

ESPORTS EVENTS CHECKLIST ✓✓✓

What to consider when hosting a tournament or activity

Arranging tournament brackets, gathering teams and putting on an entertaining show are all core elements of an esports event, but what else should you need to know?

Having safeguarding procedures, a clear code of conduct, rules and more are also important aspects to consider. The British Esports Association provides a handy 'PREPARE NOW' checklist for you to print out or check off as you plan your event.



PURPOSE

Figure out what your event will focus on. Which games will you focus on, who's it for and what is its purpose? Does it have a unique selling point? Understand what your costs will be and make sure you have budgeted for this accordingly. If you have to find a venue, make sure you do some research.

READ

and understand the game publishers tournament license information and guidelines. Obtain a license or follow the game publisher's community license rules where necessary. Prepare a ruleset and follow best practice.

ESTABLISH

safeguarding procedures. Conduct a risk assessment. Separate to that, put together a code of conduct, for staff and players. If your event includes minors, for example a tournament at a school, make sure you seek their permission and their parents' permission before sharing any pictures or videos for promotional purposes. Make sure you have security staff available if there may be a risk and have documented emergency procedures in response to your risk assessment.

PRIZING

and prize pool structure: What does first place receive, second place and so on? Or is it a community or charity event without prizes? Remember, if your event has sponsors and/or a prize pool, ensure you're following the game publisher's guidelines or reach out to them to check first.

NAME AND FORMAT

Give your tournament or event a name. If it's a tournament, get the teams or participants on board - figure out how the teams will take part, who will take part and what the qualification process may be. Figure out your tournament structure and format, for example is it a round robin/swiss/elimination competition?

EQUIPMENT

Figure out which equipment you will need, such as cameras, PC systems and accessories etc and the physical space you will need to place it in, as well as any networking and power requirements. Also, consider any furniture you may need and draw up a floor plan to help your preparation at the venue. When selecting a venue, make sure you understand any hire agreements.

RUNNING

the event: Do you have a producer, observer, administrators and tournament management on board to run the event? You may want to hire broadcast and event production talent such as the host, admins, moderators, casters and others to help run the event, and also use a digital platform for management and recording results. Remember to treat those involved politely and with respect, and for those to do the same with guests and participants.

AUDIENCE

List the demographic you are targeting and key information about them. Prepare a marketing plan that considers how you will recruit players and teams, or viewers to your stream, or live event.

ONLINE CONTENT

Who will be sharing videos, taking photos and promoting the event? Develop brand guidelines/tournament branding and a style sheet (if necessary). Set up a channel to broadcast the event from, for example a Twitch, YouTube or Facebook page. Put together a social media/marketing plan, write press releases and come up with other ways to promote the event. Do you have any sponsors on board?

WORRIED?

Have a back-up or contingency plan in place, just in case something goes wrong, for example a team drops out at the last minute, a host or member of staff is ill and has to back out at the last minute. Reach out to people in the industry for further assistance, advice or a second opinion.

FURTHER RESOURCES:

- [How to host your own LAN party or small esports tournament](#)
- [What are the different tournament formats in esports?](#)
- [Careers in esports and roles/staff ideas for your event](#)
- [Esports funding guide: How to find sponsors and generate revenues](#)
- [Video interview: epic.LAN MD Jon Winkle on building an esports events business](#)
- [Example community license info from Blizzard Entertainment](#)
- [Safeguarding children and child protection \(NSPCC\)](#)
- [Risk assessment templates \(HSE\)](#)
- [Raising money for charity \(GoFundMe\)](#)

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