**Communication Plan for Tournament**

**Research**

eSports tournaments follow a common format. Host at a venue, use social media to advertise the event, and invite players to come enjoy a fun tournament. Host prizes, or have players add to a cash prize pool. Continue improving and be receptive to feedback to foster growth in the scene.

Whether it’s a fighting game or a PC game, like League of Legends or Counterstrike, tournament formats are all similar. Use a bracket to proceed players in a double-elimination tournament.

Upon research on Google, I discovered a Christian-based mobile app called Lightgliders. On <https://www.lightgliders.com> you can check out more about the app and what the game offers.

**Goals and Objective**

To bring in youth to play in our tournaments.

* To spread the faith and make it enjoyable for the players.
* To build a scene that’s receptive to feedback and improvement.
* To hold monthly events for players to enjoy.
* To build a competitive, but fun, scene where players can try their best at something they’re passionate about.

**Target Public**

Youth between the ages of 6-14 who participate in the church. Use these outlets to spread awareness of the church, its players, and its activities. Take pictures of the events and participants to showcase the enjoyability and friendliness of the venue.

**Strategies and Tactics**

Establish a Facebook, Twitter, and Instagram social media page. Snapchat may also be used.

Host the event at the church. If not possible, find a venue that hosts games, such as a card shop. In the event another venue is needed, work out a deal with the venue owner. This includes settling on dates and negotiate a venue fee for players to enter.

Go over dates 1-2 months in advance and discuss which dates would be ideal to host the event. Negotiate an ideal venue fee, such as $5 per player, that would be suitable to rent out space for that day. Keep in contact with the venue owner via social media or telephone in case anything comes up.

Host the tournament on a bracket site, like Challonge. Single-elimination or double-elimination is fine. Start at 1 PM to avoid any conflict with the venue and ending too late in the day. Have one player or TO (Tournament Organizer) call out matches on various setups.

**Budget**

$100. Use this money to supply prizes from a thrift shop, or even a place such as GameStop which supplies merchandise. Socks, pins, memorabilia, and more can be afforded for $10 or under. Use the budget to buy prizes to pay for these prizes to give away to participants.

**Themes and Messages**

Competition and community make up two of the main messages for this project. Competition encourages young players to do their best. Enjoy what you’re doing, but always strive to improve with what you love.

Community brings everyone together. We’re all shooting for a goal and we all want to have a good time. This brings forth a human aspect of coming for more than the sake of just winning.

**Timeline**

1. Plan the event a month in advance. Discuss coordination with other potential organizers
2. Set up the venue. Place chairs, tables, and gaming setups accordingly. Find a space that is isolated from anyone using the venue for business, such as in a corner or away from the cashier’s table
3. Set up the event page on Facebook
4. Spread the word on social media (Reddit, Twitter, Instagram), all linking to the Facebook Event page
5. Continue to add posts reminding players to come out to the event
6. Host the event

**John – This is better, but it’s still too vague. You’re planning a specific event for a specific client, and you need to get so precise in your plan that the client can execute it without you around.**

**Grade: 75**