

Workshop #8:

“From Vision to Victory:

**Encouraging WPC Members
to Hold and Succeed in Tournaments”**

19.12.2024



SPEAKERS



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BUSINESS DEVELOPMENT MANAGER



INTRODUCTION

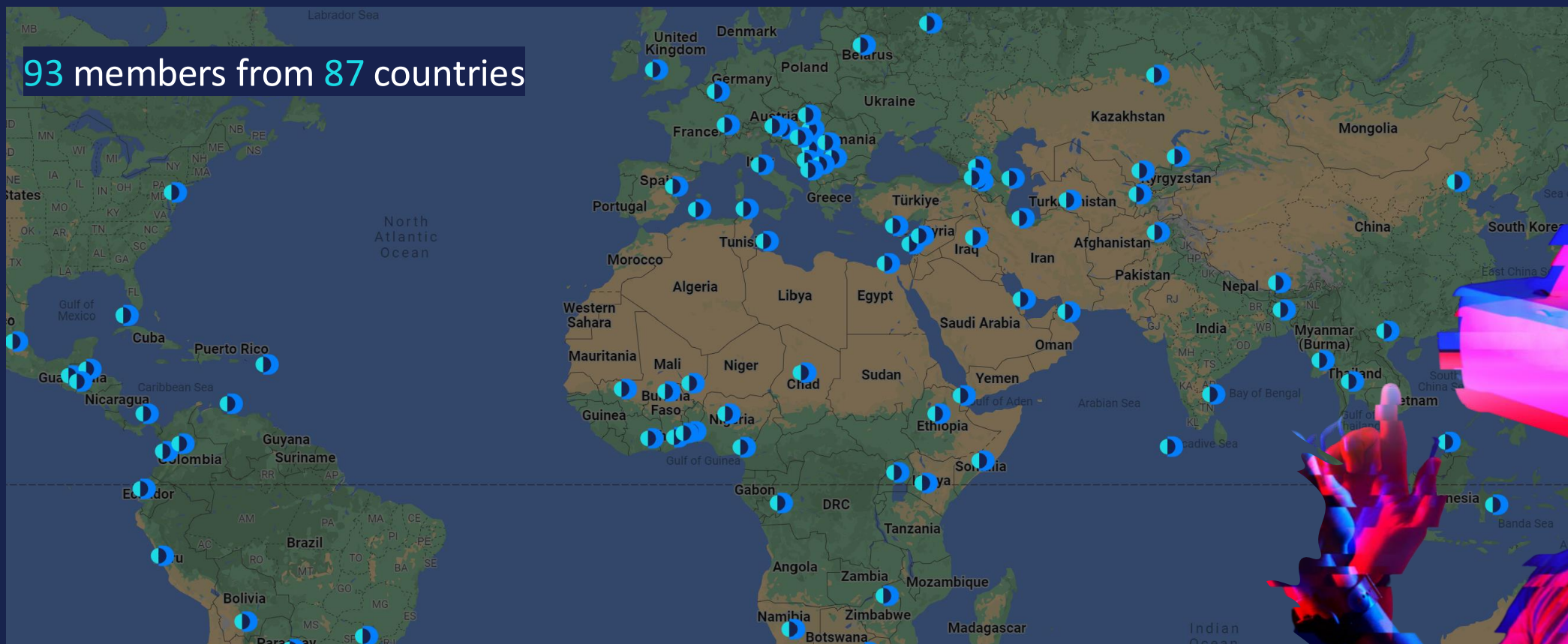
The purpose of today's webinar

The agenda:

- Overview of WPC Membership (Key Goals and Overall Progress)
 - WPC Tournaments (Progress Status)
 - Content (Creating Content and Managing Social Media Accounts)
 - Successful case studies
 - Q&A
 - Conclusion
- 



WPC REPRESENTATION ACROSS the GLOBE

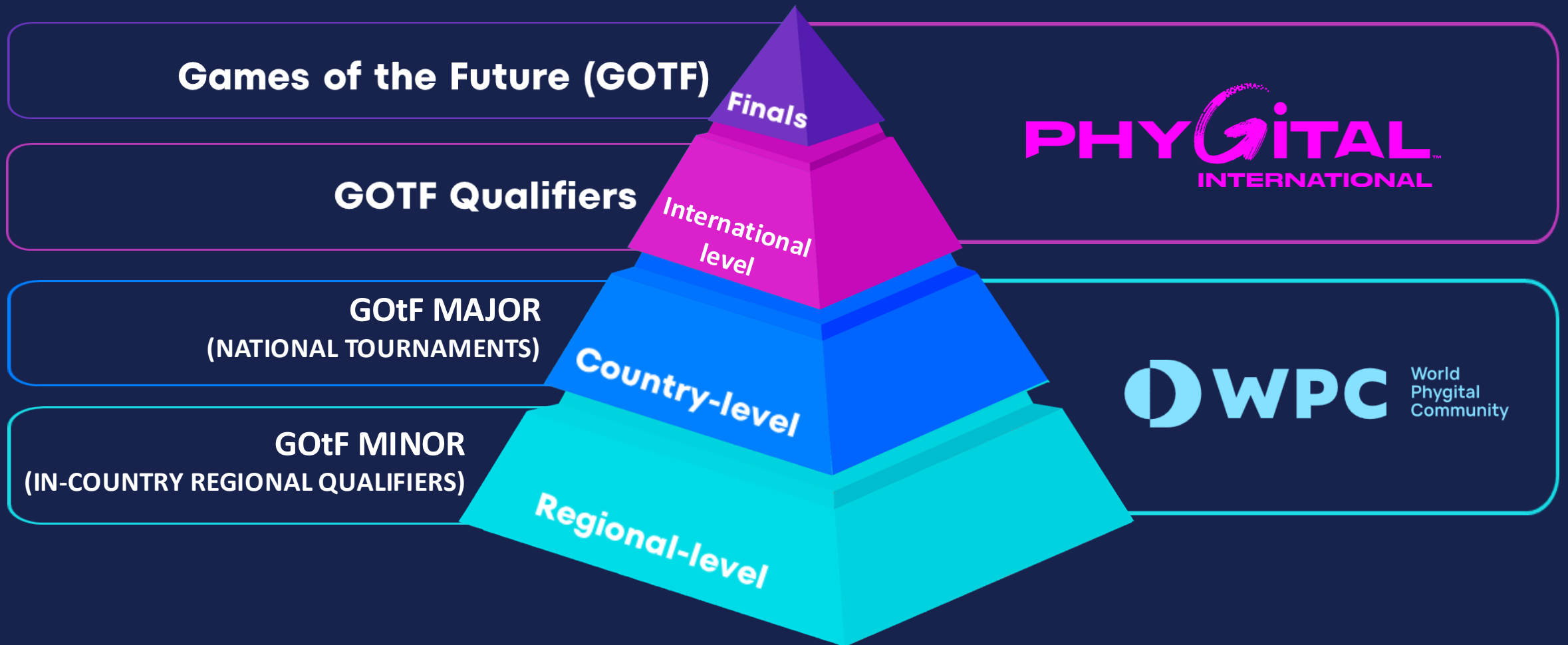


*the up-to-date map is available online on the website - <https://worldphygital.org/>



WPC TOURNAMENTS SCHEDULE





WPC TOURNAMENTS - ALREADY COMPLETED

In-Country Regional Qualifiers (GOtF Minor) Overview:

October 2024 – November 2024

84

- Total tournaments

4

- Countries:
Uzbekistan – 42, Russia – 32, Cameroon – 6, Serbia - 4

658

- Teams participated (*across all In-Country Regional Qualifiers*)



WPC TOURNAMENTS - ONGOING

National Tournaments (GOtF Major) Overview:

December 2024 – January 2025

164

- Total applications *in 4 phygital disciplines*

66

- Members from 60 countries

12

- National Tournaments held already:
Armenia-1, Cameroon-2, Oman-1, Russia-4, Serbia-1, Uzbekistan-3



HOW TO TAKE PART IN GOTF'25

STAGE 1 (COMPLETED): Apply for the tournaments

- Applications for national tournaments are now closed on November 15

STAGE 2: Confirmation of Tournament Plans

- Details of the planned tournament (venue, dates, other) should be submitted to WPC
- If there are any date changes please notify WPC as soon as possible

STAGE 3: Organizing the Tournament

- The tournament should be delivered according to WPC's requirements ([WPC Rulebook](#))

STAGE 4: Reporting

- Strict deadline - After the tournament, please submit to WPC final report within 3 business days. Missing this deadline could impact your tournament's ranking.

STAGE 5: Ranking

- WPC Tournaments Ranking will be published 10.02.2025

Please use competition@worldphygital.org for communication on all questions related to tournaments



SHORT MEMO FOR PHYGITAL DISCIPLINES

Phygital Football

Team - eight (8) players

Digital part: 4 Players of each team participate: 2 of them play 1st half and 2 others 2nd half

Physical part: Football 5x5 (grass / artificial grass, playoff the boards)

Substitutes not limited for physical part

Technical staff - up to 3 members (e.g. coach, doctor, massage therapist)

Phygital Basketball

Team - max of 3 players for a given match and up to 4 players for each competition. Only 3 players participate in the match

Digital part: 2 players. NO substitutions

Physical part: Basketball 2x2 (in one hoop)

Substitutes not limited for physical part

Technical staff - up to 3 members (e.g. coach, doctor, massage therapist)

Phygital shooter

Team - max seven (7) players participating in a given match

Digital part: CS2 on PC, 2 teams of 5 players.

NO substitutions

Physical part: Laser tag in the format of Phygital Flame activation, 2 teams of 5 players

Substitutes not limited for physical part

Technical staff – up to 3 members (e.g. coach, doctor)

Phygital Dancing

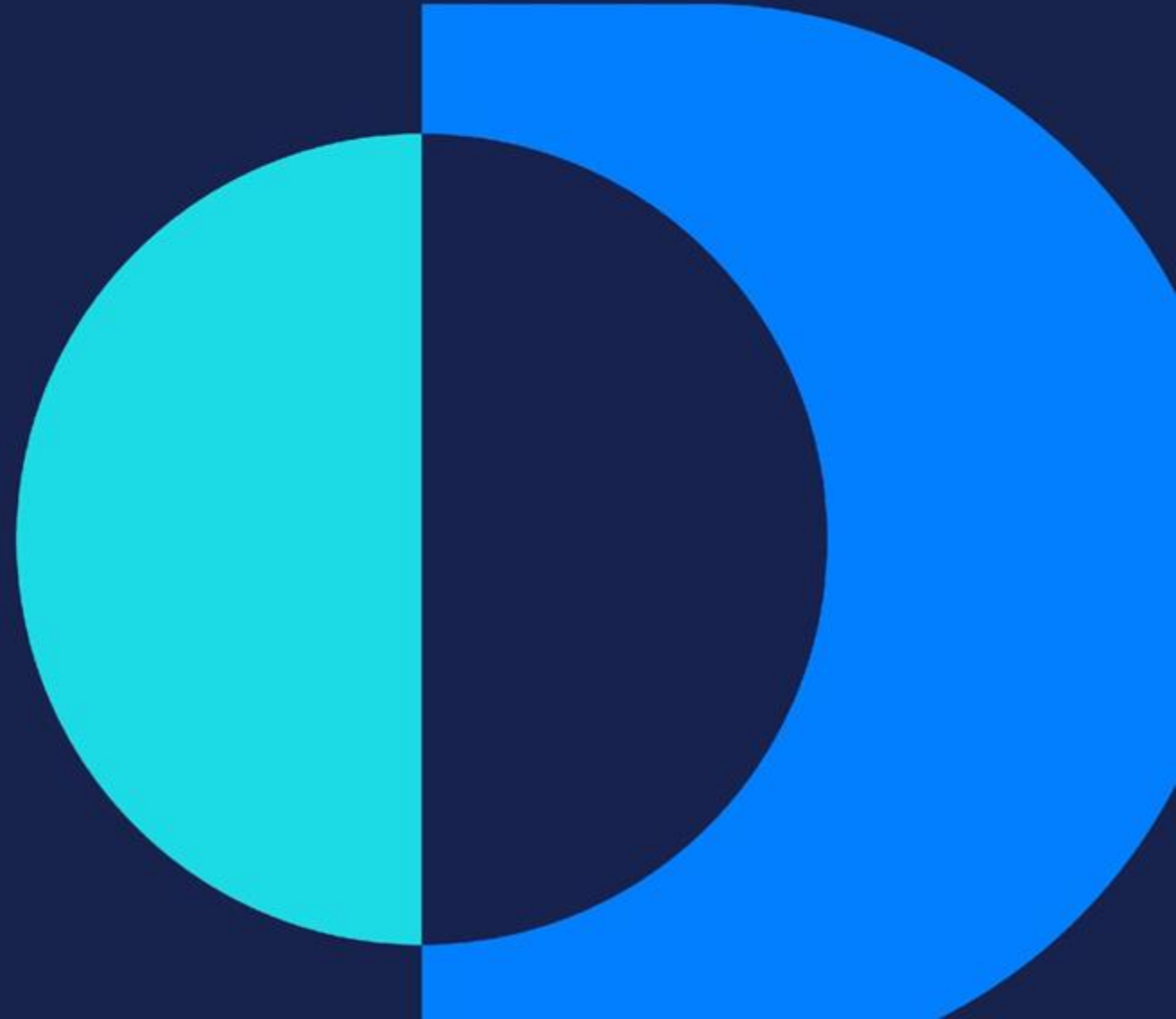
Team – 1 player (Individual competition 1x1)

NO substitutions

Technical staff - 1 member (e.g. coach)

What else is important besides
the competition itself?

CONTENT!



LPC content guidelines

KEY CONTENT REQUIREMENTS

- ✓ Materials should be in high resolution – CAMERA, MOBILE PHONE
- ✓ Always tag the official GOTF account
- ✓ Use branded hashtags:

#GamesOfTheFuture
#GOTF2025

- ✓ Winning team's name, logo, photo (group or winning moment)
- ✓ Category: National tournament (GOTF Major) or In-country regional tournament (GOTF Minor)
- ✓ Discipline: Phygital Basketball, Football, Dancing, Shooter
- ✓ Capture photos and videos during the tournament for promotion

TEMPLATES

- ✓ Use ready-made templates for announcements, results, and schedules
- ✓ Access all materials in your personal WPC account

GOTF official accounts for tags



@gamesofthefutureofficial



@gamesofthefutureofficial



officialgotf



@gotfofficial



YouTube @gamesofthefuture.official



Games Of The Future

Where to get more ranking points?

**10
points**

If club's social media has:

- **20K followers** for regional tournaments
- **30K followers** for national tournaments

If you have at least one player in club with social media followers:

- **10K followers** for regional tournaments
- **15K followers** for national tournaments

8 points

- **If the tournaments broadcasted on the platform of WPC members (at least, the final match)**

5 points

- Follow all **WPC branding requirements**
- If tournaments has at least **300 spectators seats**
- If posted at least **15 photos** on club's social media with tagging GotF
- If posted **1-3 minutes highlight videos** of competition day on YouTube channel or Social media account with tagging of GotF

Branding recommendations

DO's:

COMBO LOGO LPC X WPC

Use a combined LPC and WPC logo to highlight the LPC's connection to the international community as shown below



Example of the combo logo design for LPC events

- To apply for using the Official symbols of WPC, please contact at: marketing@worldphygital.org

DON'Ts:

- Place WPC logos next to commercial logos unless it's an official partnership.
- Use WPC symbols in cartoon form without permission.
- Use WPC symbols in political, religious, or social content.
- Use WPC symbols in company names without consent.

Use Instagram, Facebook, X (ex-Twitter), LinkedIn, YouTube, TikTok and any other social media platform



CASE STUDIES



Successful case studies



OMAN

- ❖ 1st to host a compliant national tournament in WPC history
- ❖ Prioritized tournament quality despite penalty points for off-date scheduling
- ❖ Organized match broadcasting

Phygital football



UZBEKISTAN

- ❖ Largest GotF Minors
- ❖ 2nd country globally to officially register Phygital as a sport
- ❖ Secured significant government support for the new sports movement

Phygital football, basket & dancing



CAMEROON

- ❖ Top-tier media: Extensive photo and video content
- ❖ Thorough reporting: Attention to all details
- ❖ Strict compliance: Full adherence to rules and formats.

Phygital basketball

Member's best practices

Some LPC content has been reshared on GOTF Official's channels. Take a peek at how the content was done for inspiration:



Cameroon -

<https://www.instagram.com/p/DDcM3yfK01j/>



Oman -

<https://www.instagram.com/p/C-NHhUiq0ei/?igsh=MW1mNjJ5aXEwcjY5eQ==>



Armenia -

<https://www.instagram.com/p/DDO3zGgI8W0/>



Any questions?



