



Event Strategy

Managing Your Event Calendar

We have a strategy for how we present our event calendar to our players.

- Easy to Find—The calendar is in a strategic location and at eye level.
- Easy to Read—The events are clearly written, and we avoid acronyms to keep things accessible to players of all experience levels.
- Consistent Across Platforms—We maintain our calendar in-store, on Wizards Event Reporter, and all other web platforms.

Managing Formats

We know how to organize Limited format events.

We know how to organize Constructed events.

We keep plenty of basic lands available for players to use.

We host a variety of different formats for all skill levels.

We regularly promote Standard or Draft events.

We are familiar with the Magic Tournament Rules or know how to reference it.

We periodically ask our community for feedback on our event offerings.

Prize Support Strategy

We clearly communicate how we distribute prizes at our events.

We understand that different prizes motivate different types of players.

Prize Support Strategy Continued

We have a strategy for prizes at events for new or casual players.

- Flat Prize Structure—We incentivize participation rather than performance.
- Creative Rewards—We provide an entertaining experience, and reward player behaviors that we like to see (sportsmanship, bringing friends, etc).

We have a strategy for prizes at events for experienced players.

- Top-Heavy Prize Structure—We reward top performance for competitive players.
- Higher Standard of Play—We recognize bigger rewards draw tighter competition.

Event Promotion

We have a communication strategy to advertise our events consistently and effectively.

- In-Store Marketing—We make it easy for our customers to find upcoming events.
- Out-of-Store Marketing—We advertise in a variety of places in our local community.
- Marketing for the Web—We use multiple web platforms to diversify our message.

We take advantage of current WPN marketing materials, both in print and online.

We prominently feature only current marketing posters and rotate out older promotional material that is no longer relevant.

These checklists are meant to provide best practices, not requirements for joining the WPN. For additional training on these subjects, contact your WPN Retail Specialist.