Running a Tournament and Building Your Event Brand

With Alex Jebailey

1. Throwing Your First Tournament

Before you start planning, do a little market research to make sure you have a large enough community within a reasonable driving distance that will come out to a tournament.

Find a venue	Be professional and polite. Knowing that the operator only has to cover the cost of the space, offer to split the entry fee. A good place to start the negotiations is a 50/50 split. Ideal venues for your first tournament are restaurants, card shops and game stores.
Bring in the community	Talk to local event organizers or community leads. Leverage social media like past Facebook event invites to identify and invite people as well as spread the word.
Sourcing setups	It's a big investment to get setups, if you don't have the upfront money to buy setups, ask the community. Offer to waive entry for people willing to bring setups.
Brackets Brackets Brackets	Learn the fundamentals of brackets, seating and checking in people. You're going to need to enlist friends to help manage day of checkin and judging, remember you're in charge of everything all at once. Enlist and appreciate the core staff of the tournament. Check out smash.gg and challonge.com/

Resources

Tournament Resource

smash.gg

Tournament Resource

challonge.com/

Take Some Notes