**Games Department**

Assignment Title:

**Esports Events Planning (**15m PowerPoint event Pitch**) + Esports Event Marketing (**3000 words document Identify a social media and content strategy for the event)

**(Fifa 21 Online Tournament Event PS4/PC)**

The goal of this assignment is create a 15m PowerPoint Event Pitch followed by a 3000 words document Identify a social media and content strategy for the event.

The game chosen to base this event on was the Esports Game Tittle “FIFA 21” of the Game developer EA Sports, that had its launch at 9 of October of 2020.

Like previously mention this assignment is divided into **two parts.**

**FIRST PART**

The **first part** is going to address the Event Planning & Team Pitch of the Esports event that we are going to create in this case a **(Fifa 21 Online Tournament Event for both PS4 or PC)**

. The goal of this **first part** is to create a **15m PowerPoint event Pitch**, where the objective is to Pitch one Plan to organize a **Fifa 21 Online Tournament Event.**

. The Tournament is to be held online and the objective of the Pitch is to present a solid idea of how to plan and organize a **Fifa 21 Online Tournament Event.**

. Despite the fact that this is a online Event ( because of Covid-19) that doesn’t mean there’s no logistical side in it, and so the presentation still needs to take in consideration the different roles involved in a live event, like Event Manager, Event Producer, Caster, Broadcaster, Graphic Designer.

Despite this being a online event, the event organizers still going to need to use some facilities in the Campus to be able to operate the “live and production” side of the event, so the event picth need to have this in consideration and needs to address the heath and safety side of it.

. The person behind this **Assignment** needs to have a basic understanding of how the Esports and the gaming industry work or even ( Live Sports Events work) , to be able to cast a successful event idea, otherwise it won’t come up with good event pitch.

. There are multiple esports events happening and the EA have their own Fifa eSports Event so is important to understand them to be able to pitch something that could be as successful as the ones hosted by the game producer

**That said this are the Areas to be address in the – Team Pitch (40%):**

1. **Data & Research** **(30%)**:
   1. Evidence of critical research based on real-world examples
   2. Usage of data and metrics to support points
   3. Key Stakeholders
2. **Viability & Application** **(30%)**:
   1. Realistic appeal and feasible success
   2. Critical Analyses of pros & cons
3. **Communication & Delivery (20%)**:
   1. Clear, concise, and professional delivery
   2. Adequate presentation time between all team members
4. **Structure & Presentation (20%)**:
   1. Visual appeal and presentation of pitch
   2. Structure and professionalism

**Maximum Presentation Length: 15 minutes presentation**

**Learning Outcomes to be Assessed:**

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| --- | --- |
| LO1. Demonstrate knowledge and understanding of key planning and research tools sufficient to support the effective organisation of an esports event. | Knowledge & Understanding, Enquiry |
| LO3. Develop specific transferable skills of collaborative planning, interpersonal skills, goal setting, self-management, and group work. | Communication, Learning |
| LO4. Operate and communicate effectively through the appropriate use of written, presentational, and technical methods within a collaborative group project. | Communication, Learning, Reflection |

**Specific Assessment Criteria:**

**First class (100-70% and above):**

To achieve 81 – 100% in this grade range, student must submit an assignment that meets an exceptional standard in all areas. To achieve 70% – 80% in this grade range, students must submit an assignment to an excellent standard. The submitted assessment must adhere to all areas as described within the assessment brief. It must also show an excellent amount of additional effort placed with evident research and critical analyses implemented within the assessment submission.

**SECOND PART**

Identify a social media and content strategy for the **Fifa 21 Online Tournament Event PS4 or PC** that as created as part of the Part One Task**.**  
Word limit: 3,000

The assignment should consist of:

1. A social media strategy
   1. Business/event goals and objectives
   2. Audience identification
   3. Exploiting the social media strategy framework of awareness, consideration, conversion, advocacy/evangelism
   4. Engagement, listening and management strategies.
   5. Performance measures
   6. Examples and research evidenced via inclusion in appendices.
2. A content strategy
   1. Business/event goals and objectives—why are you creating content and what value will this provide.
   2. Audience identification, segmentation and persona(s)
   3. Customer journey map for at least one persona showing touchpoints/channels, content formats, and messages to be served and any pertinent keyword/targeting details dependent on your channel/format selections.
   4. Process showing how you will structure and manage your operations to activate your plans.
   5. Performance measures (can be incorporated into the journey map is desired)
   6. Examples and research evidenced via inclusion in appendices

Both strategies share common elements. Where applicable, the assignment should be as concise as possible by cross-referencing these common areas, as well as any research or examples being provided in appendices[[1]](#footnote-1). Do not repeat content.

References must use the Harvard referencing system.

**Assignment Learning Outcomes (LO1 and LO2)**

|  |  |
| --- | --- |
| **LO1)** To demonstrate a critical understanding of the issues and methodologies, concepts, theories and data of the digital customer journey. | Knowledge and Understanding |
| **LO2)** Demonstrate and apply a range of digital marketing tools and platforms as part of an effective digital campaign. | Analysis and Application |

**Assessment Criteria**

|  |  |
| --- | --- |
| **Criteria** | **% Contribution** |
| 1. **Purpose and goals**—a concise executive summary of the event accompanied by SMART objectives. Cover both social and content strategies. | 10% |
| 1. **Audience(s)**—who are your target audiences? Evidence of identification, segmentation, profiling and persona development; to cover both social and content strategies. | 18% |
| 1. **Social media strategy** | 23% |
| 1. **Content strategy** | 35% |
| 1. **Performance measures**—for both social and content strategies | 10% |
| 1. Correct use of referencing, use of references and correct grammar, spelling and presentation including appendices evidencing research and justifying decisions. | 4% |

**Marking scheme to achieve a + 70% grade**

**Purpose and goals (Social and Content)**

Clear, concise executive summary of the business objectives and corresponding SMART goals that show the value to the business. Includes traffic-driving goals.

**Audience (Social and Content)**

* Clearly defined audiences.
* Clearly defined segmentation.  
  At least one persona (with evidence or research)
* Identification of influencers and an accompanying pitch.

**Social media strategy (Social)**

* How you will fully exploit the social media strategy framework to meet your objectives inc. advocacy. Cross referenced within the customer journey. Identifies and designs an approach to social listening and engagement.

**Content strategy (Content)**

* Full (inc. advocacy) customer journey appropriate to the scenario.
* Touch points
* Keywords
* Content formats and message to be served with examples provided within appendices. Must show value added to the customer.
* All points evidenced and relate to at least one persona. Choice of message and media highly targeted to the persona.

**Performance measures (Content and Social)**

* Macro and micro conversions identified for the along with performance data sources fully aligned to the content and social media strategies.

**Specific Assessment Criteria**

**First class (100-70% and above):**

To achieve 70% and above in this assessment, students must write excellent strategies based on informed decisions and sound research.  Evidence of a well-researched persona(s) that then feeds into a detailed customer journey map(s), with an outstanding selection of channels, formats and messages with consideration given to customer experience excellence.  You will also show how digital PR/influencers can be used as part of your strategy. All areas have been presented to an outstanding standard.  Resources used to illustrate and enhance your decisions, integrated and discussed in a concise and business-like manner. Extensive research demonstrating evidence on which you have based your decisions with examples provided where necessary as appendices. Harvard referencing and English will be excellent.

1. Word count only applies to the main body of the assignment. References and appendices are not included in the word count. Use them wisely to ensure that you submit clear, concise and professional strategies. [↑](#footnote-ref-1)