to celebrate key moments in our lives, whether it be a 50th anniversary or the birth of a new baby, but 72% of us still get most worried that no-one will show up, and one in ten of us will miss out on a party completely because we don’t like the stress.

“This is why Browns has introduced my role of Chief Host, and I’ll be on hand to show you the dos and don’ts when it comes to planning a party, whether you’re preparing to pop the question or celebrating a new addition to the family, our restaurants endeavour to make every meal, celebratory or not, an experience to remember.”

Juggling the combination of good atmosphere, music that doesn’t drown out conversation, with enough space and time to enjoy the party may seem like an impossible feat, but the trick is to be prepared. To help guests, Laura’s tips, which can be found on the Browns Brasserie & Bar Facebook page (https://www.facebook.com/brownsrestaurants?_rdr=p) - including suggestions on pre-ordering, planning out your day and picking the perfect location, as well as a host of other tips including when the right time is to start thinking about Christmas and why you should think about everything but the ring when proposing.

ENDS

Four one minute videos are available with top tips from Laura Richardson can be used by media contacts:

Planning the Perfect Party (<https://www.youtube.com/watch?v=zamCMOBpUwM>), Perfecting your Perfect Proposal (https://www.youtube.com/watch?v=s9ALP_rA1QQ), Planning a beautiful baby shower party (https://www.youtube.com/watch?v=8o_GvUz4C2A), Celebrate a cracking Christmas Celebration (<https://www.youtube.com/watch?v=9gr2PFNMLvA>),

Photography, top tips guide and regional stats breakdown please contact Chloe Lillywhite chloe@spottedogcommunications.com at spottedog communications on 01455 822712