International Esports Federation
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World Esports
IESF

Event organization Manual for hosting IESF World Championship

IESF is the uniting body for the World of Esports. Founded in 2008 by nine member nations and has since grown to include 144 Member Federations across five continents. We bring together all stakeholders in the esports community to contribute to a sustainable and responsible ecosystem.

World Esports Championship is the biggest multi-sport spectacle of esports in the world. A long-standing event that has been happening for 16 years, taking place in 14 different host cities, and has crowned 15 world champions, the best way to build a legacy. The thousands of players involved in the WEC are writing history by creating memories and accomplishments that will endure and be remembered for years to come.

IESF continuously works to overcome obstacles and continue making a positive impact in the world of esports, leaving a lasting legacy for future generations

The road to the World Esports Championship begins with thorough planning. The operations division serves as the foundation of IESF, providing the necessary processes to ensure efficient functioning. The operations division is therefore a crucial component in building the legacy of IESF and making a lasting impact in the world of esports.

Throughout the overall process of the National and Continental Qualifiers, followed by the World Esports Championship the competition division supervises the tournament to ensure fair play, sportsmanship, and the integrity of the game. They are a key factor in promoting healthy competition and contributing to the development of a well-rounded tournament.

Highlighting diversity in esports, the hype of the World Esports Championships, and the true essence of the organization is a key part of the event's success. Through digital marketing, PR, and advertising campaigns, the marketing division puts IESF's name across all platforms and digital channels to bring the world of esports together and raise awareness to further aid the main mission of the organization.

The marketing division's main goal is to merge the latest trends together with esports and create engaging content for the millions of viewers during the World Esports Championship.

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The World Esports Championships is not just an event, it's a history in the making and you can be part of it. Hosting an event of this caliber is a step toward change and is beneficial for your country which includes:

- Increased visibility of the host city and country, attracting more tourists and investors.
- Economic impact on the local community, generating revenue through visitors
- Investor relations - convening top brands and investors
- Community involvement - bringing the community together, encouraging volunteerism and civic engagement.
- Legacy: Hosting a World Championship leaves lasting legacy
- Being the capital of esports brings numerous benefits to the host city and country, and helps promote growth and development.

Start this journey and express your interest to host the next IESF World Championship.

OPERATIONS

Local Organizing Committee (LOC)

The Local Organizing Committee (LOC) is responsible for the overall operation and execution of the event. It is constituted after signing of the hosting agreement from IESF and local host representatives. The LOC is responsible for creating the final version of the Event Organisation Manual and Execution Plan for the event.

SITE SURVEY

The host is expected to organize a minimum 3 site survey visits from IESF staff prior to the event. During the visits, the Local Organizing Committee defines the Operations and the Marketing plan.

VISA REQUIREMENTS

The Host provides official government information for visa requirements per country together with price and process (e-visa, Visa On Arrival, custom). The host needs to guarantee entry to all IESF members, facilitating the visa process for all participants.

TRANSPORTATION

All international flights for the qualified athletes and delegates should be with minimum layover time between flights. The host is required to organize local transport from airport to hotel and back, based on arrival and departure schedule. In case the venue and hotel are on different locations more than 1km away, transport from hotel to venue and back to hotel should be arranged daily. The host should organize an airport lounge for the participants with layovers over 6 hours.

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ACCOMODATION

The Host provides hotel accommodation for all qualified athletes, delegates from the National Federations, media, VIP, and IESF teams. The athletes must have the same accommodation conditions, athletes' village is always preferred as an option. The minimum standard is a 4-star hotel. Bottled water should always be available in the rooms.

VENUE

The preferred type of venue is a sports hall, large convention center, esports arena, or hotel ballroom. Upon selection of the official game titles, the LOC will determine the number and type of stages accordingly. Appropriate area needs to be provided for spectators and side events with a detailed security safety plan.
Adequate offices/areas should be provided at the venue for casters, media, medical team, VIPs, and operations team pre and during the event.

HOSPITALITY

The host needs to provide gift packs including a sim card, traditional items, sponsors items, event merchandise, and an event handbook delivered to the hotel rooms prior to the arrivals.

Minimum 3 meals per day, as well as fruits, healthy snacks, beverages, and unlimited supplies of water, must be provided at the venue and the hotel. The food menu should have different types of international cuisines and follow all food safety and processing standards.
Free laundry services should be provided at the hotel or venue throughout the event.
Welcome desks/booths are required to be available at the airport and at the hotel reception.

MEDICAL

A Paramedic team is required to be available at all times during the event inside the venue to provide complete medical support if needed.

SECURITY

The event must be announced to the local police and fire department.
Professional security and evacuation plans should be provided for approval.

WADA (World Anti-Doping Agency)

In accordance with the WADA regulations, the national Anti-Doping Agency should conduct a minimum of two doping tests per game title by random selection of the athletes.

OGM (Ordinary General Assembly)

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Host needs to arrange a conference hall with a capacity for more than 200 persons. Voting system for each of the voting members, audio and video support, recording,hi-speed wi-fi internet connection and printed materials. During the breaks food and beverages should be provided.

CONTINENTAL QUALIFIERS

The continental qualifiers are an integral part of the WEC. The best National Teams compete for a slot in the World Championship, based on the Competition Plan and tournament structure adopted by the LOC. The host is responsible for organizing the regional qualifiers as the ROAD to the WEC.

COMPETITIONS

HUMAN RESOURCES

A team of highly skilled professionals is required to deliver top-tier competition.

- Local referees for the official matches
- Game administrators
- Servers administrators
- Hardware Technicians for all equipment
- Network Engineers
- Electrical Engineer

PC COMPETITIONS

The complex machine is the reason gaming exists, making the requirements very important in order to deliver proper competitions conditions.

- Local voice communications servers
- Multiple dedicated networks for PC competitions
- PC Stations for official matches (Latest high-end specs)
- PC stations for practice (Latest high-end specs)
- Creating format and schedule for official competition
- Creating a schedule for practice
- SSDs dedicated to each player
- PC Peripherals (Keyboard, Mouse, Mouse Pads, Noise-Canceling Headsets, Earbuds)
- Hub Port

CONSOLE COMPETITIONS

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Console gaming is a niche type of competition within the IESF WE Championship. The following items are required for optimal performance.
- Consoles for official matches (PlayStation 5)
- Consoles Peripherals (Controllers, Headsets, Earbuds)
- Consoles for practice
- Creating format and schedule for official competition
- Creating a schedule for practice
- Sync cables for PS4 controllers

MOBILE COMPETITIONS

The future of gaming is expected to be mobile gaming, as the newest form of competing is growing so are the requirements for it.
- Smartphones for mobile competitions
- Dedicated network for the mobile competition
- Reliable WLAN network for mobile practice
- Multi-functional HUB (LAN Adapter, Charger, Earbuds, etc..)
- Creating format and schedule for official competition
- Creating a schedule for practice

COMPETITIONS

A professional competition needs a proper gaming setup and furniture.
- PC games playing tables (110 cm length x 60 cm width x 75 cm height)
- Console and Mobile games playing tables (90 cm length x 60 cm width x 75 cm height)
- Gaming Chairs (Adjustable Armrests, Adjustable height, Tilt mechanism, Removable neck pad, lumbar (back) support pillow, additional standard pillows)
- Hand/Face Fans

BROADCAST

Broadcast is the indispensable point of the tournament and the most efficient way of sharing the experience with the viewers.

GENERAL REQUIREMENT
The official broadcast will be conducted on multiple broadcast platforms and channels dedicated to each game title. The goal is to have as many matches streamed as possible in order to showcase various matches to different audiences across different regions and continents.

HUMAN RESOURCES

A proper crew is necessary to produce and deliver a unique experience to the viewers.

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- Multiple production crews
- Clean feed crew (Communication with NFs, Observers, and Production)
- Directors for each stream
- Producers for each stream
- Network Engineers
- Electrical Engineer
- Hardware Technicians for all equipment
- Casters/Commentators for each game title
- Chat moderators

TECHNICAL REQUIREMENTS

To keep a machine running smoothly, you need the proper tools.

- Minimum Three separate High-speed and stable internet connections
- Multiple production setups and equipment
- On-site communication devices
- Broadcasts on multiple languages

MARKETING

HUMAN RESOURCES
The marketing team is crucial to covering the maximum amount of content of players, games, highlights, and side events.

- Photographers
- Videographers
- Video Editors
- TikTokers
- Social Media Enthusiasts

PRE-EVENT

Before the event, everything needs to be established and organized including branding, promotional materials, and complete marketing and social media plan that will result in high reach, good engagement, delivering the right message to our audience and viewership numbers.

Required activities:
- Event name
- Event Logo + Logo Guidebook
- Event Brandbook (event colors, fonts, elements, design guidelines)
- Design Assets

- Promotional materials + Merchandise
- Social media templates
- Event branding - stage, booths, hotel reception, garden, hotel entry, flags, rooms, airport
- Event Communication plan (social media plan, press releases, newsletters)
- Content plan (detailed plan for all social media platforms)
- Sponsorship packs and pitch deck
- Wishlist of Esports Ambassadors
- Giveaways
- Official hashtags
- Teaser - Event Announcement Video
- Official Landing page
- Side events planning - list of side events

DURING EVENT

Gathering content from all games and side events, in order for viewers to get the whole scope of the event and engage virtually and in real life.

- Social Media daily postings
- Daily recap videos
- Daily photos from the event
- Side activities activations
- Engagement with the spectators and all participants

POST-EVENT

Gathering data to determine the popularity and success of the event.

- Reviewing data (numbers of viewers, likes, followers gained)
- Aftermovie of the event
- Highlights videos
- Post-event surveys
- Analyze performance
- Media impact and analysis
- Marketing reports
- A presentation about the collected data

BUDGET

The event budget is an integral part of the EOM and reflects the estimated expenses for organizing the event, from announcement till completion. The total budget is defined in the Agreement. The items and values are adjusted by the LOC during the planning stage of the event, reflecting the requirements and guaranteeing proper execution of the project.