

WHAT MAKES AN EVENT GREAT DURING COVID?

UCLA Esports x BruinGG APRU Presentation



UCLA ESPORTS



CATHY

UCLA Esports Director

- Junior
- Economics Major



DILLON LEDUC

UCLA Esports Assistant Director

- Sophomore
- Financial Actuarial Mathematics Major

BRUINGG



LAUREN CHEN

*BruinGG President
UCLA Esports Marketing Director*

- Sophomore
- Communications & Psychology Major



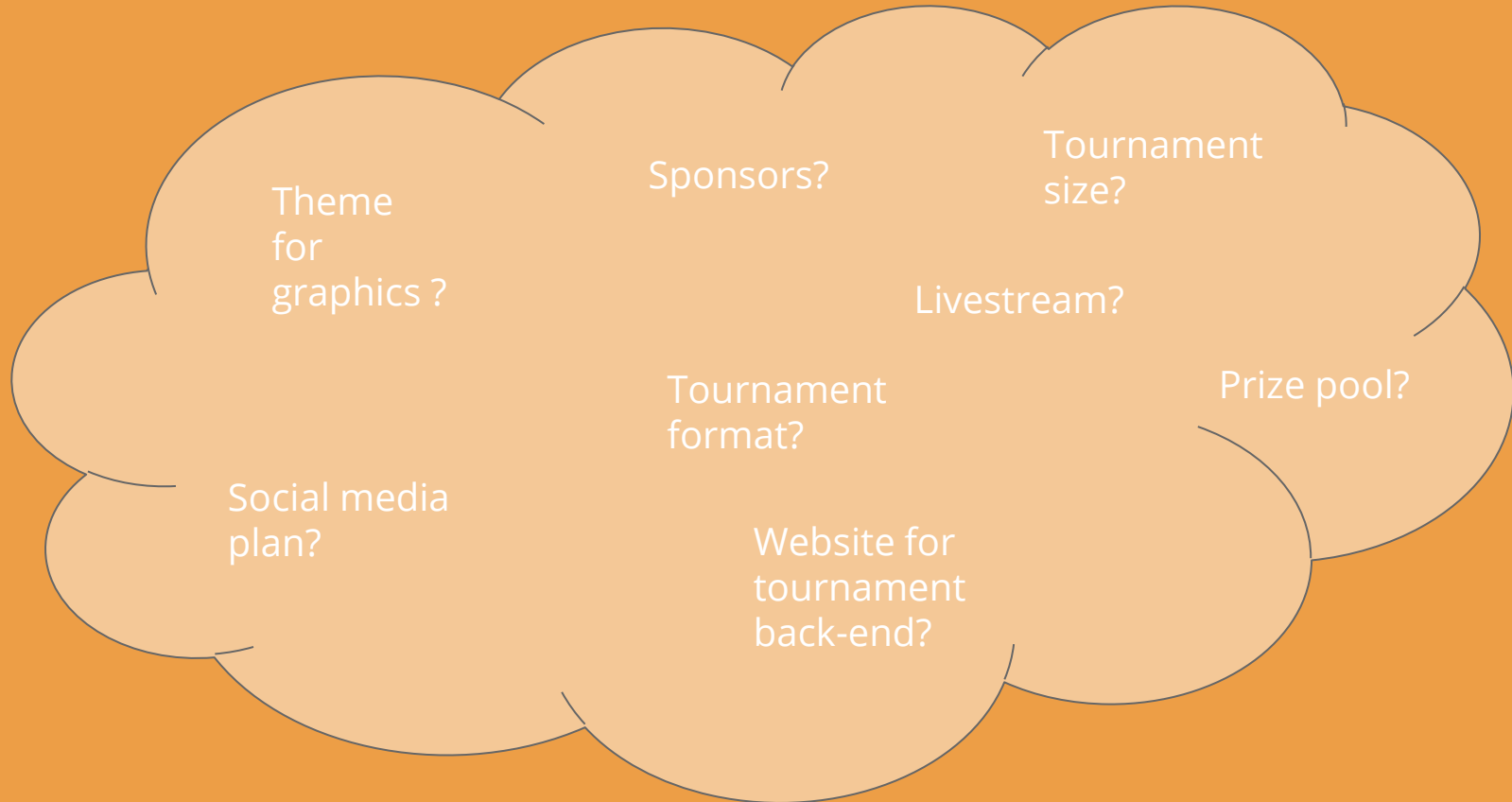
KATE LAND

BruinGG External Vice President

- Sophomore
- Computer Science Major

UCLA Esports Summer Invitational

Before Tournament: Conceptualizing



Before Tournament: Social Media

UCLA Esports @UCLAEsports

UCLA Esports x @Razer

July 31, 2020.

[Translate Tweet](#)



A promotional graphic for the UCLA Esports x Razer collaboration. It features the text "07.31.20" in large, bold, black letters. To the left of the date is the UCLA Esports logo, and to the right is the Razer logo. The background is a blue, textured, water-like surface.

12:45 PM · Jul 29, 2020 · Twitter Web App

[View Tweet activity](#)

38 Retweets 8 Quote Tweets 352 Likes

UCLA Esports @UCLAEsports

We're proud to announce the UCLA Esports Summer Invitational, sponsored by @EvilGeniuses & @Razer!

Starting August 15th, we'll be hosting tournaments in VALORANT, Overwatch, & League!

Cheer on your favorite teams by tuning in at twitch.tv/uclaesports

#LIVEEVIL  #GoBruins



A tournament poster for the 2020 UCLA Esports Summer Invitational. The word "UCLA" is prominently displayed in large, white, block letters. Below it, the text reads "2020 UCLA ESPORTS SUMMER INVITATIONAL". Further down, it lists the games and dates: "VALORANT 8/15-8/16 | OVERWATCH 8/22-8/23 | LEAGUE OF LEGENDS 8/29-8/30". At the bottom, it says "ALL GAMES 12PM-6PM PT | STREAMED ON TWITCH.TV/UCLAESPORTS". The poster also mentions sponsors "EVIL GENIUSES" and "RAZER". The background is a blue, textured, water-like surface.

12:30 PM · Jul 31, 2020 · Twitter Web App

[View Tweet activity](#)

34 Retweets 23 Quote Tweets 157 Likes

UCLA Esports @UCLAEsports

Schools for the UCLA Esports Summer Invitational are locked in!

Tune in to twitch.tv/uclaesports starting on August 15th 12PM PDT to watch your favorite colleges go head to head in Valorant, Overwatch, and League of Legends.

Which school are you rooting for?



A poster for the UCLA Esports Summer Invitational showing the competing schools. The poster is divided into two main sections: "SUMMER INVITATIONAL" and "COMPETING SCHOOLS". The "SUMMER INVITATIONAL" section lists the following schools: BROOKLYN, HAWAII, SLUBS, and USC. The "COMPETING SCHOOLS" section lists the following schools: UCLA, MICHIGAN, CALIFORNIA, and many others. The poster also features the Razer and Evil Geniuses logos. The background is a blue, textured, water-like surface.

2:22 PM · Aug 4, 2020 · Twitter Web App

[View Tweet activity](#)

65 Retweets 36 Quote Tweets 216 Likes

Before Tournament: Outreach

School	Game	Contact Name	Discord Contact	Verbal Confirmation	Registered on form?	Who contacted? - Ashley or Cathy
SJSU	Valorant	[REDACTED]	[REDACTED]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Cathy
SDSU	Overwatch	[REDACTED]	[REDACTED]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Cathy
SDSU	Valorant	[REDACTED]	[REDACTED]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Cathy
SDSU	LoL	[REDACTED]	[REDACTED]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Cathy
UCSC	Overwatch	[REDACTED]	[REDACTED]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Cathy
UCSC	Valorant	[REDACTED]	[REDACTED]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Cathy
UCSD		[REDACTED]	[REDACTED]	<input type="checkbox"/>	<input type="checkbox"/>	Cathy
UCSD	Overwatch	[REDACTED]	[REDACTED]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Cathy
UCD	Valorant, LoL	[REDACTED]	[REDACTED]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Cathy
ASU		[REDACTED]	[REDACTED]	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Ashley
UCI	League of Legends	[REDACTED]	[REDACTED]	<input type="checkbox"/>	<input type="checkbox"/>	Cathy
UCI	Overwatch	[REDACTED]	[REDACTED]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Cathy
UCI	Valorant	[REDACTED]	[REDACTED]	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Cathy

cathy 07/19/2020

So we're hosting three 2-day tournaments in August, prized

-**Valorant** on Saturday August 14th and Sunday 15th from 12pm to 5:30pm PT in a single elimination format

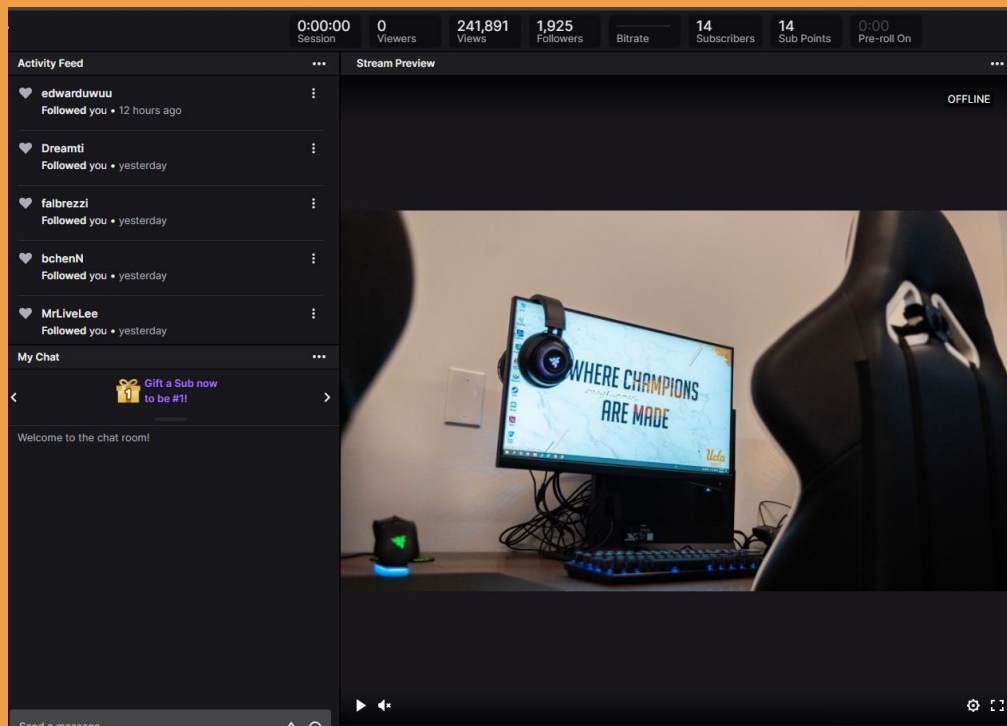
-**Overwatch** on Saturday August 21st and Sunday 22nd from 12pm to 5:30pm PT in a double elimination format.

-**League of Legends** on Saturday August 28th and Sunday 29th from 12pm to 5:30pm PT in a double elimination format.

We're asking for registration forms to be filled out by Friday July 27th at 5PM PT, but if you won't have your roster ready by then we can work with you on alternatives

Let me know if this is something you guys are interested in, and any other questions u might have!

Before Tournament: Livestream



During Tournament: Operations

Round 1		Round 2		Round 3		Semifinals		Finals	
1	Maryville University 1	1	Maryville University 1	1	Maryville University 1	1	Maryville University 2	1	Maryville University 3
18	San Francisco State University 0	9	Northeastern University 0	13	CSUN 0	3	University of Michigan 0	2	Arizona State University 0
2	University of Illinois at Urbana-Champaign 0	2	Arizona State University 1	2	Arizona State University 0	2	Arizona State University 1	2	Arizona State University 2
9	Northeastern University 1	10	San Diego State University 0	3	University of Michigan 1	2	University of Michigan 0	2	Arizona State University 1
4	University of Colorado Boulder 0	3	UC Riverside 0	4	UC Irvine 1	2	UC Irvine 0	2	UC Irvine 0
13	CSUN 1	4	UC Riverside 0	5	UC Irvine 0	2	UC Irvine 0	2	UC Irvine 0
5	UC Irvine 1	5	UC Irvine 0	5	UC Irvine 0	2	UC Irvine 0	2	UC Irvine 0
12	University of California-San Diego 0	6	UC Riverside 0	6	UC Riverside 0	2	UC Irvine 0	2	UC Irvine 0
2	Arizona State University 1	7	UC Riverside 0	7	UC Riverside 0	2	UC Irvine 0	2	UC Irvine 0
15	UC Davis 0	8	UC Riverside 0	8	UC Riverside 0	2	UC Irvine 0	2	UC Irvine 0
7	Michigan State University 0	9	UC Riverside 0	9	UC Riverside 0	2	UC Irvine 0	2	UC Irvine 0
10	San Diego State University 1	10	UC Riverside 0	10	UC Riverside 0	2	UC Irvine 0	2	UC Irvine 0
3	University of Michigan 1	11	UC Riverside 0	11	UC Riverside 0	2	UC Irvine 0	2	UC Irvine 0
14	Ohio Northern University 0	12	UC Riverside 0	12	UC Riverside 0	2	UC Irvine 0	2	UC Irvine 0
6	UC Riverside 1	13	UC Riverside 0	13	UC Riverside 0	2	UC Irvine 0	2	UC Irvine 0
11	UCLA 0	14	UC Riverside 0	14	UC Riverside 0	2	UC Irvine 0	2	UC Irvine 0
Losers Round 1		Losers Round 2		Losers Round 3		Losers Round 4		Losers Round 5	
18	San Francisco State University 0	4	UC Riverside 0	13	CSUN 0	13	CSUN 0	13	CSUN 0
8	University of Illinois at Urbana-Champaign 1	8	University of Illinois at Urbana-Champaign 1	8	University of Illinois at Urbana-Champaign 1	8	University of Illinois at Urbana-Champaign 1	8	University of Illinois at Urbana-Champaign 1
4	University of Colorado Boulder 0	10	San Diego State University 0	12	University of California-San Diego 0	2	Arizona State University 1	2	Arizona State University 1
12	University of California-San Diego 1	11	UC Irvine 1	15	UC Davis 0	2	UC Irvine 0	2	UC Irvine 0
15	UC Davis 1	15	UC Davis 0	15	UC Davis 0	2	UC Irvine 0	2	UC Irvine 0
7	Michigan State University 0	9	Northeastern University 1	9	Northeastern University 0	9	Northeastern University 0	9	Northeastern University 0
14	Ohio Northern University 0	11	UCLA 0	11	UCLA 0	11	UCLA 0	11	UCLA 0
11	UCLA 1	11	UCLA 0	11	UCLA 0	11	UCLA 0	11	UCLA 0
Losers Round 6		Losers Round 7		Losers Round 8		Losers Round 9		Losers Round 10	
13	CSUN 0	13	CSUN 0	13	CSUN 0	13	CSUN 0	13	CSUN 0
8	University of Illinois at Urbana-Champaign 1	8	University of Illinois at Urbana-Champaign 1	8	University of Illinois at Urbana-Champaign 1	8	University of Illinois at Urbana-Champaign 1	8	University of Illinois at Urbana-Champaign 1
2	Arizona State University 1	2	Arizona State University 1	2	Arizona State University 1	2	Arizona State University 1	2	Arizona State University 1
2	UC Irvine 0	2	UC Irvine 0	2	UC Irvine 0	2	UC Irvine 0	2	UC Irvine 0
2	UC Irvine 0	2	UC Irvine 0	2	UC Irvine 0	2	UC Irvine 0	2	UC Irvine 0
2	UC Irvine 0	2	UC Irvine 0	2	UC Irvine 0	2	UC Irvine 0	2	UC Irvine 0
2	UC Irvine 0	2	UC Irvine 0	2	UC Irvine 0	2	UC Irvine 0	2	UC Irvine 0
2	UC Irvine 0	2	UC Irvine 0	2	UC Irvine 0	2	UC Irvine 0	2	UC Irvine 0
2	UC Irvine 0	2	UC Irvine 0	2	UC Irvine 0	2	UC Irvine 0	2	UC Irvine 0

During Tournament: Social Media

 **UCLA Esports**
@UCLAEsports

Your champions of the Summer Invitational League tournament are [@MaryvilleGG](#), winning 3-0 over [@ASULeague](#)!

Huge thanks to all of our competitors, viewers, and casters for joining us for the past 3 weeks! We look forward to seeing you all soon!



 Maryville Esports and 4 others

4:52 PM · Aug 30, 2020 · Twitter Web App

3 Retweets 5 Quote Tweets 34 Likes

 **UCLA Esports**
@UCLAEsports

Congratulations to [@UCIEsports](#) for winning the UCLA Esports Summer Invitational!

We'll be seeing their roster compete in our Overwatch Tournament too! Will they be able to demolish their way to Grand Finals again?

Find out this Saturday at twitch.tv/uclaesports!



 R A Z E R and 3 others

12:15 PM · Aug 17, 2020 · Twitter Web App

11 Retweets 72 Likes

During Tournament: Sponsors



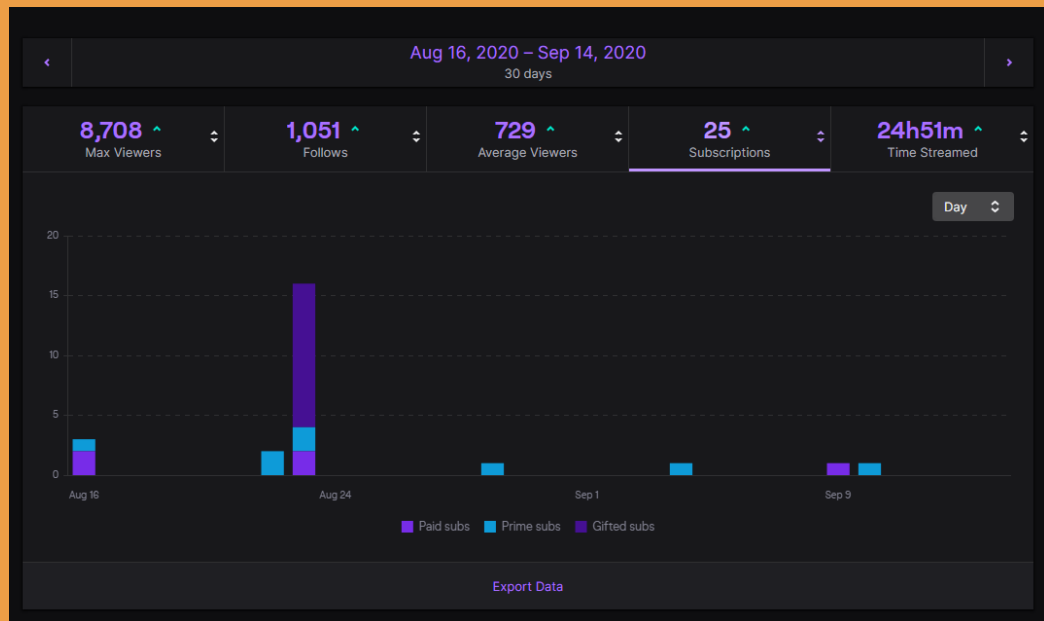
A promotional graphic for the Razer Education Program. It features a Razer gaming setup including a monitor displaying colorful light trails, a Razer headset, and a Razer keyboard. The background is dark with green and blue lighting effects. The Razer logo is in the top right corner.

- ▶ **15% OFF**
RAZER GAMING GEAR
& RAZER CUSTOMS
- ▶ **5% OFF**
RAZER BLADE LAPTOPS

**RAZER
EDUCATION
PROGRAM**

[RAZER.COM/EDUCATION](https://razer.com/education) ◀

Post Tournament: Document Results



Ucla Esports
@UCLAEsports

Edit profile

Official Twitter account of @UCLA's Esports program. Housing teams in LoL, OW, HS, RL, Smash Ult, Valorant, Fortnite & DOTA2. Partnered w/ @BruinGG & @UCLARec.

Los Angeles, CA twitch.tv/uclaesports Joined February 2017

106 Following 1,492 Followers

<https://clips.twitch.tv/GracefulDeliciousWaffleDoubleRainbow>

Twitch

UCLAEsports - Casters Enjoy the Razer Blackshark V2 Headphones!

► 15% OFF
RAZER GAMING GEAR
& RAZER CUSTOMS

► 15% OFF
RAZER BLADE LAPTOPS


RAZER
EDUCATION
PROGRAM
RAZER.COM/EDUCATION

Post Tournament: Prizing



TAKEAWAYS

- *Start planning earlier*
- *Find the right amount of social media promotion (spam vs marketing)*
- *Triple-check tournament rulesets*
- *Incorporate comments from feedback forms*

- 
1. Why does it matter that we did it during COVID?/Why did we do these events in the first place?
 2. What did the planning process look like?
 3. What do the actual events look like?
 4. What are the results?
 5. What were the differences between SoCal Fall Festival + Summer Splash?
 6. What could we do differently for future events-- both irl and online that we've learned through this experience?
 - a. General takeaways that can apply to more than just BruinGG

Background Information

Why does it matter that we did it during COVID?/Why did we do these events in the first place?

X



UCSB x UCLA Summer Splash

What did the planning process look like?

- *Initial admin meetings about core details*
 - *Date, name, games*
 - *Started planning in the middle of May for an event in July*
- *Created a sponsorship deck and sent them out*
- *Separated staff into five groups*
 - *Logistics, sponsorship, marketing, graphics, stream*
 - *Let them handle their respective duties*
 - *ex) logistics create a schedule and game rulesets, sponsorship reach out to sponsors, etc.*

What do the actual events look like?



Attendees get to...

- Compete in competitive tournaments
- Join in on casual games to meet others interested in gaming
- Watch official tournament streams, casted and hosted by incredible student talent
- Check out the artist alley, filled with works from student artists and industry professionals
 - Tune into the Team Liquid Graphic Design Panel
- Enter giveaways and win prizes



What do the actual events look like?



The ultimate priority for all staff members is to build the best experience possible for our attendees.

During the event, staff are...

- Managing competitive tournaments by answering questions, checking in players, and inputting results
- Moderating Discord servers and Twitch chats
- Hosting casual games for individuals who are not competing in tournaments
- Livetweeting highlights from each streamed tournament
- Hosting and casting official tournament streams

Collegiate Talent: Casting &

MAP - 0 13 19 CU - 0

24:25

soligo Fanboy Soligo
Niteraven
lol j3

[23:07] cow dog (Oranna). Ornn R - 34s
[23:08] Cars0n (Olaf). Ornn R - 33s
[23:08] Niteraven (Karma). Teleport - Ready
[23:26] lol (Ornn). R - 15s
[23:29] lol (Ornn). R - 12s
[23:51] Cars0n (Olaf) has slain the Cloud Drake!
[24:12] Cars0n (Olaf) is on a killing spree!
[24:17] Care for Me (Elise) purchased Zhonya's Hourglass

BRUIN GG

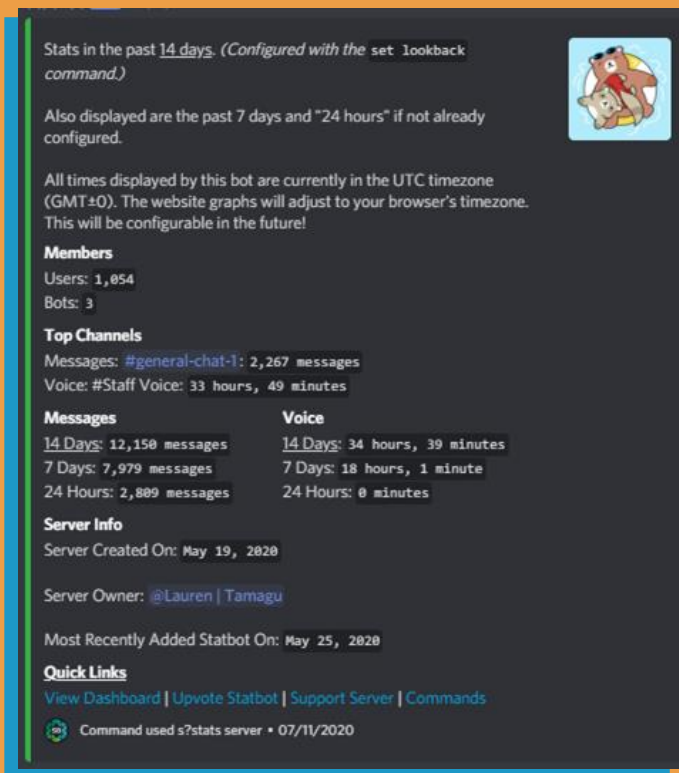
f t w © STAY CONNECTED

SPONSORED BY

TWITCH STUDENT

Featuring student casters Lawrence “Heindershmits” Wan and Mikel “Fourcasts” Rodriguez

Results



Stats in the past 14 days. (Configured with the set lookback command.)

Also displayed are the past 7 days and "24 hours" if not already configured.

All times displayed by this bot are currently in the UTC timezone (GMT±0). The website graphs will adjust to your browser's timezone. This will be configurable in the future!

Members
Users: 1,054
Bots: 3

Top Channels
Messages: #general-chat-1: 2,267 messages
Voice: #Staff Voice: 33 hours, 49 minutes

Messages	Voice
14 Days: 12,150 messages	14 Days: 34 hours, 39 minutes
7 Days: 7,979 messages	7 Days: 18 hours, 1 minute
24 Hours: 2,809 messages	24 Hours: 0 minutes

Server Info
Server Created On: May 19, 2020
Server Owner: @Lauren | Tamagu
Most Recently Added Statbot On: May 25, 2020

Quick Links
[View Dashboard](#) | [Upvote Statbot](#) | [Support Server](#) | [Commands](#)

Command used s?stats server • 07/11/2020

- Peaked at 1,054 attendees— a 581 person difference from our first online event
- 618 competitors in our tournaments, meaning 58% of attendees registered for at least one competitive tournament
- Across the 3 Twitch accounts used, we recieved 3,015 unique viewers in 3 days



SoCal Fall Festival

What changed during the planning process?



- *Since this was a collaboration with 4 schools, we started early (August)*
 - *Had vague idea about it in July*
- *Had weekly meetings with admin to talk about initial planning*
 - *Dates, games, name, sponsors we want*
 - *Made our sponsorship deck and sent it out as early as possible*

What changed during the planning process?

- *Then invited all staff and had a huge staff onboarding session*
 - *Went over initial details and had them split into groups*
 - *Logistics, sponsorship, marketing, graphics, stream*
- *From then, each group had their separate meetings and weekly goals which we all were notified through the spreadsheet*



Key Differences

- *2 day event because people have less time due to it being during the school year*
- *Started planning WAY earlier than UCSB x UCLA Summer Splash*
- *Sent out the sponsorship deck as soon as possible*
- *Had more meetings and notes so people were on top of things and also aware of what was happening*
 - *Had google doc of all sponsors and master doc of team goals and accomplishments*



What was different during the event?

Attendee Perspective

- We hosted 3 panels this event
- We decided that we had the time and manpower to do so
 - We now had 4 streams available to us that we could use to stream different games and panels

Staff Perspective

- Had 4 TOs per game
- More staff to moderate
- A help role within the Discord to answer questions as well as individual specific game question channels
- Castors and hosters for stream



Results

Server stats in the past 14 Days. (Change with the `s?lookback` command.)



All times displayed by this bot are currently in the UTC timezone (GMT±0). The website graphs will adjust to your browser's timezone ago.

Also displayed are the past 7 days and 24 hours if not already configured.

Members

Users: 2,167

Bots: 3

Top Channels

Messages: `#staff-off-topic`: 3,254 messages

Voice: `#after party`: 62 hours, 43 minutes

Messages

14 Days: 16,147 messages

7 Days: 11,205 messages

24 Hours: 2,591 messages

Voice

14 Days: 154 hours, 17 minutes

7 Days: 101 hours, 55 minutes

24 Hours: 31 hours, 43 minutes

Server Info

Server Created On: Sep 16, 2020

Server Owner: `@Lauren | Tamagu` (Lauren | Tamagu)

Most Recently Added Statbot On: Sep 16, 2020


Quick Links

[View Dashboard](#) | [Documentation](#) | [Support](#) | [Upgrade](#)

 Command `s?stats server` • 11/07/2020

- Peaked at 2,167 attendees— a 1,113 person difference from our first online event
- 1,125 competitors in our tournaments, meaning 52% of attendees registered for at least one competitive tournament
- Across the 4 Twitch accounts used, we received 5,239 unique viewers in 2 days

Conclusions

- 
1. What could we do differently for future events-- both irl and online that we've learned through this experience?
 - a. General takeaways that can apply to more than just BruinGG