

## **Entry template**

### **Basic information**

#### **Entrant Name**

#### **Entrant Job Title**

#### **Entrant Email Address**

#### **Entry title**

This is the name the entrant wishes to title the submission with and used on the GameFace website [gameface.xyz](http://gameface.xyz) if the category is shortlisted

#### **Entering category**

The category you would like to enter your work into. Once one entry is completed entrants will be able to clone the same entry in different categories

#### **Entering Company**

The entrant company is the business which submits an entry for the consideration of the jury. If the entry wins a trophy, the 'entrant company' is the entity who will receive the trophy. There can be only one entrant company.

#### **Type of Company**

Esports team, esports event or tournament organiser, esports division within a games publisher, advertisers, media agencies, venues and cities

#### **Entering Country**

The entering country is based on the location of the entrant company. In case of the entry being shortlisted, this is the country being named

The Written Entry – no more than 350 words in total

### **Objectives**

What were the business objectives in relation to creating the ultimate player experience at esports tournaments?

### **Strategy**

What did the strategy entail to create the perfect player experience at tournaments?

### **Execution**

How was the strategy executed for the players from unique experiences to tactics to ensure the players felt like celebrities?

### **Results**

How did the player experience exceed the objectives and improve the experience from previous tournaments?

### **Client feedback**

Feedback from one or two of the players competing will be used as part of the judging criteria.

### **Supporting materials**

#### **Supporting images and links**

An entrant can upload up to three images of the partnership

Image specifications: format: jpeg 300 dpi, RGB; each image must not exceed a file size of 10MB.

Links to articles and content used as part of the work delivered over the last 12 months, which helped the team beat its objectives and KPIs.