National Gaming Day: Planning a successful gaming event
National Gaming Day

- Planning & Development
- Budgeting
- Marketing
- Challenges & Successes
Planning & Development

The first year is always the hardest. Determine who your stakeholders are and plan out your meeting dates early.
National Gaming Day!

Game Stations
- 4 PlayStation 3s
- 2 Wiis
- 4 Xbox 360s + 2 Kinect cameras
- 3 Homemade board games
- 6 Purchased board games

Participants
- Anime Club
- Game Developers of UNT
- Radio, Television, & Video Department
- Art Department
- Media Library
How did we do it?
First Meeting

- Confirm date
- General discussion
- Specific roles for each participant
- Equipment checklists
- Space planning
- New purchases
- Promotional materials
Second Meeting

• Assigned tasks are on track or completed
• Plan promotional venues
• Promotion start date
• Purchases received
Third Meeting

Final pre-event meeting

- Check equipment
- Confirm venue set up
- Task assignments for date
What did we need?
Budget

External relations is in charge of the NGD budget. This budget is used to purchase food, drinks, and board games. Any other needed video games or equipment is purchased with Media Library funds.
Food

Snack foods
- Rice Krispie treats
- Oreos
- Variety of chips

Bottled drinks
- Water
- Soft drinks

Nachos with chili and cheese
Games

Board games

Video games

- Child of Eden
- Call of Duty: Modern Warfare 3
- Mortal Kombat 9
New equipment

3 speaker systems
9 Power strips
Do not let the lack of a budget deter you!
Marketing

Marketing efforts needs to:
- use simple consistent imagery
- target institution's patrons and beyond
- follow the institution's guidelines for print and online publications
- use assessment tools to gauge event success
Some of the places we posted to:

Library home page
Library Facebook page
Library Twitter
Posters around campus
Ground signs around campus
Press Release through University Relations
Challenges

- Technical
- Equipment
- Marketing
Success!

This year was more successful than last with 500 attendees. We attracted faculty and student groups to display gaming research. Everyone had a great time.
Conclusion

- Plan early
- Document
- Assess
Any Questions?