



A Guide on How to Run a Successful Demo!

Showcasing a game at a Store, Club or Convention is a key way to attract new players to the hobby! Conquest is well known for its impressive displays at events and its friendly staff. However, here are some additional tips you might not have considered, designed to take this experience to the next level!

Size Matters:

In a demo force, there should **always be a larger model or unit that immediately grabs attention**, something that makes a potential player exclaim, “What is that? I want to play with it!” Great examples include the Apex Predator, Jotnars and Giants, or a Hundred Kingdoms Archangel.

Bright Colors:

Another key point is ensuring that **demo force models are painted to a standard** so details stand out and are crisp. Keeping the painting simple to ensure it feels approachable for newcomers to the game. A helpful and easy tip is to use **bright colors** that make your army **vivid** and **eye-catching** on the table!

While demoing, be ready to offer basic painting tips to inexperienced wargamers, helping them start their own armies.

Points Matter:

For a successful demo, we recommend around **700 points** per side for *The Last Argument of Kings* and close to **400 points** per side for *First Blood*.

Each force should ideally include two close-combat regiments, one ranged regiment, and a brute or cavalry regiment, or the best equivalent combination for the faction.

Whenever possible, include at least one monster to make the table more dynamic and engaging. Of course, feel free to adjust the demo forces based on your knowledge of the local gaming scene to ensure the best experience for potential players.

Get the Story:

Lore is a powerful way to draw people into a game! While you don't need to be a lore expert, you should be familiar with the basics of each faction's story, how they fit into the world, and how they play on the tabletop. Read our lore, [free online!](#)

The F Word:

When a Conquest-curious participant requests a demo, **the most important thing is to ensure they have FUN** and enjoy a wholesome experience. Keep your presentation compact, engaging, and interactive-short enough to hold their attention without overwhelming them with too much information.



The ABCs of a Demo:

When running a demo, we recommend starting with these key points:

- **Introduce the factions/forces** on the table so they understand each regiments role.
- Explain how the **Command Stack** works.
- Go over **In-Combat** and **Out-of-Combat Actions** and the 2 Actions per Activation limit with only March being repeatable
- Walk through the **round sequence** and how play transitions to the other player.

This explanation should be concise and take **no more than 5 minutes**.

Do not worry about explaining every Action or Special Rule before they begin. Let them roll dice and explain unique interactions and combat options as they occur. We recommend asking the player “What do you want to do?” with their activated regiment and explain to them how they can accomplish it.

LET THEM MAKE CHOICES. This often results in opportunities to discuss Flanking, Effective Range for ranged units, and much more. The key is to explain how actions work based on their decisions. After completing the first round, let them play the second round on their own with you in an advisory role.

A demo should last around **30 minutes**, giving others a chance to join and observe the game. By the end of 2 Rounds they should know 80% of the game’s universal mechanics that apply to all armies. Look for opportunities to explain the nuances.

Note: It's best to avoid including characters and magic in demos, as they can be confusing for new or inexperienced players.

We suggest trying **The Last Argument of Kings** with the following scenarios: **Melee (No. 7)** and **Grind Them Down (No. 12)**.

If you’re the type of player who likes to plan ahead and prefer a more complex game, check out these scenarios: **Breakout (No. 3)** and **Off Balance (No. 6)**.

The General in the Room: A solid understanding of the rules beyond the basics required for a demo is essential. More experienced players may have questions, offer suggestions, or ask for strategic advice and game tactics.

The X Factor: Keep in mind that a key part of this experience is **YOU!** Be **fun, kind, welcoming, and eager** to explain-and don’t forget to roll some dice! Do you have what it takes?

Once all the above is achieved and the demo has ended, point them toward the **Conquest Companion App** and **website** so they can explore our factions, lore, and miniatures!