

## **EC organisers seminar: "eliciting best practices"**

### **Who:**

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### **When:**

6<sup>th</sup> of August 2007

### **Where:**

"The Flying Scotsman", Gothenburg, Sweden

### **Agenda:**

- 4 areas identified before hand regarding VTES continental championships: publicity, cost/financing, venue, organising
- Invitations to former EC, NAC and larger VTES event organizers
- Method: 1 area at a time, collecting input via post-its, structuring post-its and identifying overlapping areas (removing duplicates, clarifying content), collecting specific EC-input based on the practices/areas identified

## **PUBLICITY**

### **Community:**

- Post to popular VTES forums and newsgroups
- Link from <http://www.vekn.net> webpage
- Present new EC place and month at current EC (*maybe not possible to present a location – I suggest the organizers present their concept*)
- Coverage on <http://www.vekn.net> after event (*also a coverage several months ahead on [www.vekn.net](http://www.vekn.net)*)
- Submit events to calendar
- Create standard webpage on <http://www.vekn.net>
- Publish date on website 9 months ahead
- Have live cam as weekend documentation
- Schedule and tournament kits
- Keep website updated
- Get schedule for LCQ, side events and local events
- Link to travel airport
- Give detailed final round report
- Email other princes
- Email players in the area (player registry)
- Phone calling every one you know about the event and hammer down a commitment

### **Outreach:**

- Print business cards for advertising events (include in card shipments etc)
- Flyers and posters in rpg shops
- Ads on fan forums
- Push information through the retail chain
- Advertise in magazines

## **COSTS/FINANCING**

### **Sponsorship:**

- Subsidies from local administration (municipal funding)
- Subsidies from government/city
- EU
- White wolf money
- RPG shops
- Local retail support/sponsoring distributors
- Remove dependency of single individual of financing events

### **Per Player Cost:**

- Shop around for venue with low costs
- Preregister - get the cash
- Event registration fees (on-site registration higher)
- Reduce entrance fee if possible
- Off season flight and hotels

### **Second Market/Costs**

- Sale of boosters for Duffin draft in between rounds
- On- site sales of boxes in cooperation with a retailer
- T-shirts
- Sell custom edges
- Sell of exclusive EC promo stuff and souvenirs
- Special sales (anniversary kits)
- Auction of table cloth or similar
- Sell refreshments/drinks and snacks

## **VENUE**

- Keep your time accountable (minimum of (central) 4 organizers)
- Assume that everyone is helpless and stupid (provide rules, near food and transport instructions)
- Contracts with group (keys, access day and night) if venue is not all inclusive
- All inclusive location (room, hotel, food, refreshments)
- Schedule off season
- Find cheap hotels and airfares (infrastructure for travels to and from event, airport etc)
- Opening hours
- Separate rooms for side events (multiple rooms main events, side events, free play)
- Enough room for 200 players
- Comfortable chairs
- Enough area suited for mass registration
- Use table cloths for events (secure table cloth with tape)
- Clock indicating remaining time in each round
- Acoustic preparation if possible (noise, announcements)
- Public access system
- Pentagonal/round tables
- Toilets close to reduce game delay
- Keep bathrooms clean and accessible

- Tidy/clean location
- Easy access
- Microphone/loudspeaker announcements (sound system)
- On time registration, breaks and events
- Ventilation/manage temperature in location
- Accommodations have to be close/hotels right next to venue
- Restaurants close to venue
- Offer snacks and meals on-site (or within 5 minutes)
- Inform attendees about local attraction and nightlife (local guides/appointed meeting places)
- Right neighborhood
- Bleachers for watching finals
- Video wall or screen to broadcast final/adequate finals viewing
- Non-smoking venue
- Microphone on finalists
- Check rules for filming hands and play during finals
- Negotiate insurance (contact venue owners and find out)

### **ORGANISING (ROLES AND RESPONSIBILITIES)**

- Preregistration on <http://www.vekn.net> (standard)
- On-site registration on multiple computers (number of players/30)
- Solve on-site registration logistics (laptops, network, cash box)
- Solve registration process ( staff plans, routines, roles)
- Don't let people enter before they register
- Name tags or badges
- Have armbands to indicate registration type
- People in charge of games with added time
- Public relations personel
- Have a post mortem after ec (organisers seminar)
- Telephone number organisers
- Organisers properly identified
- Judges, judges, judges - judges in uniform
- Have all the events start in time
- Seating co-ordinator
- Technical director (computers, network, infrastructure, connectivity, eletrical outlets)
- Social co-ordinator
- Documentation/archiving person (traceability)
- Results entry persons (tables/archon)
- Assistants (non vtes players)
- Have enough staff
- Announcements immediately before start of rounds
- Create spouse info/events
- Strict timeline
- Have overlapping registration
- Deadlines or planning schedules (announcements regarding "day of x/y/z" - all tasks)
- Seat players as soon as possible/then fuss with the archon
- Print out seating (on multiple spots)
- Collecting results after rounds (3-4 people)

- Two head organisers (side events/main tournament)
- Princes organise side events
- Information updates to players
- FAQ (handout at registration)
- Policies regarding behaviours (late additions)
- Available translators
- Evaluate event/tournament
- Media coverage stuff
- Lock away possibility/storage
- Lunch breaks
- Notify local restaurants of events/stay open late (try to get a price deal "special menu" with nearby restaurants)
- Hotel/restaurant and travel information (try to get a price deal with local hotels)