

# Community Events

In this infographic, we aim to illuminate a few of the various different community events that you can host or be a part of at your school. These events all have a reason to them, and will help boost community engagement if done right. The left side of this document will be explaining WHAT the event is definition wise, and what you will need to pull it off. The right side will explain WHY it's important, and give some research and statistics, as well as pictures from those events, to drive home the importance. At the end of the infographic, there will be listed resources to help you get started building a stellar community engagement initiative.

What

Why

## COMMUNITY GAME NIGHTS

Community game nights include everything and everyone. These game nights are set up usually ahead of time, and allow for anyone wanting to see your club or explore gaming with friends. An example of a community game night is a club-sponsored LAN party

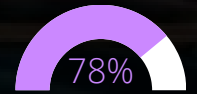


## TOURNAMENTS

Also a general event, tournaments held at the club scene allow both competitive and casual players to prosper. These include many different game titles, and by partnering with sponsors like Red Bull or peripheral companies, your club can give out cool prizes. These tournaments are usually held in tandem with Community nights.



## ENGAGEMENT IN CLUB



It's no secret that holding more club events will net you more engagement, but if done right and channels such as Discord, Twitter, Instagram and others are flooded with advertisements and reach, club engagement can skyrocket due to community game nights. Universities such as Michigan State have seen upwards of 78% growth in their club scene after two LAN events

## SPONSORS & MARKETING

Tournaments offer a great way for increased metrics for your Twitch channels and Discord following, but they also offer a great incentive to find sponsors or partners that want to invest in your club. Companies like Red Bull and Viper Gaming offer large quantities of product to clubs wanting to hold community tournaments



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## LIVE WATCH EVENTS

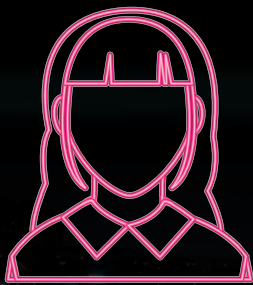
Another name for spectator events, Live Watch Events center around either a Twitch livestream or your own home team playing, and then gathering a group of community members and watching it. These can coincide with tournament events as well, and most of the time include a social aspect to something gamers would already be watching by themselves.

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## WOMEN'S GAME NIGHTS

A Women's game night event focuses on empowering and representing the many women that enjoy and play games but are often left out of discussion. These type of events can be anything -- from competitive scrimmages of female-centric teams, to hackathons and coding classes put on by a subgroup. These events overall goal is to empower and include.

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## A SENSE OF HOME

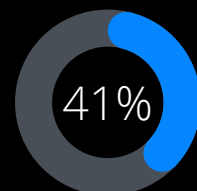
Live watch events help the introverts and the extroverts discover more of a place of community. Watching their favorite esports together manifests more of a sense of community, and especially being able to view your home team together gives everyone a little bit of team spirit to keep cheering them on. Plus, as an added bonus, your streams will get increased viewership!

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## FAIR PLAY

It is not a secret in the esports industry that women are grossly misrepresented and unrepresented, and these type of events attempt to change the narrative and empower women and girls that enjoy esports as a hobby just like everyone else. Camps like UCI's Girls in Gaming and guest speakers like Erin Ashely Simon are already making waves and changing the old rhetoric towards a more positive future, and including game nights dedicated to those left out in gaming will only strengthen the culture. In 2020 alone, Women made up over 41% of the global gaming industry, and 45% of global esports viewership, according to Google and Niko

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...and growing

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## LGBTQIA+ GAME NIGHTS

With these type of game nights, it's not so much to ONLY include certain subgroups of people, but more so to empower ones that often are left out. With LGBTQIA+ Game nights, the goal for your community is to speak up about issues going on, and pay homage to game titles that tackle these inclusivity issues, host tabletop campaigns that allow free expression, and use events like charity drives or a merchandise making night to make changes.



## NEWBIE'S NIGHT

The goal of Newbie's night is to include players that oftentimes don't feel 'good enough' to play games, and have competitive players be able to relax and enjoy themselves for some casual fun. You can entertain games of trivia, casual matchup lobbies in game, coaching sessions put on by the more 'pro' players, and even events like art contests or Jackbox. Most gamers have passion for the games themselves, meaning they revolve adjacently to the game's atmosphere -- creating art, balance ideas, discussions, and songs about their favorite characters and places



Riot Games 2021  
Pride Celebration



## EVERYONE INCLUDED

To quote Dr. Adrienne Shaw of Temple University and founder of the LGBTQ Video Game Archive, "You need to think about the underlying stories you're trying to tell, and what kinds of stories you haven't been telling." For LGBTQIA+ youth, the reality is that the escapism found in games often doesn't relate to their personal story. Having your community empower these voices, the same way companies like Riot Games pay tribute during May-July will not only benefit the inclusivity in your club, but also the future outreach and growth of new players, wanting to find a sense of belonging and community.

## SETTLING THE SCORE

A quick google of 'competitive vs casual' will show you the differences of two motivations for gamers. Within a community, one thing that can often happen is an isolating factor of exactly this type of motivation. The goal here for your community is to show that everyone shares the passion and love for games as everyone else, and that you are all one big community to rely on. While competitive esports plays a large role in the esports industry, casual play dominates much of the game mediums. In Overwatch for example, Mystery Heroes (a casual mode) has higher playtime than all of the competitive queues together.

Over 65% of the  
Overwatch community  
plays non-competitive  
matches, with many  
more games following  
similar trends (per  
Blizzard Developer  
Update May '20



# Community Events

## MENTORSHIP PROGRAMS

Mentorship programs are a great way to introduce outside influences to the community that you have in gaming. Your collegiate or organization community can set up a connection between different programs that will encourage a younger audience to feel included and participate in and around esports. Most of these programs will teach mentees about broadcasting, marketing, organizational upkeep, community branding, and the ins and outs of collegiate esports.



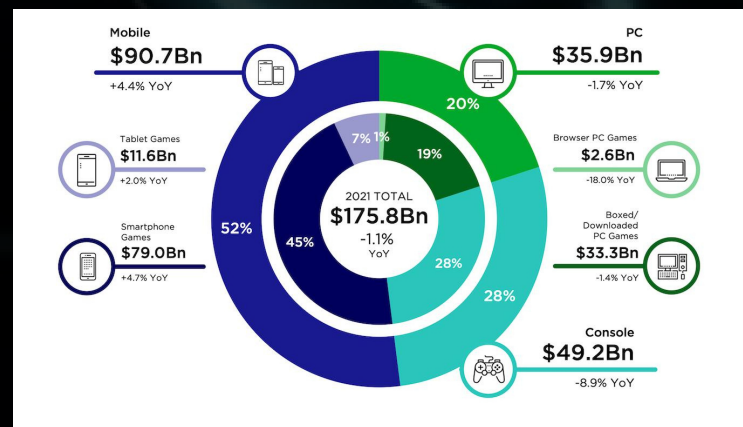
## AND MORE!

There's many events you can do with your community that aren't even listed on this infographic. Some examples are couple's nights, adjacent interest events (involving STEM, Robotics, coding, etc.), team building events (like escape rooms), tabletop events, and even field trips to different locations. Events that help to empower voices too, like teaming up with programs such as Black Girl Gamers and AbleGamers are vital towards community inclusion and success. What makes a community grow and become whole, and we encourage you to come up with fun, creative new events.



## A GLOBAL INDUSTRY

By many, esports is still not in the 'serious' realm yet, even with it's over \$200b in industry business forecasted within 2023, according to Newzoo. The truth is, Mentorship program events and general time in the esports industry is a new career field, that will open up to more than just professional gamers. Your community becoming a part of this new trend might be the key to expansive growth



Newzoo's April 2021 Global Games Market Report