

Workshop #10:

WPC Tournament '24/25 Season Review

- Successes, Insights & Learnings

27.02.2025



SPEAKERS



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WPC CHAIRPERSON



PABLO MELGAR

BUSINESS DEVELOPMENT MANAGER

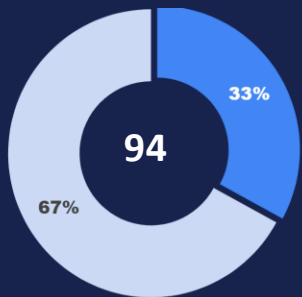
AGENDA

- ❖ RESULTS OF THE FIRST SEASON
- ❖ **BEST** TOURNAMENTS CASE STUDIES
- ❖ KEY TAKEAWAYS
- ❖ WHAT'S NEXT
- ❖ Q&A
- ❖ Conclusion

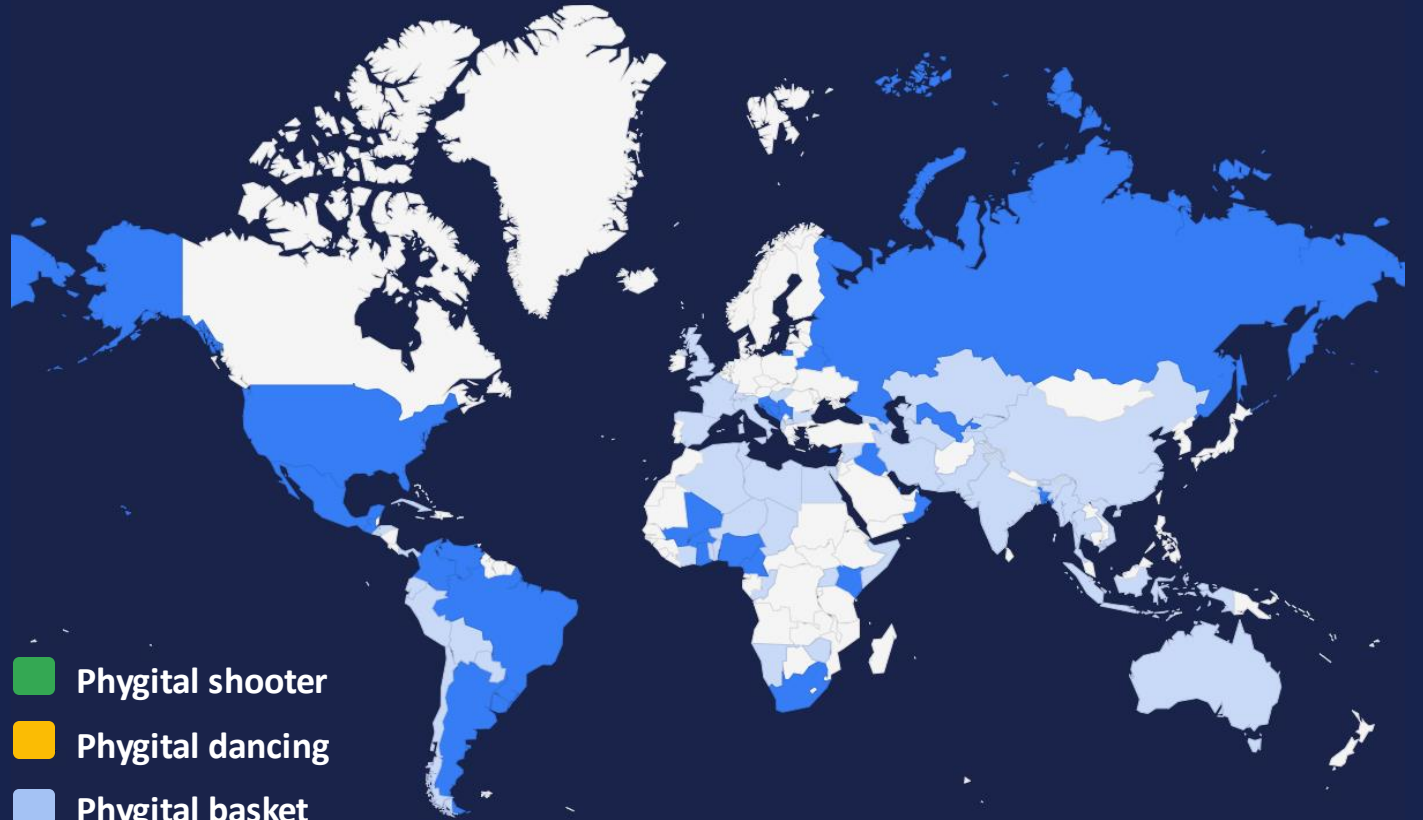


RESULTS OF THE DEBUT WPC SEASON 24/25

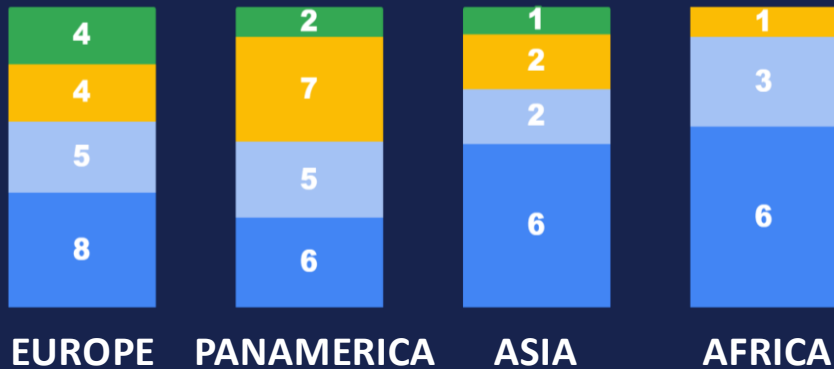
WPC MEMBERS



DELIVERED TOURNAMENTS



TOURNAMENTS' breakdown



- Phygital shooter
- Phygital dancing
- Phygital basket
- Phygital football



PHYGITAL FOOTBALL – THE KING OF SPORTS

Success case: Phygital Qatar presented by Wassim Aldayah

KEY FEATURES OF THE DISCIPLINE

- A new dynamic competition format attracting both gamers and athletes
- Players must adapt between gaming and real-world play seamlessly
- Merging football simulator game and real-life 5v5 football match

TEAMS/ATHLETES FEEDBACK ON THE FORMAT

- *"This competition is truly amazing, a completely new concept for us, merging real football with the virtual game. It's an incredible experience"*

WHAT MADE THE TOURNAMENT SUCCESSFUL

- Efficient Teams selection process
- Efficient planning
- Expertise across Dallah Holding's subsidiaries
- Strong partnership and Venue support
- Strong sponsorship and Financial strategy
- Effective Marketing and Team recruitment plan
- Immersive audience experience





PHYGITAL FOOTBALL – SUCCESS IN FIGURES

22 posts
across platforms

7.60%
Engagement rate

Top Performing Posts

AMBASSADOR VIDEO REEL (KIMO)

80.5K views 

7.79K likes 

366 comments 

EVENT DETAILS PROMO (AMBASSADORS)

124K views 

1.27K likes 

67 comments 

Influencer & Media Support

Kimo - 503K followers

Ghayd Chammas - 451K followers

Red Bull Qatar - 74.8K followers

Mjharqa - 65K followers

Ahmad Al-Meghessib - 47.9K followers

Mohammad Alkhdour - 20.1K followers

Al Fooli - 17.8K followers

The Buzz Qatar - 14K followers



PHYGITAL FOOTBALL





PHYGITAL BASKETBALL – SHOOTING HOOPS

Success case: Phygital Montenegro presented by Rodovan Vojinovic

KEY FEATURES OF THE DISCIPLINE

- Hybrid competition format
- Talent diversity & inclusivity (talent from both disciplines)
- Licensed judges specialized in rules 3x3 basket
- Production and "on court" settings made for audience



TEAMS/ATHLETES FEEDBACK ON THE FORMAT

- *"You win the digital round, and for a second, you feel safe. Then you realize—now you actually have to run and fight for it." – 1st place, team G UNIT*

WHAT MADE THE TOURNAMENT SUCCESSFUL

- Strong planning and experience
- Clear and effective communication
- Strategic Marketing outreach Sponsors
- Selecting the right Teams and Players
- Seamless Event experience
- Engaging the audience





BEST TOURNAMENTS CASE STUDIES

PHYGITAL BASKETBALL





PHYGITAL SHOOTER – TARGET ON SIGHT

Success case: Phygital USA presented by Rodolfo Flores



KEY FEATURES OF THE DISCIPLINE

- The setup of the phygital stage plays a key part.
- Meet the equipment requirements for engaging experience.

TEAMS/ATHLETES FEEDBACK ON THE FORMAT

- *"It's kind of genius"*
- *"It was really really fun"*
- *"The event was spectacular"*

WHAT MADE THE TOURNAMENT SUCCESSFUL

- Efficient planning with enough time in advance and good staff
- The ideal venue to host a multi discipline tournament
- Setup was adequate (saving money), so was the equipment
- Partner had wide experience on the subject
- The right amplifiers
- The ref's were top



PHYGITAL SHOOTER





BEST TOURNAMENTS CASE STUDIES

PHYGITAL DANCING – STARS ON THE DANCE FLOOR

Success case: Phygital Colombia presented by Adriana Melo

KEY FEATURES OF THE DISCIPLINE

- Ensure dynamism without forgetting the level of competitiveness.
- Venue and equipment is key.
- Participation of male and female athletes is a plus to motivate inclusion.



TEAMS/ATHLETES FEEDBACK ON THE FORMAT

"I had the opportunity to compete in the Phygital Dancing Cup Colombia and it was something from another world. I could enjoy a dynamic space full of a lot of energy with dancers who came from several parts of the country to give everything."

Cristian Camilo Sánchez

WHAT MADE THE TOURNAMENT SUCCESSFUL

- Participation of the official Just Dance community in Colombia
- The venue was ideal for the organization of the Phygital Dancing
- Streaming and content creation for social media was a plus
- Building credibility around the tournament and the overall organization.

Sow today, harvest tomorrow



PHYGITAL DANCING







KEY TAKEAWAYS



MOST EXCITING FROM 1st SEASON 24/25

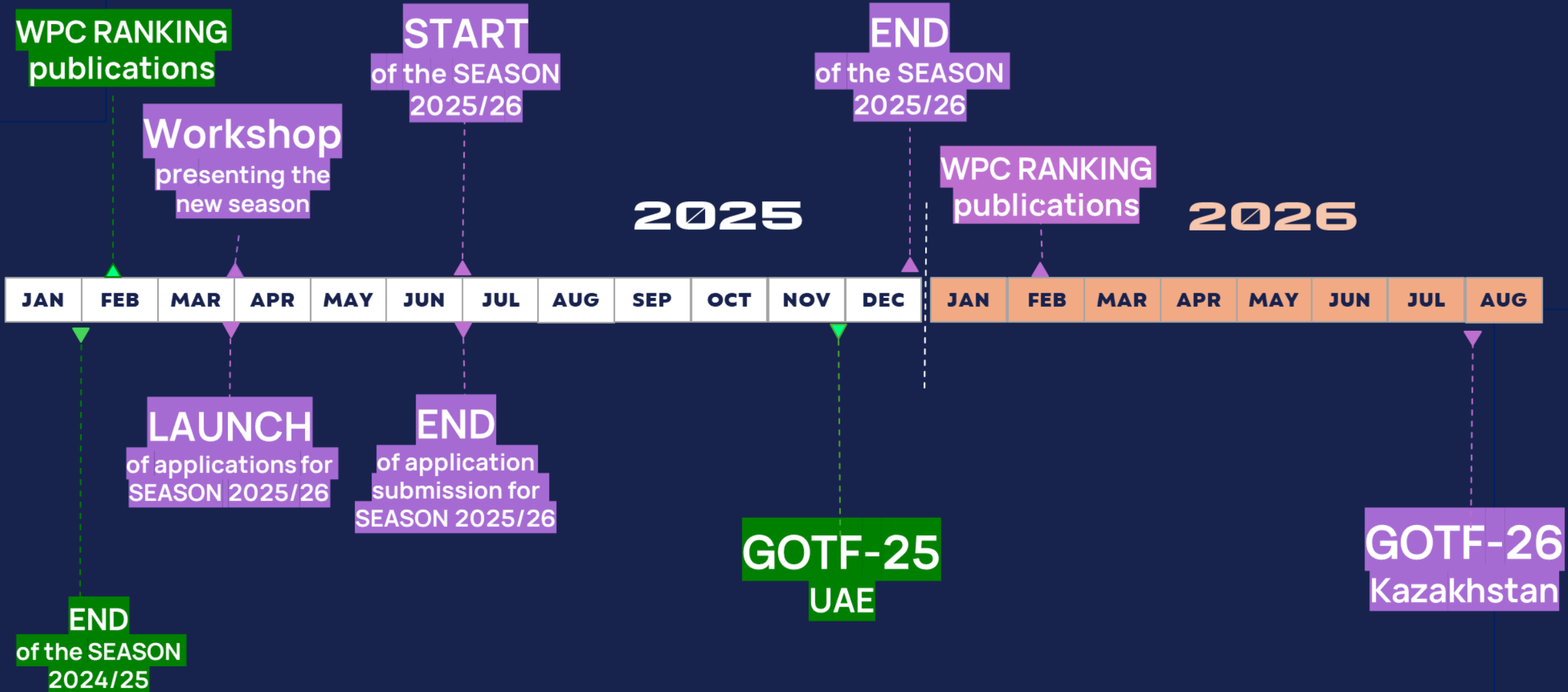
- ❖ The mix of digital and physical elements attracted strong engagement
- ❖ Players enjoyed competing in both game phases
- ❖ Community engagement and government support ensured success
- ❖ Partnering with content creators enhanced the gaming experience.

BIGGEST CHALLENGES FACED

- ❖ Accurate presentation of tournament reports
 - ❖ Efficient organization of multi-discipline tournaments in 1-2 days
 - ❖ Education of players, refs, and fans on the new sports format
 - ❖ Securing of the financial support for event planning and execution
 - ❖ Alignment with local federations' schedules for WPC events
 - ❖ Ensuring venue availability before events
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WHAT'S NEXT?





Q&A

