WHAT MAKES AN EVENT GREAT DURING COVID?

UCLA Esports x BruinGG APRU Presentation
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UCLA Esports
Summer Invitational
Before Tournament: Conceptualizing

- Theme for graphics?
- Sponsors?
- Tournament size?
- Livestream?
- Tournament format?
- Prize pool?
- Website for tournament back-end?
- Social media plan?
Before Tournament: Social Media

UCLA Esports x @Razer


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

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?
Before Tournament: Outreach

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<th>Contact Name</th>
<th>Discord Contact</th>
<th>Verbal Confirmation</th>
<th>Registered on form?</th>
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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
During Tournament: Social Media

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!

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!
During Tournament: Sponsors

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

RAZER EDUCATION PROGRAM
RAZER.COM/EDUCATION
Post Tournament: Document Results

Aug 16, 2020 – Sep 14, 2020
30 days

- Max Viewers: 8,708
- Followers: 1,051
- Average Viewers: 729
- Subscriptions: 25
- Time Streamed: 24h51m

UCLA Esports
@UCLAEsports
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/uclaeports - Joined February 2017
106 Following - 1,492 Followers

https://clips.twitch.tv/GracefulDeliciousWaffleDoubleRainbow

Twitch

UCLAEsports - Casters Enjoy the Razer Blackshark V2 Headphones!
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?
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 &

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

- 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 received 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

- 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