



Managing WPN Programs

Understanding WPN Programs

We have a strategy to organize Prerelease events.

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.

Using Promo Packs

We have a strategy to distribute Promo Packs.

We have a strategy to distribute foil Promo Packs.

We communicate our Promo Pack distribution plan with our players to manage expectations.

We understand how to grow our Promo Pack allocation.

Prereleases and Policies

We understand how to organize a Sealed event for Prerelease.

We understand how to organize a Two-Headed Giant Sealed event for Prerelease.

We understand how to organize Prerelease Party events.

We understand how allocations work, and how to grow my allocation over time.

We take preregistration for my Prereleases.

Prereleases and Policies Continued

We understand the following policies:

- What we can sell at Prerelease, what we can't sell, and when we can sell it.
- How to distribute Buy-a-Box promos at Prerelease.
- When we can begin a Prerelease.

Techniques for Effective Seasons

We understand that it is important to schedule and run every WPN program we can.

We are prepared to organize and run every available event each season.

We match our marketing efforts to the marketing efforts of Wizards of the Coast.

We manage our marketing efforts based on peaks and valleys of customer excitement before, during, and after set releases.

We connect WPN programs to each other by continuously promoting the next event.

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.