WPC Members Webinar

Points, Sponsors and New Clubs: The power of your PR, Social Media and Website for Season 2024-2025

Introduction

- The purpose of today's webinar
- The agenda:
  - Super-charge your WPC rankings and driving opportunities
  - The Power of Social
  - PR: The Independent endorsement
  - Your website: the window into phygital
  - Q&A
  - Conclusion

Nis Hatt, PI founder (UAE), CEO

WPC Rankings

- Promoting your tournaments and growing your local awareness is rewarded with WPC ranking points – so it is worth the investment

- There are at least 100 points available to you that could make a HUGE difference to your ranking, and qualifying for GOTF2025

- Let's show you where you can gain points...

WPC Rankings

WPC

The procedure for awarding Phygital International ranking points

1. The Clubs' performance in the tournaments of the Phygital International Ecosystem

The Clubs' performance in the tournaments of the Phygital International Ecosystem is determined by aggregating the points earned according to Tables 1 and 2.

Club Event Scores

#	Per event	Regional Qualifiers, points	National tournament, points	GotF Qualifiers, points	GotF, points
1	At least one club's social media platform with at least 20K followers.	10			
2	At least one player with at least 10K followers on a single social media platform.	10			
3	At least one club's social media with at least 30K followers.		10		
4	At least one player with at least 15K followers on a single social media platform.		10		
5	At least one club's social media with at least 70K followers.			10	
6	At least one player with at least 35K followers on a single social media platform.			10	
7	At least one club's social media with at least 100K followers.				10
8	At least one player with at least 50K followers on a single social media platform.				10
9	For each player in class P (see table 6)	5	5	5	5
10	For each player in class P+ (see table 6)	10	10	10	10

Table 1

WPC Rankings

2. WPC member ranking

Each registered WPC member starts with 100 points. For every finished event as per Tables 3-5, a WPC member earns points. Whereas if events in the "General Events" category are not fulfilled, WPC members will have points deducted according to Table 3.

General events

#	Per event	Points
1	The existence of a distinct legal entity registered as the Federation of phygital sports	3
2	The existence of a WPC federation/member website with current information and an updated news feed	2
3	Maintaining a presence on at least 3 active club accounts across three distinct social media platforms (with a minimum of 3 posts per month on each account)	3
4	The secondment (flight, accommodation, meals) for at least one of the WPC delegates has been arranged. These points are earned only when a WPC member is willing to delegate; if the delegate declines, points are still allocated to the WPC member	2

Table 3

WPC Rankings

WPC

Rankings for Marketing and PR

#	Per event (only for core disciplines)	Regional Qualifier, points	National Tournament, points
1	Number of tournaments of Regional Qualifiers, where the tourn ament adhered to WPC branding requirements (only the disciplines of phygital sports conducted by members of the WPC will be evaluated)	1	
2	Number of tournaments of Regional Qualifiers, where the tournament provided at least 100 spectator seats	1	
3	Number of tournaments of Regional Qualifier broadcasted on the platforms of a WPC member (using at least 1 camera)	3	
4	Number of tournaments of Regional Qualifiers, where photo reports were submitted in line with PI requirements (posting at least 5 photos on club social media accounts and tagging the official GotF account on the competition day)	1	
5	Number of National Tournaments, where the tourn ament adhered to WPC branding requirements (only the disciplines of phygital sports conducted by members of the WPC will be evaluated)		5
6	Number of National Tournaments, where the tournament provided at least 300 spectator seats		5
7	Number of National Tournaments broadcasted on the platforms of a WPC member (using 3 or more cameras)		8
8	Number of National Tournaments, where photo reports were submitted in line with PI requirements (posting at least 15 photos on club social media accounts and tagging the official GotF account on the competition day)		5
9	Number of National Tournaments, where highlights were shared in line with PI requirements (posting 1-3 minute highlight videos of the competition day on club's YouTube channel and social media accounts with the official GotF account tagged)		5

Table 5

H&M × THE BALI MAJOR
IØ ESPORTS | EPULZE

PARTNERSHIP ANNOUNCEMENT
ABSOLUT. Ballantine's JAMESON
BLAST.TV MAJOR
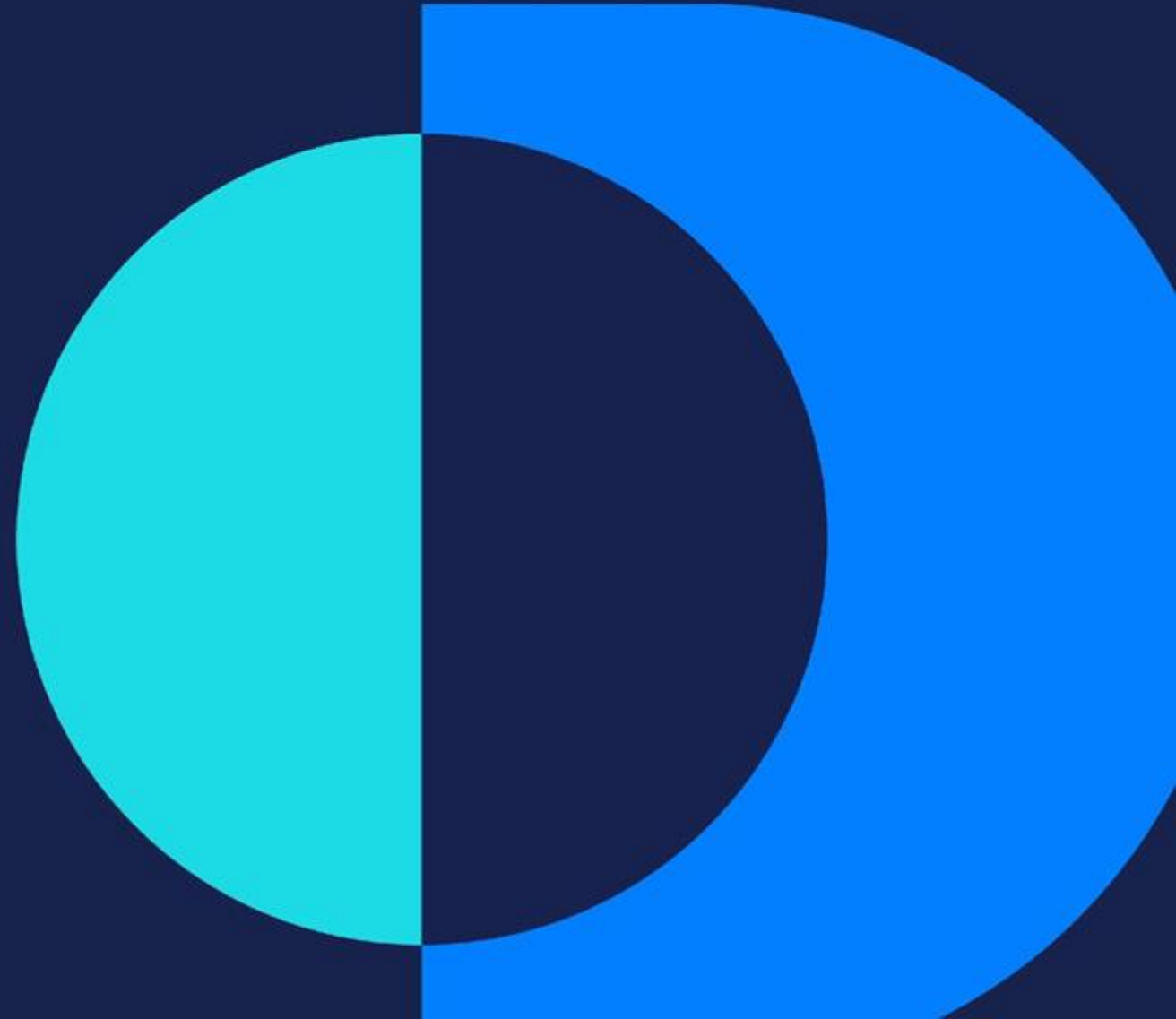CS:GO | PARIS 2023

Mercedes-Benz

HSBC UK | XL

Attracting clubs and talent

SOCIAL MEDIA

The Power of Social to achieve

Greatness

Why care about Social Media?

- Earn more points for your ratings
- Grow your platform presence
- Build a community through engagement - turn them into REAL FANS
- Social media allows people to remember you, not just hear about you

BRANDING CONSISTENCY

Being part of the WPC involves upkeeping a consistent brand image in all the activities carried out.

The tone of voice in all of your captions need to conversational but with a gaming nuance for your switched on audiences.

Remember to include relevant logos consistently in all of your posting.

ENSURE:

- Focus on Phygital Sports
- It is always called the Games of the Future or GOTF
- It is GOTF2025 UAE

This applies to Instagram, Facebook, Twitter, LinkedIn, YouTube, TikTok and any other social platform.

YOUR TEMPLATES

Announcements

ANNOUCEMENT
GOES HERE. THREE
LINES MAX

Small paragraph goes here to accompany title. Four lines max. Lorem Ipsum dolor es mit amar varum.

TEAM NAME HERE

Match Details

RULES OF DISCIPLINES

PHYGITAL FOOTBALL — TEAM LIST

Team Name Goes Here

Team Name Goes Here

Team Name Goes Here

Team Name Goes Here

Team Name Goes Here

Team Name Goes Here

Match Details

SCHEDULES OF THE DAY

13:00
Team name here vs. Team name here

14:00
Team name here vs. Team name here

16:30
Team name here vs. Team name here

17:30
Team name here vs. Team name here

PHYGITAL FIGHTING
GAME NAME

GROUP STAGE
GROUP A

UPPER BRACKET
19.11 20:11
Team Name Here 3
Team Name Here 3

19.11 20:11
Team Name Here 3

19.11 20:11
Team Name Here 3
Team Name Here 3

Team Name Here 3

FIRST PLACE
Team Name Here 3

SECOND PLACE
Team Name Here 3

LOWER BRACKET
19.11 20:11
Team Name Here 3

Team Name Here 3
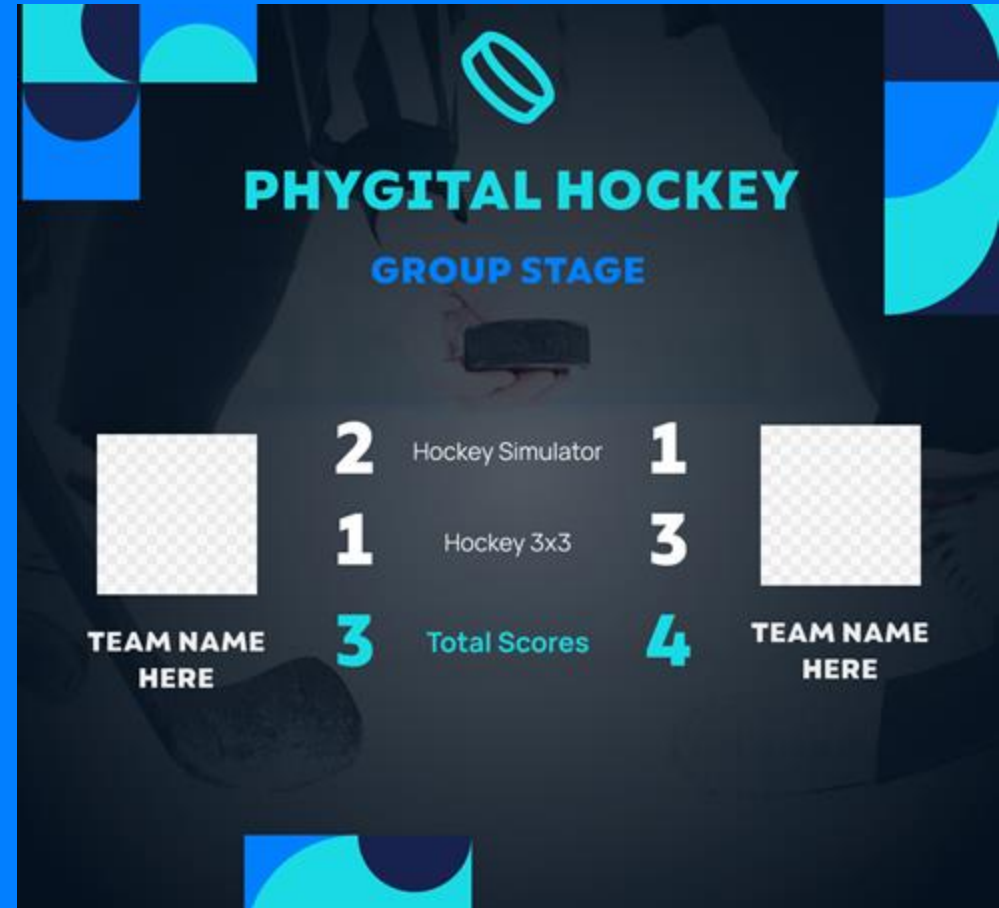
THIRD PLACE
Team Name Here 3

Match Results

Best Practices towards Gaining Points

- Posting **Frequency**
- **Timing** of your posts
- **Real-time updates**
- Hashtags:
  #GamesOfTheFuture #Phygital
  #PhygitalGames #Esports #UAE
  #GOTF2025

- **Engaging visuals**
- **Images** (at least 15), **videos** and **live broadcast**
- Post 1-3 min highlight videos of the competition day and **tag GOTF main account.**

- **Short and engaging copy** to capture attention
- **Tagging GOTF official account** on the competition day will gain you points!

PR: Independent Endorsement

- Media outlets and journalists are useful to raise awareness of your events and organization

- This carries weight with sponsors, potential partners, clubs and athletes

YOU ARE LOVELY, INTELLIGENT AND A GREAT CONVERSATIONALIST. WOULD YOU LIKE TO GO OUT WITH ME?

MARKETING
(saying the right thing to the right person)

HE'S SO HANDSOME, SMART AND SUCCESSFUL. YOU SHOULD GO OUT WITH HIM.

PUBLIC RELATIONS
(a 3rd party sharing their perspective and feelings)

What media are looking for in a story

THURSDAY | AUGUST 15, 2024 | SAFAR 10, 1446 AH

OMAN DAILY
Observer

Oman hosts first 'Phygital Football' tournament

AHMED AL KAABI
MUSCAT, AUGUST 14

The Sultanate of Oman has hosted the first-of-its-kind tournament, 'Phygital Football', which combines digital gaming and physical competition. The tournament, which took place from August 12-14 at the Oman Convention and Exhibition Centre (OCEC), featured eight teams from various governorates of the country. The tournament aims to provide an innovative sports experience that bridges the gap between the virtual and physical worlds, positioning Oman at the forefront of countries adopting this type of futuristic sport.

The tournament consisted of two stages: the first is virtual and the second is physical. In the digital match, two teams compete in the FC 24 game using the 'Volta' mode, where each team plays with two virtual characters in a match consisting of two halves, each lasting three minutes. In the physical match, the competition moves to the field in a 'futsal' format, where the two teams face-off with five players on each side in a match consisting of two halves, each lasting five minutes.

The winning team was determined based on the total number of goals scored in both stages, emphasising the importance of balancing digital and physical performance.

Eight teams competed in the tournament: Al Sharqi, Class on Grass, Al Ittihad, JR Style, Fearless, XG, Muttrah, and Wa7sh. The tournament was played in a knockout format, with the first day witnessing exciting matches. 'Class on Grass' managed to defeat 'Al Sharqi' with a score of 7-6, while 'JR Style' defeated 'Al Ittihad' with a score of 7-3, securing their place in the semifinals.

On the second day, 'Fearless' defeated 'XG' 6-3, while 'Wahsh' beat 'Muttrah' 6-5, qualifying for the semifinals as well.

INTERNATIONAL PARTICIPATION

The winning teams in the tournament pocketed valuable cash prizes, with the first-place winner receiving RO 500, the second-place winner receiving RO 300 and the third-place winner receiving RO 200. The tournament winner will represent the Sultanate of Oman in the 'Future Games' tournament to be held in Russia.

Hamad al Jahwari, Secretary of the Omani Electronic Games Committee, explained that the 'Phygital Football' tournament is the first-of-its-kind in Oman and represents a qualitative shift in the world of electronic and physical sports alike. This tournament blends virtual and physical reality, as a virtual match is organised followed by a real match on the field. The team's success depends on the harmony of their performance in both aspects, as the digital score complements the real-world performance.

Al Jahwari stressed that this tournament does not rely on individual efforts but is based on teamwork. On the virtual side, two teams compete, each consisting of two players, while the real match continues with the participation of five players on each team. He pointed out that this dual and quintuple nature of the matches requires high coordination and chemistry between the players, which enhances the balance between the mental and physical aspects. He added that the tournament includes eight teams in its first edition, with the participation of more than 75 players, and has received positive feedback from players who expressed their satisfaction with the experience after playing the matches.

Regarding the tournament prizes, Al Jahwari revealed that the winners of the first places will receive cash prizes totalling RO 1,000. And it was not limited to financial prizes only, but the winning team will have the opportunity to represent the Sultanate of Oman in international forums, as it will participate in the 'Future Games' tournament to be held in Russia. He explained that this global tournament combines physical and digital games, which makes it a true reflection of what is known as future games. Al Jahwari affirmed the importance of qualifying the winning team according to international standards to ensure a distinguished performance in external participations.

Al Jahwari pointed out that this tournament is an important step towards promoting electronic sports in Oman. He said: "The balance between the mental and health aspects of the game is a great advantage, which will attract support from families, schools and all institutions that support the practice of electronic sports."

He pointed out that all participants in the 'Phygital Football' tournament are Omani players, which enhances their chances of representing the Sultanate of Oman on the international stage. He also confirmed that refereeing in the tournament is done by Omani referees accredited by the Fifa, which ensures professional organisation of the matches and reflects confidence in national competencies in this field.

Giving media what they want

Typical structure of a press release:

- Headline
- Lead paragraph (5 Ws)
- Body content (details, quotes, etc.)
- Conclusion paragraph
- Boilerplate (organization background)
- Contact Information for media inquiries

Description:

FOR IMMEDIATE RELEASE
[City, Country] – [Date]

[Title: Announcing [Event/Update] in [Location]]

[Introduction – Lead Paragraph]

This paragraph should give a snapshot of the most crucial details, allowing readers to grasp the essence of the news quickly.

The 5Ws:

- Who: Who is making the announcement or hosting the event (e.g., organization, individual, team)?
- What: What is happening or what is being announced (event, partnership, launch, etc.)?
- When: When is the event taking place or when did the news occur?
- Where: Where is the event taking place, or where is this announcement relevant?
- Why: Why is this announcement important, and why should the audience care?

Example:

[WPC Member Name] is excited to announce [event/update/ Results] that will take place on [Insert Date] at [Insert Venue/Location].

[Provide a brief description of the event, result, or update. Include details about what is being announced, why it is significant, and who will be involved.]

Key Details:

- Event/Update Date: [Insert Date(s)]
- Location: [Insert Venue/City/Platform]
- Participants/Teams/Partnerships: [Insert relevant participants or partners]
- Description: [Provide a brief overview of the event or update and why it is significant]

[Body – Second Paragraph]

1. **More Context and Details**
   - Provide additional context or background information that adds value to the announcement. This could include the significance of the event, why it's happening now, or how it fits into a larger initiative.
   - Mention any important figures, groups, or organizations involved.

2. **Key Features or Unique Selling Points (USPs)**
   - Highlight key features of the event, product, or announcement. What makes it special or different?
   - Include any unique selling points (USPs) or standout elements that are likely to attract attention (e.g., guest appearances, special technology, partnerships, or innovative elements).

[Quotes – Third Paragraph]

1. **Include a quote from WPC representative.**

2. **Include a quote from a relevant person of the WPC member issuing the press release such as a spokesperson, executive, coach, or participant.**

A quote should add credibility and emotional impact, offering a human touch to the announcement. Ensure the quote speaks to the significance of the announcement and expresses excitement, vision, or confidence.

[Example Quote from Spokesperson/Executive]:

[Spokesperson Name], [Title], said: "We are thrilled to [host/announce] this [event/update], which reflects our ongoing dedication to merging the physical

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Subject: Invitation to Cover [Event Name] – [Tournament Name/Qualifier] on [Event Date]

Dear [Journalist's Name or Media Organization],

I hope this message finds you well. I would like to invite you to experience the upcoming [Event Name/Tournament], which will take place on [Event Date] at [Event Location].

As a member of the World Phygital Community (WPC), we are hosting this event as part of a global series of tournaments, where participants are competing to qualify for the Games of the Future 2025. These tournaments are held by WPC members across the world, bringing together top athletes to compete in phygital sports—an exciting fusion of physical and digital competition.

Event Details:

- Event Name: [Tournament Name or Qualifier]
- Date: [Event Date(s)]
- Location: [Event Venue, City]
- Participating Teams/Athletes: [Insert details about key participants, teams, or athletes]
- Sports Disciplines: [List the sports disciplines included in the event]

We believe this event will be of significant interest to your audience, as it highlights both athletic and digital skill. Media representatives will have access to [press areas/interview opportunities/behind-the-scenes footage], and there will be opportunities to speak with key figures, including athletes and event organizers.

Please let me know if you or someone from your team is available to attend, and I will be happy to arrange press credentials. Should you need any further information, feel free to contact me directly at [Phone Number] or via email at [Email Address].

Looking forward to your response and hoping to welcome you to [Event Name].

Best regards,

[Your Full Name]

Building good relationships

- **Read articles** from journalists who are writing about phygital, gaming and esports

- **Call/email them** introducing yourself and your organization or club

- Ask what is the best way to **keep them updated**

- **Offer to meet them** to explain what your organization or club is doing

- **Keep in regular contact**
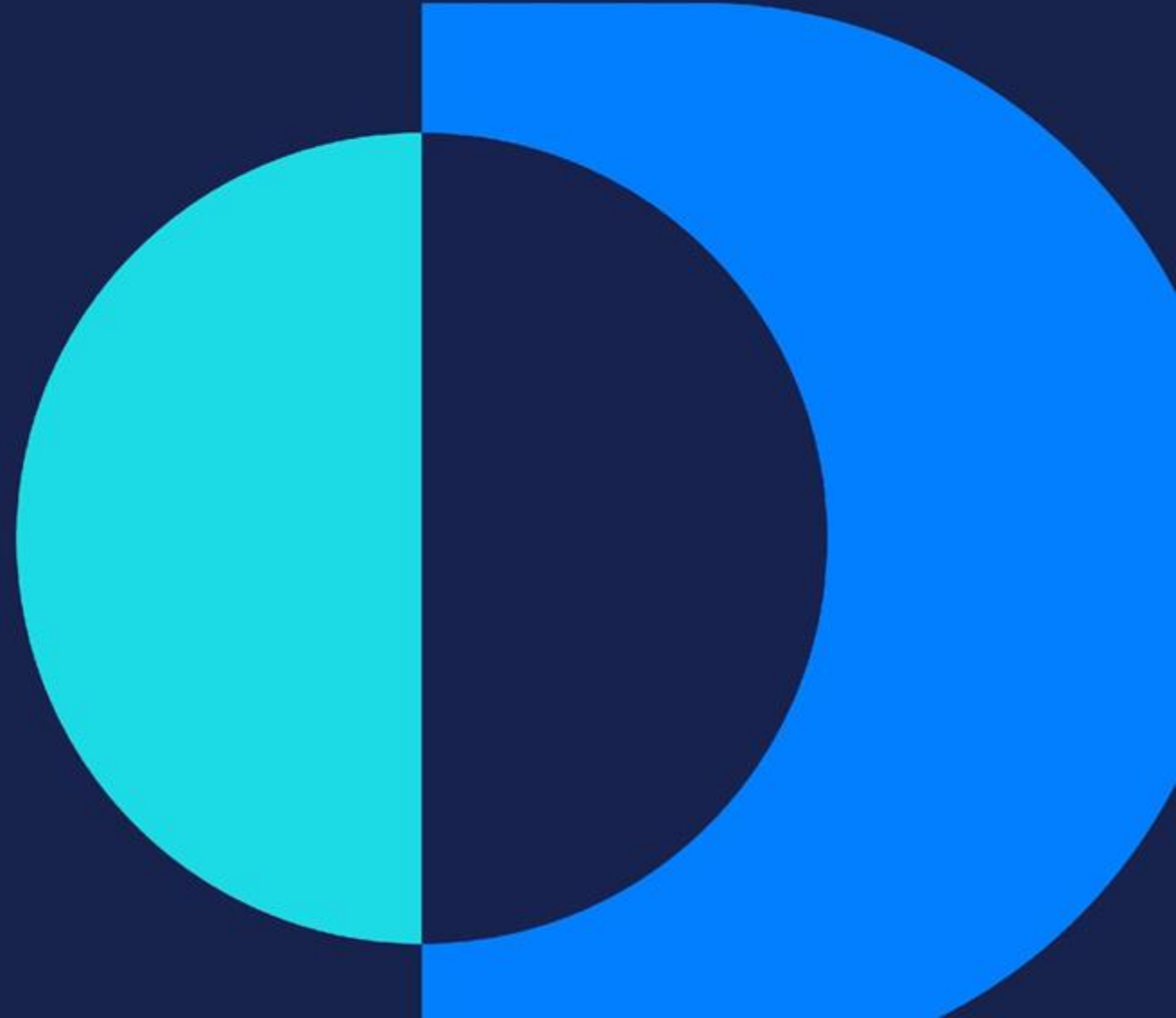
What to avoid

- Don't assume or demand they write a story – and don't offer them money (or other incentives) to write a story

- Don't speak for WPC.

- Ensure you are referring to the Games of the Future, and other brand names correctly.

- Avoid using photos without the proper permission from people in the pics and the photographer – always make sure they are credited

- Avoid using quotes from people without written authorization for the exact words you are sharing with a journalist

Looking into the world of Phygital

Your website is the place where you can best tell the whole story – it is where participants, sponsors, spectators, media – everyone – get to understand what you are all about

Therefore, it should be relevant and up-to-date.

You get ranking points to do this!

- Announcement of the tournament
- Rules of disciplines
- Announcements of the specific teams attending your tournament
- List of all teams attending your tournament
- Tournament draw
- Match announcements
- Live broadcasts of the matches
- Match results
- Highlights of specific match/highlights of whole game
- Schedules of the day
- Tournament results
- Contact details

Any questions?

Thank you for your time

If you have any questions, please don't hesitate to contact us
at press@worldphygital.org