



MORE PEOPLE

- We will encourage more people to play esports and get involved with Esports Wales.
- We will focus on core games Overwatch, Rocket League, League of Legends among others.
- We will try to encourage more female gamers to join, bringing down barriers to allow everyone to participate
- We will engage with volunteers, players, casters, supporters, coaches, streamers and our esports partners
- WELSH ESPORTS



ESPORTS WALES

OUR STRATEGY FOR ESPORTS
WALES



ESPORTS WALES

SHWMAE





The definition of esports: a multiplayer video game played competitively for spectators, typically by professionals.

Esports is competitive video gaming at the professional level. In the same way that regular sports like rugby and football hold tournaments for the top players in the world to compete in for cash prizes and notoriety, esports do the same, bringing individual players or teams of players together in competitive environment in a game.

Sport is played on a physical pitch, field, court, track etc.

Esports is played on a virtual pitch, field, map, track etc. using different devices to interact with the environment.

ABOUT US

THIS IS **ESPORTS WALES**

Established in 2018 Esports Wales has stepped up to be the national body for esports within Wales.

OUR MISSION

01

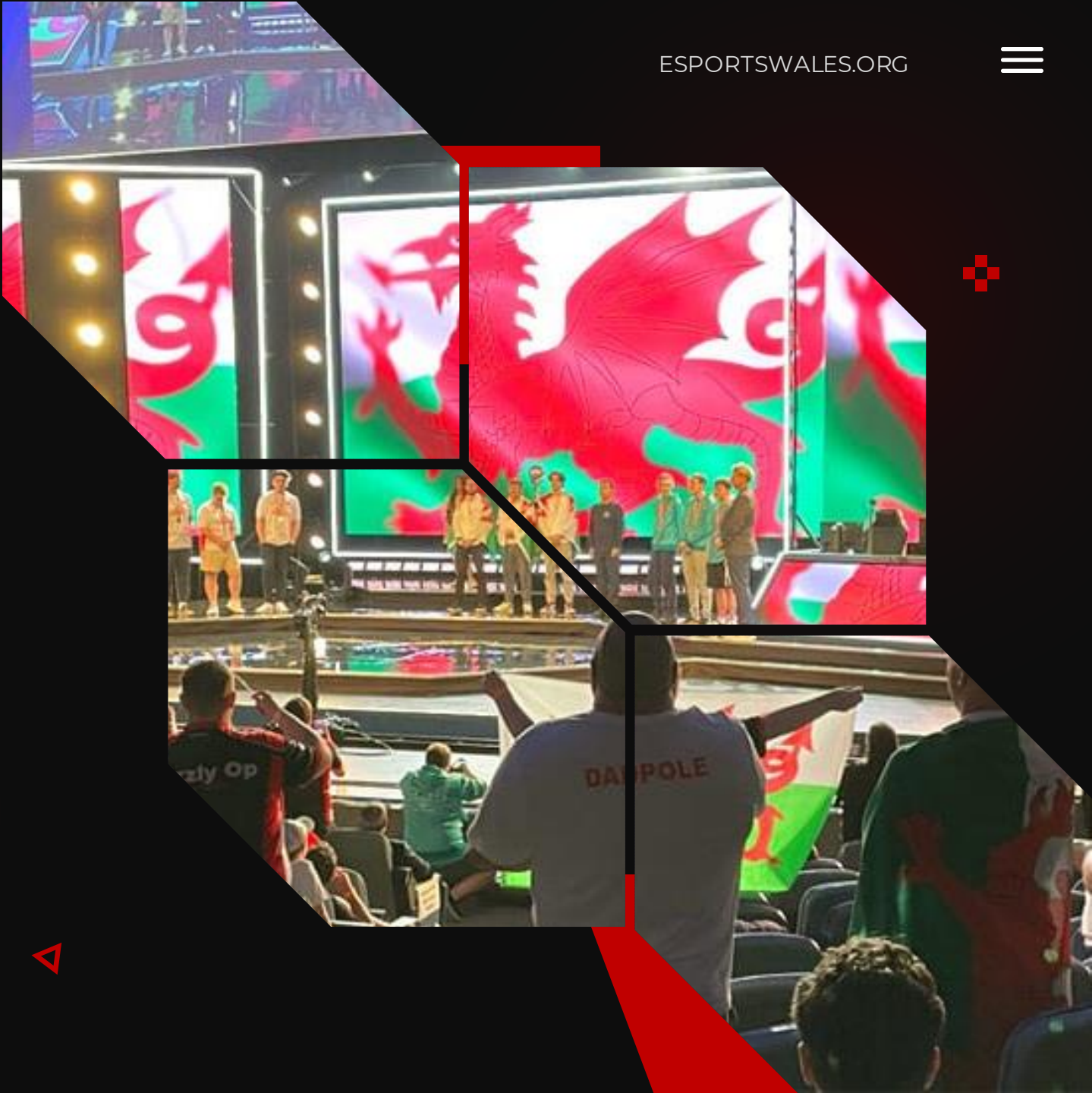
To support competitive gaming from the grassroots to the professional level.

02

We aim to improve the standard of Welsh esports and increase its level of awareness in Wales.

03

We aim to provide opportunities for esports talent in Wales to be scouted by professional teams through hosting and sponsoring tournaments nationwide with the focus always on Wales.



CULTURE, LEADERSHIP & GOVERNANCE

CULTURE

We will be led by our values, embrace our reality, focus on solutions and dream for an ambitious Welsh future.

We will take a long term perspective to deliver a sustainable organisation for future generations.

LEADERSHIP

We will be open, transparent and involving in how we lead Esports Wales. We recognise our responsibility as role models. We will lead to inspire.

GOVERNANCE

We have a responsibility to be agile and inclusive.

We will implement the right governance systems and structures with suitably qualified individuals who are reflective of modern society

LIVING OUR VALUES

COURAGE

A no compromise, no regrets philosophy – daring to dream.

HUMOUR

Bringing perspective and a recognition that we do this for the enjoyment.

INTEGRITY

Doing the right thing – even when no one is looking.

EXCELLENCE

Pursuit of our goals and a recognition that it's ok to make mistakes to become better.

FAMILY

Inclusive and welcoming to all – the esports family. committed to each other's success.

SUCCESS

Achieving in and out of game – responsible for each other's reputations.



OUR PURPOSE

MORE PEOPLE, MORE OFTEN
WITH MORE ENJOYMENT AND
MORE SUCCESS

MORE PEOPLE



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- **WELSH ESPORTS IS FOR ALL.**



MORE OFTEN

- Competitive gaming is the main focus – we want all stakeholders, whether they be players, casters, streamers, supporters or volunteers to engage with esports more often
- We will broaden our appeal by including links to all competitive games not just our core games
- We will deliver an ‘always on’ approach so any of our stakeholders can engage with the game anywhere, anytime
- Using social media platforms such as twitter, discord, instagram we can offer interaction any time of day

A person is seen from the back, wearing a large black headset with a microphone. They are looking at a computer monitor that displays a game scene. The room is dimly lit, with a green light source visible at the bottom of the frame. The word "MORE" is overlaid in large, bold, red letters on the left side of the image.

MORE

ENJOYMENT

- We recognise that the majority of people become involved for fun
- Our teams and local hubs are community hubs where we go to enjoy ourselves and socialise
- We will include non esports titles to enable more people to enjoy themselves more often
- We will provide a mixture of streaming content to keep people entertained



MORE SUCCESS

- As well as enjoyment, we also play to win
- We will deliver structures and systems that underpin individual and team success
- Men and women are equally important for organisation and country
- Success out of games results in more people engaging with esports, more often and with more enjoyment. As a result we are able to invest more in to esports and gaming with in Wales.

STRATEGIC CONTEXT

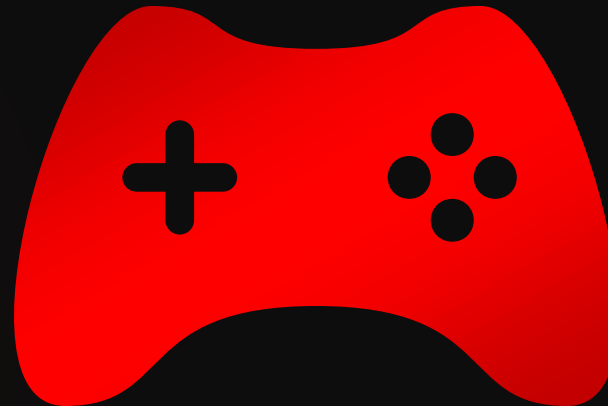
1. Secure the best players & coaches in a high performance environment.



6. Attract, grow and retain potential talent as players, coaches and on committees.



2. Achieve success in the best competitions.



5. Re-invest in the game.



3. Attract more supporters, more often.



4. Secure higher value sponsorship and investment.





FROM

2019

- Exclusive and elite
- No team focus
- No brand
- Male focussed & inaccessible
- The underdog
- Nothing

TO

2023 onwards

- To... Being inclusive and involving
- To... Focusing on esports at all levels
- To... A national brand with international appeal
- To... Focusing on everyone and accessible to all
- To... A brand with ambition
- To... Inspire the next generation of players



CHANGES IN SOCIETY PROVIDE MULTIPLE OPPORTUNITIES

AGING POPULATION

The ageing population and change in the cultural makeup of Wales means that Esports Wales needs to cater for more diverse supporter and participant bases

FLEXIBILITY & LIFESTYLE FIT

People are striving to be more health conscious in their everyday lives and therefore need flexible and low commitment options to fit into their time-limited lifestyles.



CHANGES IN SOCIETY PROVIDE MULTIPLE OPPORTUNITIES

TEAM GAMES

The 'achievement benefits' that esports offers are important.

- Develops Self-Esteem
- Teaches Leadership Skills
- Teamwork
- Stronger Relationships
- Teaches Respect
- Time Management

TECHNOLOGY

Technology is changing the way people participate and engage with each other.

We will include socialising and support



ESPORTS
WALES

STRATEGIC OUTCOMES



ESPORTS
WALES

STRATEGIC OUTCOMES



UNITY & ALIGNMENT

- Welsh esports is aligned at all levels
- We have a common purpose, common goals, healthy relationships and structures that underpin a successful esports structure
- There will be disagreements, but then we will agree and support a collective way forward
- We will focus on solutions and the future



PLAYER EXPERIENCE

- We commit to support each player through all levels of the games and beyond
 - Clear pathways for players to move up through the ranks
 - Health and wellbeing support for the players
 - Chance to get scouted by professional teams
-



SUPPORTER EXPERIENCE

- We aim 'connect' our fans to esports like no other nation
- We will embrace mainstream, social and digital media to enable daily engagement right through to ensuring that our events deliver an 'exceptional supporter experience'
- We aspire to improve esports as a product for supporters – we are in the entertainment business
- Provide a central hub for merchandise for various teams and hubs within our community.
- Provide membership cards that provide added discount for events and merchandise .



REVENUE UP, COST DOWN

- More people come to support our teams, more often and as a result the 'best commercial partners' aspire to work with Welsh Esports
- We drive cost synergies across all levels of esports in Wales. Consequently we create more reinvestment
- Utilizing free technologies but also keeping the standard high and professional



OUR PEOPLE

- We have a no compromise approach to talent. We focus on recruiting, developing, involving and igniting the talent in the critical roles in Welsh esports at all levels. We drive for ownership and engagement and as a result we build a sustainable, long term platform for esports and gaming within Wales.
- Our volunteers and committees reflect the diversity of various esports games.



ESPORTS
WALES

SUCCESS FACTORS FOR STAKEHOLDERS

SUCCESS FACTORS FOR STAKEHOLDERS

PLAYERS

SUPPORTERS

COACHES

CASTERS

STREAMERS

VOLUNTEERS

COMMERCIAL

PARTNERS

- Clear pathway from grassroots to main Welsh team
- Expectation of success and winning at all levels
- Opportunity to participate at any level
- Successful career beyond esports
- Exposure to the best coaches
- Improve focus on player welfare
- Effective engagement through digital/social media



SUCCESS FACTORS FOR STAKEHOLDERS

PLAYERS

SUPPORTERS

COACHES

CASTERS

STREAMERS

VOLUNTEERS

COMMERCIAL

PARTNERS

- Promoting Esports Wales teams
- Fan loyalty born from success
- Fulfilling supporter's interests
- Eliminating stigmas and discrimination



SUCCESS FACTORS FOR STAKEHOLDERS

PLAYERS
SUPPORTERS
COACHES
CASTERS
STREAMERS
VOLUNTEERS
COMMERCIAL
PARTNERS

- Giving constructive criticism to build off
- Reflective analysis of past performances
- Identifying team's strengths and weaknesses
- Maintaining effective team communication
- Clear goals for the team
- Ensuring players wellbeing outside the game
- Respected by the players



SUCCESS FACTORS FOR STAKEHOLDERS

PLAYERS
SUPPORTERS
COACHES
CASTERS
STREAMERS
VOLUNTEERS
COMMERCIAL
PARTNERS

- Creating a lasting caster community
- Contributing to other casters through feedback
- Ensuring consistent stream quality
- Suggesting how to better the broadcasts
- Up to date game knowledge
- Preparation equalling success
- Passionate about the game



SUCCESS FACTORS FOR STAKEHOLDERS

PLAYERS
SUPPORTERS
COACHES
CASTERS
STREAMERS
VOLUNTEERS
COMMERCIAL
PARTNERS

- Easily accessible by members
- Streaming skills giving educational advantages
- Freedom to express personalities and creativity
- Hands on experience with new hardware/software
- Learning through content creation
- Entertaining free alternative to TV
- Engage with streamer communities



SUCCESS FACTORS FOR STAKEHOLDERS

PLAYERS

SUPPORTERS

COACHES

CASTERS

STREAMERS

VOLUNTEERS

COMMERCIAL

PARTNERS

- Integral to the community
- Provides members with connections
- New skills and experiences given
- Boosting staff confidence
- A chance to meet new people
- Giving back to the organisation
- Enhances a member's employability



SUCCESS FACTORS FOR STAKEHOLDERS

PLAYERS
SUPPORTERS
COACHES
CASTERS
STREAMERS
VOLUNTEERS
COMMERCIAL
PARTNERS

- Ensuring annual and monthly targets are met
- Working on customer acquisition and networking
- Building up relationships with new parties
- Creating interesting packages to brands
- Travelling to exhibitions, conferences and meetings
- Resolve customer disputes that satisfy both sides



SUCCESS FACTORS FOR STAKEHOLDERS

PLAYERS
SUPPORTERS
COACHES
CASTERS
STREAMERS
VOLUNTEERS
COMMERCIAL
PARTNERS

- Joint purpose and common goals
- Work for mutual benefit
- Welsh esports and partner brands aligned
- Welsh esports living its values
- Transparent partnership
- Long term perspective and win/win opportunities
- Create digital assets for partners

Partners and Sponsors of the League of Legends Championship Series 2018





ESPORTS
WALES

***WHAT DOES SUCCESS
LOOK LIKE?***

IN GAME

- **More people playing esports titles**
- **More formats, played more often**
- **Welsh national team**
- **Grassroots and national team consistently winning tournaments**
- **Enable esports to be a year-round activity**

OUT OF GAME

- More people supporting, coaching, casting and volunteering
 - More digital engagement
 - More investment in esports and gaming with in Wales
 - More generations and more diverse volunteer base to secure the future of esports within Wales
 - Engaging in programmes to help Wales to become a more active nation
-



BUILDING THE GRASSROOTS



ESPORTS WALES COMMUNITY



COMMUNITY EVENTS

Esports Wales has a lot of competitive play, and while that is a key focus, our community activity offers some more fun and casual events. Each month we will schedule events for ESW community which is a mix of esports and more casual games. By Playing in these events will allow you to win tokens, and automatically be entered into giveaways.

NAME: Give it a try / Newbies Night

DESCRIPTION: A night dedicated to learning a new esports that you may not have played before in a friendly and welcoming environment with some more experienced players to guide you.

PURPOSE: To introduce more people into esports titles, and help people find people to play with, engage people.

EXAMPLE GAMES: CSGO, LEAGUE, DOTA, RL, R6, TFT, OVERWATCH, FORTNITE

NAME: Looking to Play

DESCRIPTION: Playing with others, players who are looking to play some casual games/ranked games.

PURPOSE: To help people find people to play with, playing together will increase engagement and grow the community.

EXAMPLE GAMES: CSGO, LEAGUE, DOTA, RL, R6, TFT, OVERWATCH, FORTNITE

NAME: Community Events

DESCRIPTION: Playing with others, just want some casual games, Not Competitive.

PURPOSE: Get community playing together.

EXAMPLE GAMES: Among us, Minecraft, Board Games, Animal Crossing, Escape for Tarkov, Rust, Ark. This also includes Quiz nights, Meetups and Watch Parties

NAME: Community Cup

DESCRIPTION: Playing with others, just want some casual games, competitive aspect, sign up as a team, Alternative takes on tradition esports, 1v1, CSGO Wingman, Rocket League modes etc.

PURPOSE: Get community playing together, Give players to chance to play in a more competitive setting but casual environment.

CAP: Player Cap Advised sometimes i.e gold and above.

EXAMPLE GAMES: CSGO, LEAGUE OF LEGENDS, DOTA, RL, R6, TFT, GOLF WITH FRIENDS, FALL GUYS, MULTIVERSES, MARIO KART, TRACKMANIA.

Included in these would include would be separate events for women & non-binary members of the community, and LGBTQ+ events.



Esports

WAALES

STREAM TEAM

What is Esports Wales Academy?

The academy is the first step to get young players involved in esports and thinking about esports as a possible career choice for the future.

- Esports Team Creation - Create your own competitive team with your classmates and play a selected game.
- Logo Design - Create your own esports logo and the class will vote which one cuts it for your team.
- Merchandising - You can see how to create merchandise for your team.
- Esports Event - Family and friends can be invited to watch your team play in the event.

SCHOOLS AND COLLEGES



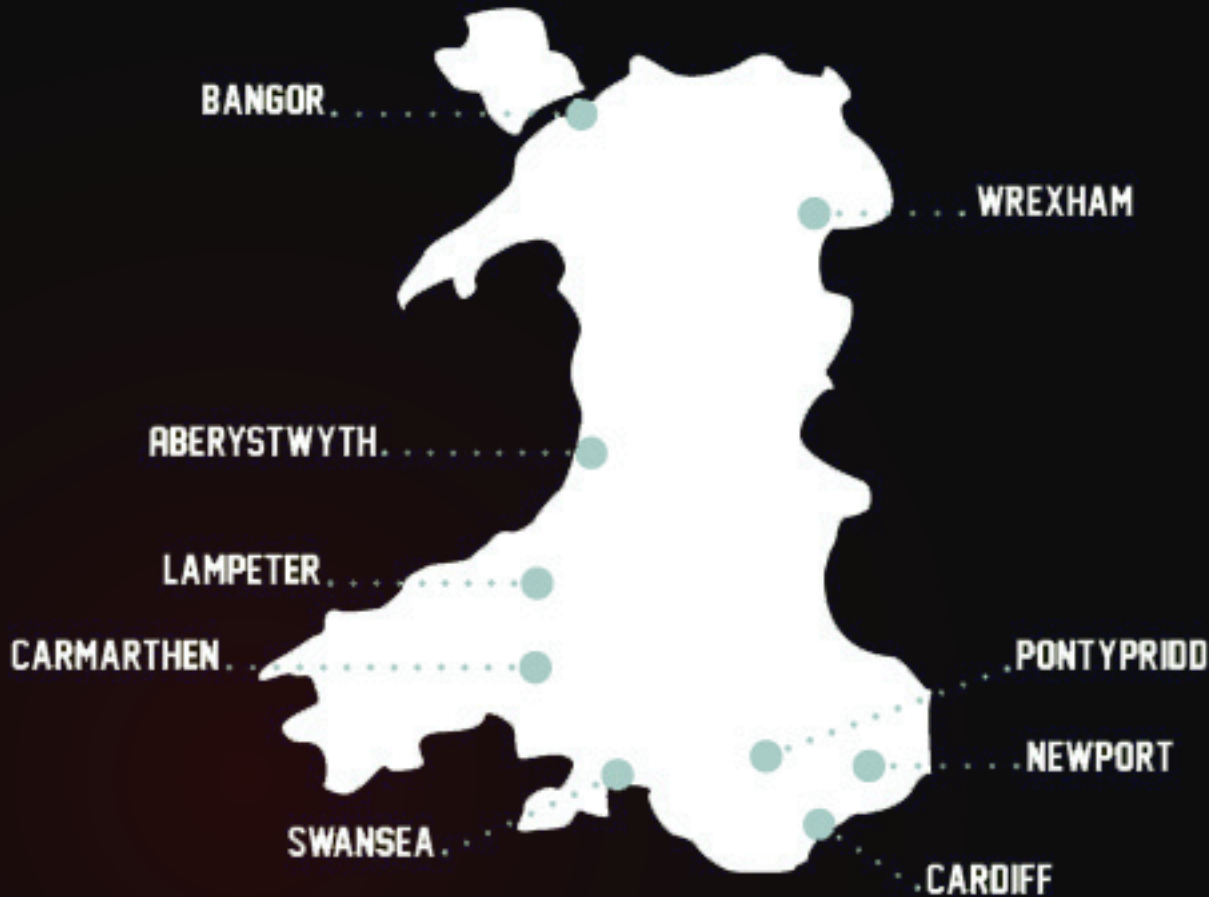
What Esports Wales can offer colleges:

- Provide advice and guidance
- Provide resources
- Help building teams get setup and play
- Provide Advertisement
- Partnership Tournaments
- Events Management
- Future tournaments
- Coaching sessions
- Organised Talks

Age restriction on games - Rocket League, Overwatch, League of Legends, Valorant.

UNIVERSITIES

What Esports Wales can offer universities:



- Provide advice and guidance
- Provide resources
- Building teams for NSE, Nuel
- Provide advertisement
- Partnership tournaments
- Events management
- Organised talks
- Viewing parties
- Future tournaments
- Coaching sessions

Games - CS:GO, DOTA2, FIFA, Hearthstone, League of Legends, Overwatch, Rocket League and a range of fighting games.



ESPORTS WALES LOCAL

What Esports Wales can offer Gaming organisations

- Provide advice and guidance
- Provide resources
- Provide advertisement
- Partnership Tournaments - Official Tournaments
- Events Management
- Organised Talks
- Viewing Parties
- Future tournaments



The staff at Esports Wales pride themselves on years of combined experience in esports from a multitude of backgrounds, such as the National University Esports Leagues, Insomnia Gaming Festivals, Apparel and National Student Esports.

ESPORTS WALES HUB

What is Esports Wales Hub?

The new Esports Wales hub will be a centralized location to manage the teams and players across Wales. Allowing us to safeguard the community and make sure that Esports is a safe environment for players to develop.

URL: hub.esportswales.org (Launch Winter 2022)

The system would include -

- Player Register
- Looking for a Team
- Approved Coaches
- Approved TA
- Community Nights Attendance
- Team Registration
- Tournaments

WELSH ESPORTS LEAGUE



[Esports League Wales: Brand Identity on Behance](#)

WELSH MASTERS



Brand changes to suite St Davids Day when the game titles will look to be announced.

The Welsh Masters 2023

Titles Announced 1st March



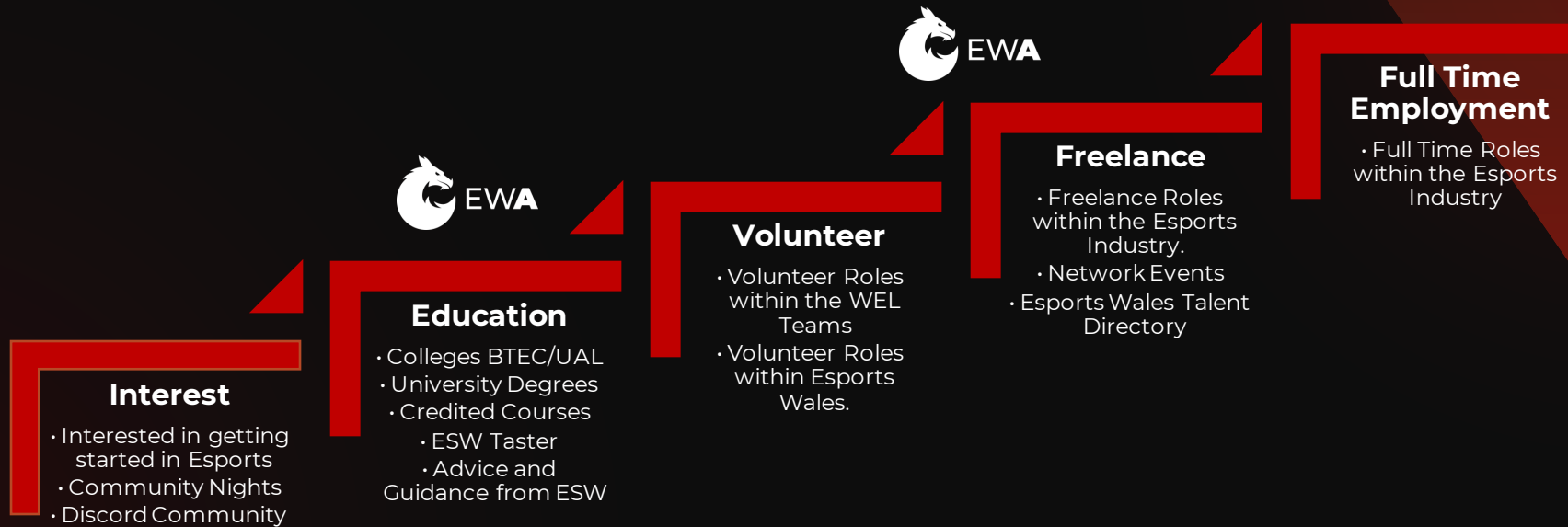
ESPORTS
WALES

BUILDING THE NATIONAL TEAM



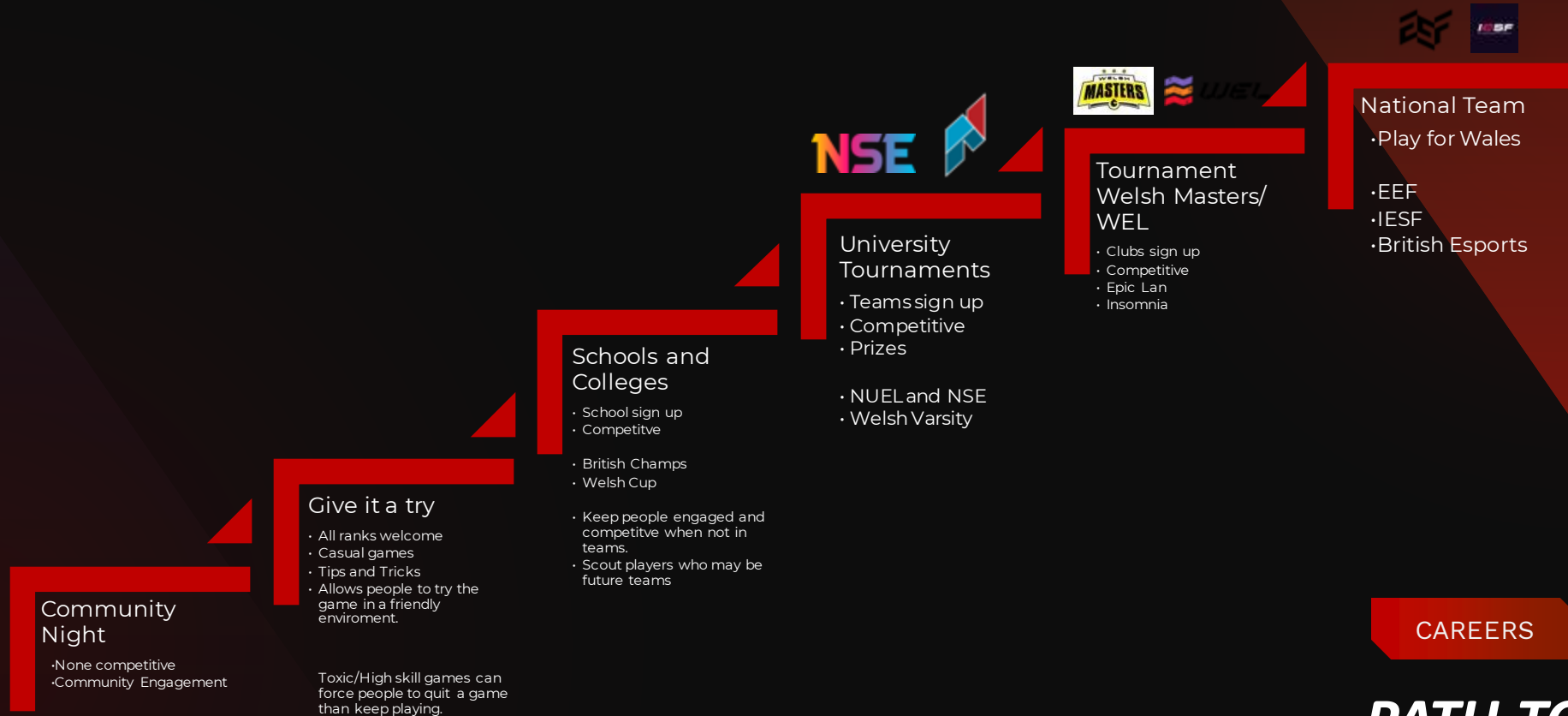
IESF
International Esports Federation





CAREERS

PATH TO INDUSTRY



Community Night

- None competitive
- Community Engagement

Give it a try

- All ranks welcome
- Casual games
- Tips and Tricks
- Allows people to try the game in a friendly enviroment.

Toxic/High skill games can force people to quit a game than keep playing.

Schools and Colleges

- School sign up
- Competitive
- British Champs
- Welsh Cup
- Keep people engaged and competitive when not in teams.
- Scout players who may be future teams

University Tournaments

- Teams sign up
- Competitive
- Prizes
- NUEL and NSE
- Welsh Varsity

Tournament Welsh Masters/WEL

- Clubs sign up
- Competitive
- Epic Lan
- Insomnia

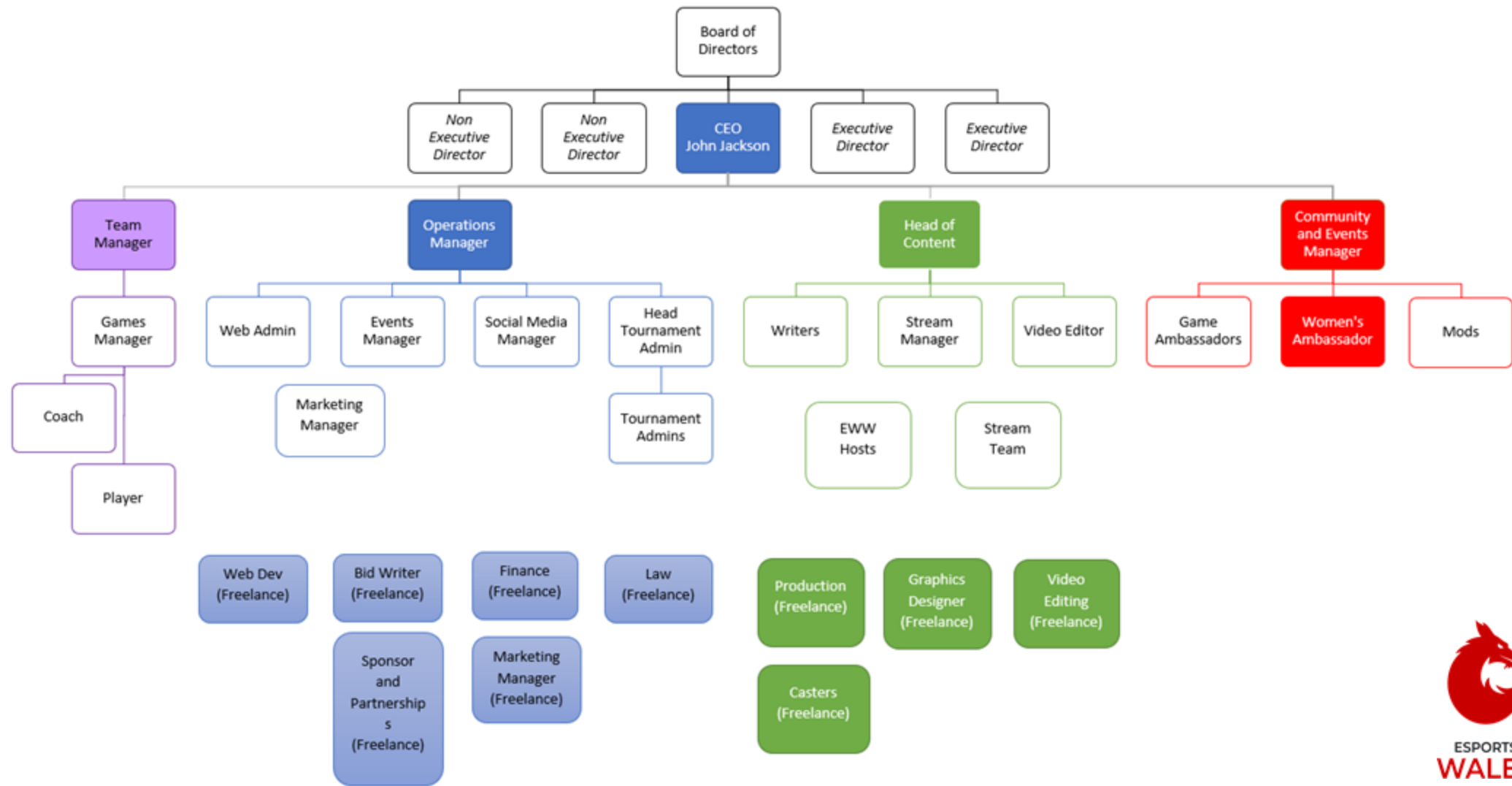
National Team

- Play for Wales
- EEF
- IESF
- British Esports

CAREERS

PATH TO PROFESSIONAL





2023 NEW ORGANISATIONAL STRUCTURE



DIOLCH

ESPORTS AND GAMING PRESENTATION

