



# **ITSF CONGRESS 2012**

**January 3-4th**

**Nantes / France**

ITSF Congress 2012 Nantes,  
France



# Modules

- 1 Attract new members - Klaus Gottesleben**
- 2 ITSF member category – Marko Lüftenegger**
- 3 Players ranking and rating - Boris Atha**
- 4 Tournament commission – Bernhard Wagner**
- 5 Website – Ekaterina Atanasova**
- 6 Sponsors – Patrick Ryan**



# Attract new members

Klaus Gottesleben

# Content

Introduction

Status of each federation

Example (Germany)

Workshop

Discussion and Conclusion

# Introduction

- welcome
- goal of the workshop
- task of ITSF
- task of the national federations

# Status of each federation

- structure
- members (clubs, players)
- leagues (national and regional)
- tournaments (national and regional)

# Example (Germany)

## Structure

- national federation DTFB
- 12 regional federations (members of DTFB)
- clubs (members of the regional federations) -

2007: 170

2009: 250

2011: 300

- players (members of the clubs)

2007: 3.700

2009: 5.000

2011: 6.000

# Example (Germany)

## Tournaments

### - national

4 ITSF tournaments (WCS, Master, Pro)

more than 40 national ranking tournaments

- organized by clubs
- 1 day tournaments
- 5 Euro entry fee – no prize money
- Swiss system → single elimination

### - regional

regional ranking tournaments

DYP-Tour (about 1.000 tournaments per year)

# Example (Germany)

## Leagues

### - national

1. men league (24 teams)

2. men league (24 teams)

1. women league (16 teams)

2. women league (8 teams)

senior league (16 teams)

junior league (12 teams)

→ 100 teams playing national leagues

### - regional

about 500 teams

(4 levels organized by the regional federations  
depending on the size of the regional federation)

# Example (Germany)

German federation DTFB including all information

[Link](#)

special website of the national leagues (men, women, juniors, seniors) - DTFL

[Link](#)

special website of the youth federation (DTFJ)

[Link](#)

special website of the DYP-tournament tour

[Link](#)

special website of the DTFB marketing

[Link](#)

# Workshop

- Groups of 3 federations → partnership for 1 year minimum
  - if possible neighbouring countries
- What are my ideas or goals for the future of my federation
  - long-term (5 years)
  - short-term (1 year)
- Which problems are to solve
  - with assistance of ...
  - without assistance
- Agreement (exchange of information between the partners)

# Discussion and Conclusion

**Are you ready  
to attract new members  
for our sport?**



# Creating a national League

**Klaus Gottesleben**

**ITSF Congress 2011**

# Content

Introduction

Workshop

Conclusion

First steps and ideas

Example (Germany)

# Introduction

- goal: organization of a league system depending on the (prospective) structure of the federation
- to start with one national league is easier than starting with many regional leagues
- to create a national league system is a perfect way to reach and union all cities and players interested in our sport (network)
- creating a league system will force the people to organize clubs and clubs are the best way to grow (social aspect)
- clubs will help your players to have much more emotional ties to our sport (creating identity)
- specific situations in each country
  - specific solutions (depending on the size of a country and the size of the existing players base)

# Workshop

- **Your vision: Draw an organization chart including the structure of your federation and the depending league system**
- **List everything you need to start a national league in your country**
- **List all the problems you have to solve to start a national league system in your country size of the existing players base)**

# Conclusion

- leagues and clubs will have a lasting effect for your federation
  - clubs and leagues: higher identify with your federation
  - you will use the natural identify from people with their city
- a national league will union all regions of your country
- create the league system based on a membership program for clubs (clubs should be the members of your federation and your contact to share information)
- only clubs will be able to reach young people for our sport all over your country
- a national league is a perfect window for you and your partners
  - create a small version of the ITSF World Cup in your country

# First steps and ideas

- start the national league on one single weekend
- find a nice place for the event in the middle of your country
- make this event to the window of your federation and the highlight of the year (dress code!)
- make an announcement at least 9 months before on your website about the start of the national league together with a file that contents all information
- Limit the amount of teams (first registrations will win)
- Use the format of the ITSF World Cup (the format for the juniors world cup with 4 players is perfect for the start)
- only players organized in clubs can be a member of your federation → players will work to create clubs
- clubs are allowed to play national and regional league simultaneous at the beginning

# First steps and ideas

- if there are more and more clubs in your federation:
  - create a regional league system (perfect for big cities) to qualify for the national league
- never make rules for regional leagues that can not be controlled by the national federation (→ self-organization of these leagues)
- find a club in a big city to help to organize the national league event
- if there are enough players – start a women-, juniors- and seniors-national league (there should be at least 6 teams)
- Requirement for the clubs is to use the name of the city and the name of the club has to include something that is in relation to table-soccer (this will help a lot when speaking with sponsors, politicians and media)
- give the national league a nice place on your website (pictures!)

# Example (Germany)

First German national league (24 clubs)

[Link](#)

Second German national league (24 clubs)

[Link](#)

Women German national league (16 clubs) – established in 2010

[Link](#)

Seniors German national league (11 clubs) - established in 2011

[Link](#)

First and second German juniors national league (12 clubs each) - established in 2011

(There will be an own website for the German youth released in April 2011)



# ITSF member category

Marko Lüftenegger

# CONTENT

- 1.) Being member of ITSF: Categories  
Rights & Duties**
- 2.) Federation Assessment Commission**
- 3.) Federation development**
- 4.) Workshop**

# 1.) ITSF

**= an international Sports Federation**

- Members all national tablesoccer federations!
- 2 categories: REGULAR members and ASSOCIATE members

# 1.) ITSF – Members

according to ITSF Administrative Rules  
(Februar 2008)

- *„1.1.1 Only national federations representing countries/states/territories recognized by the International Olympic Committee can apply to become ITSF members.“*
- ➔ *Luxemburg would be the only member! 😊*
- *„1.1.2 To be affiliated with the ITSF a national federation must have a minimum number of affiliated players.“ (between 20 & 6 000)*

# 1.) ITSF – Members

## **Rights of Associate Members:**

- can send their national champions to the World Championships and their member players to all other ITSF tournaments (including the World Cup)
- can have their players ranked in the ITSF World rankings
- can vote at the ITSF General Assembly
- can have representatives at the General Assemblies, in the Executive Committee or ITSF Commissions
- can organize tournaments in ITSF Tour that are classified as Master Series or lower level events
- can not be refunded travel expenses
- are not entitled to receive support payments from the sales of ITSF licences on Official Tables

# 1.) ITSF – Members

## **Rights of Regular Members:**

- ...
- can organize any type of event in the ITSF Tour
- are entitled to the travel packages available for their qualified players at the World Championships
- are entitled to receive support payments from the sales of ITSF licences on Official Tables

**➔ GOAL must be that all federations become  
REGULAR MEMBERS**

# 1.) ITSF – Member Fees

Member categories	Annual registration fees
Associate	Free the first year – then € 250 (to be paid by January 1st)
Regular	€ 1 per member – based on the list of players at the end of the national federation's previous registration period Minimum: € 500; Maximum: € 2000 (to be paid by January 1st)

## 2.) Federation Assessment Commission

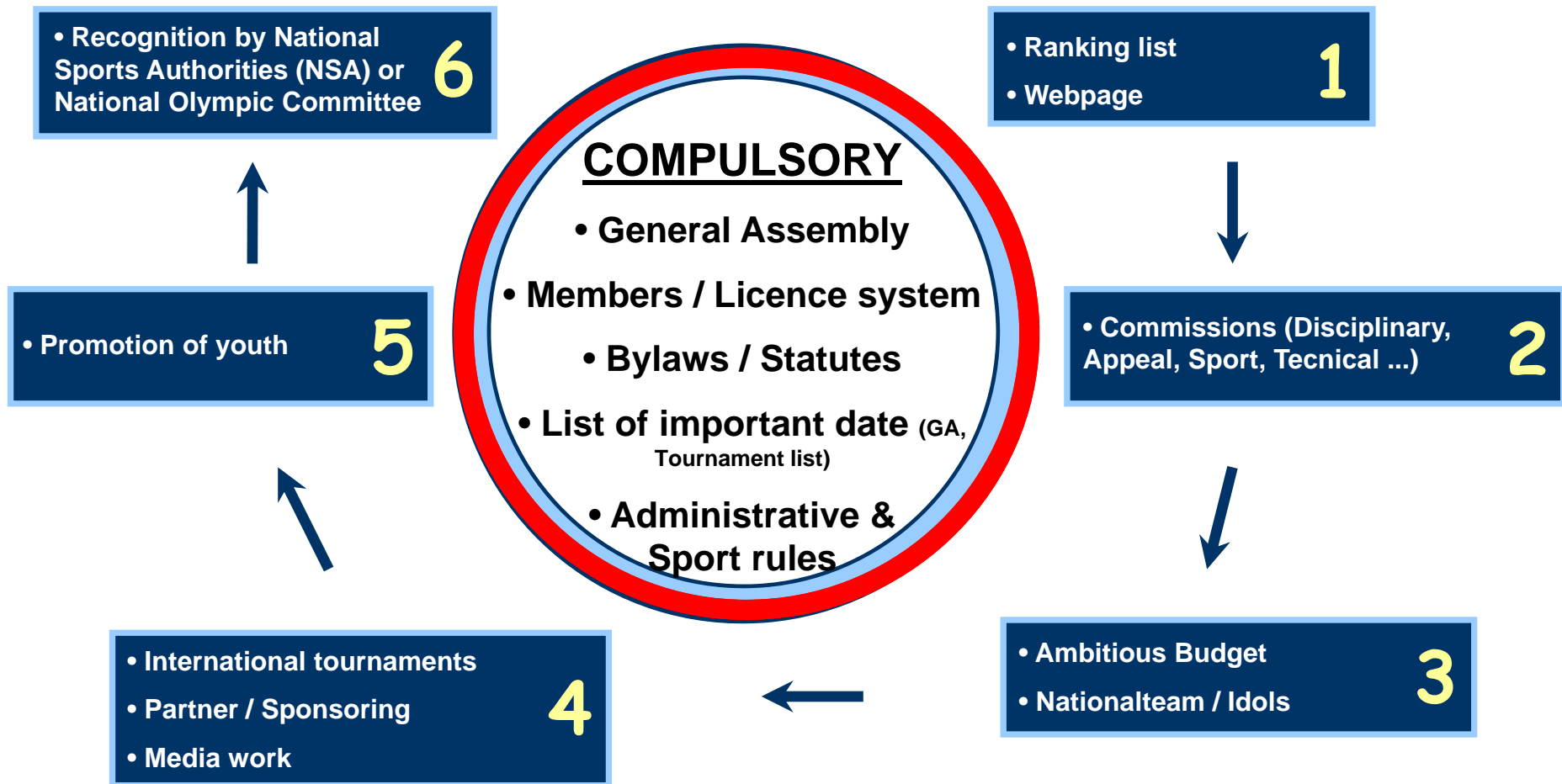
- responsible for federations issues
  - e.g. evaluation of the development and activity of federations ... or ...
  - conflicts between different federations/organisations in one country;

## 3.) FEDERATION

### MAIN GOALS

- Promotion of table soccer!
- Taking care of ALL table soccer players → not only top-players
- Provision of general rules/standards

# 3.) DEVELOPMENT - Overview



## 3.) FEDERATION

### **STRUCTURE**

- Clear organisational structure
  - Regional federations, clubs, ...
  - Commission responsible for specific issues

# Tablesoccer - Structure

## International Federation: ITSF

**INTERNATIONAL TABLE SOCCER FEDERATION**



→ 57 Mitgliedsstaaten  
 Präsident: Lounas Farid (FR)  
[www.table-soccer.org](http://www.table-soccer.org)

## National Federation: TFBÖ

**TISCHFUSSBALLBUND ÖSTERREICH**



→ 7 Mitgliedsverbände (34 Vereine)  
 Präsident: Täubl Daniela  
[www.tfboe.org](http://www.tfboe.org)

## Regional Federation

<p><b>TFB WIEN</b></p>  <p>→ 9 Vereine                  Präsident:                  Benz Ernst  <a href="http://www.tischfussball-wien.at">www.tischfussball-wien.at</a></p>	<p><b>TFB NIEDERÖSTERREICH</b></p>  <p>→ 6 Vereine                  Präsident:                  Miksch Sonja  <a href="http://www.tischfussball-noe.at">www.tischfussball-noe.at</a></p>	<p><b>KÄRNTNER TFBV</b></p>  <p>→ 4 Vereine                  Präsident:                  Golob Martin  <a href="http://www.tischfussball-ktn.at">www.tischfussball-ktn.at</a></p>	<p><b>TFB SALZBURG</b></p>  <p>→ 3 Vereine                  Präsident:                  Kaserer Wolfgang  <a href="http://www.tischfussball-sbg.at">www.tischfussball-sbg.at</a></p>	<p><b>TFB TIROL</b></p>  <p>→ 3 Vereine                  Präsident:                  Niedermayer Marco  <a href="http://www.tfb-tirol.at">www.tfb-tirol.at</a></p>	<p><b>TFB OBERÖSTERREICH</b></p>  <p>→ 4 Vereine                  Präsident:                  Froschauer Gerald  <a href="http://www.tischfussball-ooe.at">www.tischfussball-ooe.at</a></p>	<p><b>TFB STEIERMARK / BGLD</b></p>  <p>→ 4 Vereine                  Präsidentin:                  Scheuer Karen  <a href="http://www.tischfussball-stmk.at">www.tischfussball-stmk.at</a></p>
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## Local Clubs (TFB Salzburg)

<p><b>TFC SALAMANDER</b></p>  <p>Gründungsjahr: 2002                  → 25 aktive Mitglieder                  Obmann: Kaserer Wolfgang                  Vereinssitz: 5110 Oberndorf                  Dachverband: ASVÖ Salzburg  <a href="http://www.tfc-salamander.com">www.tfc-salamander.com</a></p>	<p><b>WUZELCLUB WINDMÜHLE</b></p>  <p>Gründungsjahr: 2003                  → 9 aktive Mitglieder                  Obmann: Lüftenegger Marko                  Vereinssitz: 5400 Hallein                  Dachverband: ASKÖ Salzburg  <a href="http://www.tischfussball-sbg.at/wcwindmuehle">www.tischfussball-sbg.at/wcwindmuehle</a></p>	<p><b>TFC EASTSIDE</b></p>  <p>Gründungsjahr: 2009                  → 16 aktive Mitglieder                  Obmann: Haberl Christian                  Vereinssitz: 5202 Neumarkt                  Dachverband: SPORT UNION Salzburg  <a href="http://www.eastside.at">www.eastside.at</a></p>	<p><b>TFC ...</b></p> <p>Gründung eines 4. Vereins                  → in Planung</p>
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# DEVELOPMENT - Compulsory

## **Bylaws / Statutes / Constitution**

- recognized as non-profit organisation
- in accordance with national rules & international sports rules

## **General Assembly**

- Annually meeting of EC & all members
- Financial report → Accounting control
- Election of executive committee

## **Members / Licence system**

- Members are normally regional federations and/or clubs
- Licence system for players

# DEVELOPMENT - Compulsory

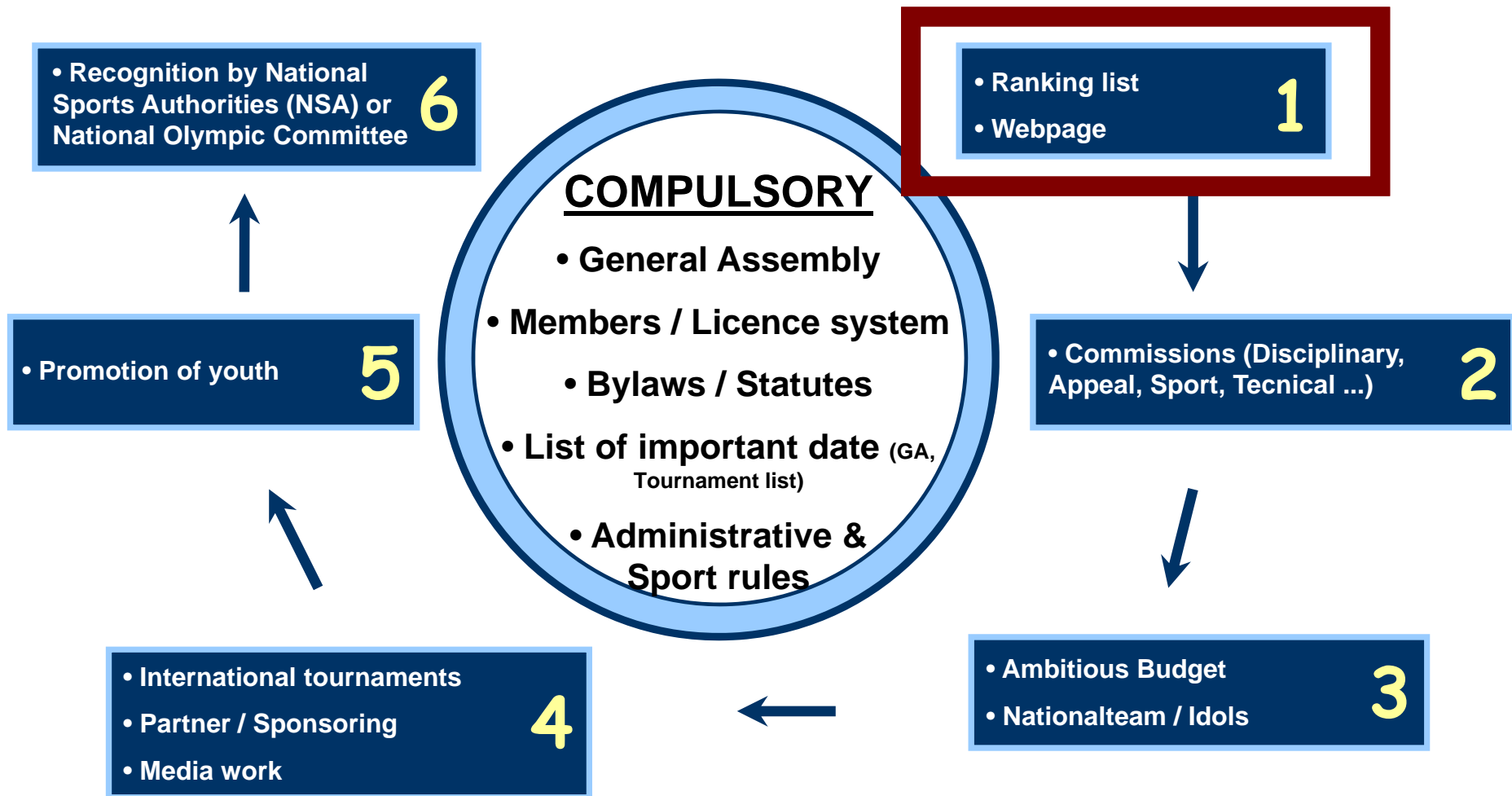
## **Dates**

- Determination of important dates (GA, tournaments, ...)

## **Sports Code & Administration Rules**

- Licence System
- Tournaments categories
- Technical Aspects (table, balls)

# DEVELOPMENT - Overview



## 4.) WORKSHOP

- Working in small groups (4-5 people)
- Time: 1 hour
- Topics / Questions:
  - **What could be criteria to determine if a federation is REGULAR or ASSOCIATIVE member of ITSF? Which criteria must be fulfilled?**  
e.g. democratic structure, number of licenced (!) players, number of clubs, recognition of IOC, budget – financial report, media activity, promotion of youth, ...
  - **How can these criterias be measured adequately?**  
e.g. How can „promotion of youth“ be evaluated? What is a good indicator for promotion of youth? (new players, activity in youth clubs, ...)



# Workshops

- Regular member vs Associate: criteria
  - Democratic structure : for regular and associate
  - Number of members: 8 to 10 for associate,
  - Media activity:
  - Number of clubs: only for regular members
  - IOC recognition: no
  - Financial reports: for regular and associate
  - Media activity: for regular and associate
  - Youth promotion: regular should make a plan (on 5 years)
  - Fees: associate shouldn't be less. It otherwise create disincentive



# Workshops

- Member (Regular)
  - Current registered, not for profit
  - Democratic
  - Chart of structure
  - Bank account
  - Web site
  - Run or sanction national tournament
    - Provide proof/evidence
    - Publish on ITSF Web
  - Pay fees
  - 50 players
  - Development plan
- Candidate (Associate)
  - Until regular
  - First year: no charge
  - Registered not for profit
  - To become provisional
  - No rights but can vote at General Assembly
  - Attend Congress + logo
  - Basic Web – ITSF Template



# Workshops

- Youth: all agree should not be criteria, but should be an aim for intention to plan youth program
- Clubs: should not be a criteria because of some countries can not fill this expectation
- Players/fees: easiest to regulate, but still up for discussion
- Media: should not be a criteria
- Financial report: should be a criteria
- General Assembly: should be a criteria
- IOC: should not be a criteria, but should be an aim and goal



# Workshops

- How to become a Regular Member?
  - Minimum 50 members (players)
  - Democratically elected committee
  - Financial report presented to members + ITSF
  - Media report presented to members + ITSF
  - Structure for club development + provide
  - Club championship + source sponsorship
  - Fair and democratic method for selecting World Championship + World Cup players
- How to evaluate federation development forwards Regular member goals?
  - Various reports into media, structure (website + clubs)
  - Evaluation of progress with specific tools at your disposal
  - Measure growth percentage
  - Qualify member satisfaction



# Players ranking and rating

**Boris Atha**



# What are Rankings?

## What do Rankings Do?

- **Assess Ability**
  - Rankings allow players to be judged and compared objectively in relation to other players on the basis of performances.
  - Rankings are used to determine the best player over the medium to long term (e.g. over a series of linked events, a season or over a longer period of time), as opposed to the winner of an individual tournament.
- **Determine Eligibility**
  - Rankings allow players to be categorised by ranking status to determine eligibility for events of different player abilities.
  - Rankings can be used as a basis for qualification for particular events (e.g. ITSF Singles World Championships).
- **Goals of Ranking Systems**
  - To rank players according to ability and performance
  - To determine eligibility for events



# Ranking Status

There are many systems in foosball but most make distinctions between the top players and those of more limited abilities, and most countries will have at least 3x ranking divisions.

It is common for tournaments to include events for players of different ranks to compete against others of similar ability.

Players are more likely to attend tournaments where they have a variety of different events to compete in and some where they can have a chance of winning.

- **ITSF has 3x official ranking designations**
  - **Pro** – Top 150 players in ITSF combined rankings
  - **Semi-Pro** – All other male players not of the home nation
  - **Rookie** – Lower ranked players of home nation and (usually) overseas women
- **In different federations, ranking divisions may have many different names and sub-divisions:**
  - **Low-Ability** – Beginner, Novice, Neulinge, Amateur (UK/POL/USA), Rookie
  - **Middle-Ability** – Semi-Pro, Amateur (GER), Expert (USA)
  - **High Ability** – Pro, Pro-Master, Master, Elite, Pro-Elite



# Types of Ranking System

**Ranking systems tend to fall into three main types**

- **Points Race** – Players are awarded points according to where they finish in events – these can be one of two types:
  - **Top-Down** – The winner of the event gets a fixed number of points (and lower placings progressively fewer) according to the status of the event – Examples – ITSF rankings, FFFT, TFBÖ
  - **Bottom-Up** – Players get points according to the number of rounds they win through, i.e. the winner of a large event gets more points than the winner of a small event of the same status, e.g. BFA, PZFS, Old VIFA Tornado
- **Elo system**– Winning and losing players in an individual match exchange points when they play each other on a sliding mathematical scale according to their difference in rank between winner and loser
  - A high ranking player beating a low-ranking player – very few points exchanged
  - Player beats another of similar rank – Medium number of points exchanged
  - Low-ranking player beats high ranking player – Large number of points exchanged
  - Examples – USA (IFP) Tornado, Players4Players
- **Hybrid Systems** – A combination of tournament placings and player-v-player results, often with other features to counter common problems which may arise



# Pros & Cons of Ranking Systems

**Points Race and Elo Systems both have their advantages and disadvantages**

- **Points Race Systems**

- **Advantages** – Produces a clear result based on performances, encourages turnout (more events = more points). Top-Down systems give clear points for winner and top placings giving all tournaments within a category equal status (e.g. WCS). Relatively easy to administer (just requires final overall placings not full charts/match results)
- **Disadvantages** – favours frequent competition so players of limited ability who attend many tournaments finish higher than better players who enter fewer tournaments. Points can accumulate over time (points drift) unless corrected. Top down systems can over-rank players finishing bottom of small events and not reward players winning events with larger turnouts.

- **Elo Systems**

- **Advantages** – Accurately ranks players according to ability irrespective of the number of events played (but only once an adequate number of matches have been played to allow a player's points to stabilise). The Elo system when operating effectively has a ranking distribution as a bell curve with most players towards the centre but with fewer and fewer players the further away they get from the middle. The total (average points per player) thus remains constant. It also means that the further from the middle a player is the fewer points he wins by beating people (if at the top – or loses by losing to people if at the bottom) and the more points lost (or won) by a victory (or loss) against expectations. This serves to limit the maximum or minimum number of points a player can reach. No upward drift, average number of points per player, no need for resets. The number of points at stake in a match can be varied according to the status of the match (and/or length) – known as the K-value.
- **Disadvantages** – Very difficult to administer unless all contributing tournaments use the same software allowing Elo rankings to be calculated automatically. If not each individual match needs to have details input. Discourages turnout – a player may be disinclined to compete on an unfamiliar table if he feels he is more likely to lose points than gain, a player who gets to the top of the rankings is more likely to be pulled back than to surge further ahead. Can be abused – A player just above a ranking threshold could deliberately lose points by losing to lesser players in order to 'sandbag' - playing at a lower rank - at an upcoming major event.



# Hybrid Systems (BFA System)

**Hybrid Ranking systems incorporate aspects both of points race systems and player-v-player results** (e.g. where these go against expectations), and include safeguards to

**The BFA rankings system**, which I have administered for 10 years, has evolved into a comprehensive system taking aspects of points race and Elo systems to preserve the best features and protect against the failings.

- **A players points total is made up of 3 elements**
  - **Base points** – these are the starting point for a player, most UK players start at 900 points as Novices, overseas players can start at between 1000 points and 3000 points according to ranking status elsewhere. In addition there are additional base points which are awarded for winning specified types of event or for first promotion to a higher rank. These ensure that top players who have won big events have a points ‘floor’ below which they cannot fall.
  - **Place Points** – These are the ‘points race’ element awarded (bottom-up) according to the number of rounds a player wins through – i.e. the final placing and number of competitors. Based on the placings in double-elimination losers brackets the distribution also accounts for placings within these bands accounting for different tournament formats (e.g. group stages or Swiss). Results of UK-resident players in overseas ITSF tournaments are included in their place-point totals.
  - **Bonus Points** – This is effectively the Elo-based element of the system. If a player or team beats a player of team of higher rank they exchange points based on the number of ranking divisions between the teams and the length of the match. These allow under-ranked players of high ability to reach their true rank more quickly and cause players who have been over-ranked to fall back closer to their true position.
- **Weightings** - Place points are weighted (between 10% and 200%) according to the status of the event and category of tournament. At the end of each year the place and bonus points totals are calculated, and the weighting of points totals from previous years is reduced according to a sliding scale (between 10% and 80%). In January each year a new list is published.
- **Divisions** - In the UK there are 5x ranking divisions, *Novice* up to 949 points, *Amateur* 950-1199, *Semi-Pro* 1200-1799, *Pro* 1800-2399 and *Pro-Master* 2400 and above. For Pro Masters there are additional virtual ‘\*’ divisions (every additional 600 points used for bonus point calculations).



# The ITSF System

## **The ITSF ranking system is a top-down points race system**

- **ITSF Player Rankings**
- Players receive points according to their finishing position in the relevant discipline and the status of the tournament, The winners in each category receive the following points, with the distribution weighted towards the highest finishers.
  - World Championships Series – 150 points
  - International Series – 100 points
  - Master Series – 70 points
  - Pro-Tour – 35 points
- Points (in singles events) during the current season give qualification to the World Championships via placings (currently top 16 in mens singles, top 8 in womens singles and top 3 in Junior and Senior singles).
- Points within the system count towards a players ITSF ranking for 12 months, their singles and doubles totals count towards a 'pro' ranking at WCS events for the top 150 players, and towards their nations ranking (if one of their top players in the ITSF rankings)
- **ITSF Nation Rankings**
- The Overall nations rankings combine results in ITSF team competitions (World Cup & Mens/Womens WCS Nation Cups) with the individual combined points of their top 8 players in the mens combined, top 6 women, top 3 Juniors and Seniors.
- The Mens, Womens, Junior and Senior Nation rankings include the top individual rankings by category as above and the team results in World Cup and WCS Nation Cups for their relevant category



# Software

- **Excel (Spreadsheet)** – A basic spreadsheet is the simplest way to get started, with player names and details by row and results of events by column, event weightings can be applied to whole columns to produce net points totals for the whole competition or year. Points totals can be generated using addition and multiplication functions. This works well for most points-race and hybrid systems and parameters can be changed relatively easily.
- **FAST** – The ITSF (and FFFT) rankings are calculated automatically by FAST. Future development could allow for greater functionality/features which could be used or modified by federations to customise their own ranking systems.
- **Elo** – I have never tried to administer an Elo system myself and it would not be practicable unless appropriate software is used not only to administer the rankings but also to run all tournaments (unless there is a function to export and import/parse player-v-player results between tournament and ranking software). Problems can arise with proprietary software in the treatment of doubles teams – the system was originally devised for Chess where singles is the normal format.
- **General** – Software is only as good as the information fed into the system, a big problem is where player names are spelled differently which frequently leads to duplicated entries so care is required to avoid this (and systems to correct any mistakes)



# Discussion Topics

- Your federation
  - Does your federation have a ranking system?
  - What type of system is it (Points race, Elo, Hybrid, Other)
  - What ranking divisions do you use (e.g. rookie, pro etc)
  - How long do points stay in your system? (at full value or weighted)
  - If time-limited, how do you deal with top players who drop out of regular competition?
- ITSF Rankings
  - Should ITSF have official ranking divisions common across all tournaments?
    - If so how should such divisions be determined?
  - How should the ITSF rankings be developed going forward?
- Ranking & Tournament Software
  - Does your federation use any particular software to
    - Run tournaments? (FAST, SPORT, Other)
    - Administer rankings? (Points Race/Elo/Hybrid systems)



# Workshops

- Group A
  - ITSF ? Not appropriate to use ITSF rankings to determine eligibility
    - Local and national rankings
    - Hybrid System: not good to admin rankings on Fast
  - ITSF Points race to encourage turnout
- Group B
  - Points race for Nantes
  - Elo System for eligibility
    - Every event on Fast
  - Increase points in high turnout or weighting by rank of players /all points
- Group C
  - ITSF rankings participation not skill
    - Not good for ranking status



# Workshops

- Great Britain
  - Hybrid – 5 divisions
  - Points weighted by event/year
- France
  - Points race – Top down – 12 months
  - 5 divisions – Pro-Elite, Elite, A, B, C
  - Game for life – Sports commission (e.g. win national commission)
- Slovenia
  - Small ITSF – Different tournaments, regional events
  - No national level roomie warners
  - 3 divisions



# Workshops

- Finland
  - 1 division – 1 year – Top down
- Canada
  - Elo/hybrid – 5 divisions
- Denmark
  - Like ITSF – Fast – No divisions
- Australia
  - No system yet
- South Africa
  - Top down points race – no divisions – 12 months



# Workshops

- Austria
  - Top down points race, similar to ITSF, 4 divisions
  - Only fall 1 level, 12 months
  - Most use Fast
  - Import PDF ranking list
- USA
  - Based on results relative to seeking + Bonus points for money placings
  - 5 divisions – Players come back in same place



# Tournament commission

**Bernhard Wagner**



# Who we are - description

## ITSF TOURNAMENT COMMISSION

President: Christophe Lerat  
Assistant: Bernhard Wagner  
Members: Rok Slokar  
Karsten Kuckhoff  
...

# What we want – goals & what we do - tasks

- improve the ITSF World Tour
- propose a team that can manage any ITSF tournaments
- manage ITSF rankings
- develop the commission



# Improve the ITSF World Tour

- Produce a tool called the LOGBOOK
- Make a list of tournament requirements
- Make FAST-Improvement propositions to the  
DATA-Processing Commission
- Make General-Improvement propositions
- Assist ITSF tournament organizers

# Propose a team that can manage ITSF tournaments

- Team sent to WCS, World Cup etc.:
  - **Tournament Office Manager (TOM)**  
responsible for the efficiency of the Tournament Office, in contact with Tournament Director (TOD)
  - **FAST Manager**
  - **Floor Manager,**  
responsible for TV Area, contact with Kozoom



# Manage ITSF rankings

- Create in FAST database the tournaments that have been accepted by EC
- Communicate with organizers: access code for FAST; results; update ITSF ranking
- Could be done by a Ranking Manager



# Development of commission

- Enlarge the field of the commission's actions:
  - present our work, spread the knowledge
- Extend the number of members of the comm.:
  - members from several federations
  - more people to participate in the tourn.  
office
  - have available persons all the time



## Our bestseller → the LOGBOOK

- ITSF & Kozoom-staff
- Tournament Officials
- TOD-LogBook from the GarlandoWCS
- TOM-LogBook



## Discussion with the room

- questions
- suggestions
- problems
- decreasing number of attending players, new ideas/attractions
- finances: finding sponsors; venue; catering; expenses...



Thank you for your attention!



# Website

**Ekaterina Atanasova**

## General Content

### *Website Communication in General*

Reactivity of Design

Optimizing Content

Visual Communication

User's Interactivity

Direct User Communication

Top Rules of Communication

Summary

### *ITSF Website*

Nature if ITSF website

New vs Old versions

Future Updates and Discussion Topics

## Reactivity of web design

- Reactivity of design:

- Website display  Users response

- Communication

- Video, Photos, Audio
  - Text, News, Information
  - Social media
  - Other

### Website Content: Useful Tips

- Smaller segments
- Images supporting text
- Labeled menus
- Forums Moderation
- Up to date content
- Users involvement
- Video and photos
- Show users by video

## Usability - Design speaks to users!

- Logo
- Icons
- Compatibility with browsers and other devices
- Custom design better than Templates
- Fonts
- Design patterns
- Keep working functionality
- User's Scrolling
- Advertising

## User's Interactivity

### Interactive: Dynamic vs Static

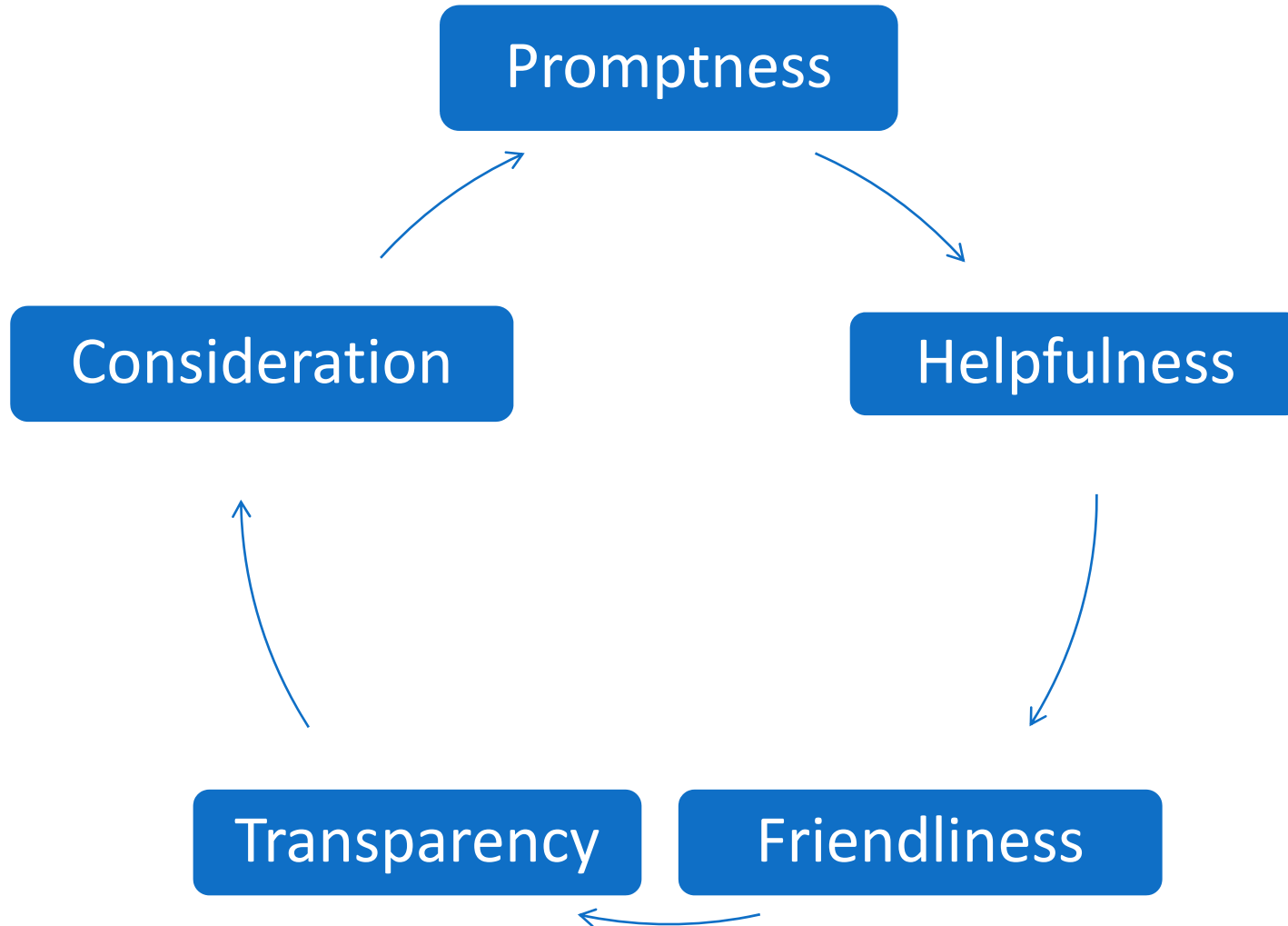
- List other content
- Address users by name
- Customization of User's profile
- Fast reactions
- Clickable regions
- RSS Feeds
- Related content
- Quick to fill Web forms
- Mobile Design version

## Direct User Communication

### Direct Communication – Skype, Instant Messaging etc.

- Message Confirmation
- Prompt Response
- Address Frequent Issues
- Automated actions
- Skype vs Emails
- Mobile Design version
- Transparency – avoid spamming
- Forums and Comments

# Top Rules of Communication



# Summary

Rules of Communication

Direct Communication

Usability & Interactivity

Optimizing Content

Reactivity of design

# ITSF Website

## *ITSF Website Communication in General*

Nature of ITSF Website

New vs Old Version

Future Updates

Discussion Topics & Conclusion

# Nature of ITSF Website

- ITSF Website – General Issues
  - ❖ Individual Approach
  - ❖ Competition Analysis
  - ❖ Internationality
  - ❖ Official vs informal Websites

## New vs Old Version

- What was CHANGED:
  - ❖ Font size and colour scheme
  - ❖ Redesign of elements and background
  - ❖ Elements alignment
  - ❖ Social Media integration
  - ❖ Enlarged Footer
  - ❖ Last Tournaments Results, Updates, Global Rankings
  - ❖ New High Level Tournament line with falling-out menu
  - ❖ WCS, WChs and World Cup page order and restructure

# New vs Old Version (1)


- Why Change?
  - ❖ Optimizing Content and Space
  - ❖ Improving Usability
  - ❖ Increasing Interactivity


# Examples: Optimizing Content and Space


- Images Supporting Text


**GENERAL INFORMATION**

Public & Players Information


 **Group Draw**


 **Schedule**


 **Accommodation**


 **How to get there**

**Event Program**   **Registered Players**   **Media**

 **PLAYERS Info Package**

 **TEAM Members**

 **Press Kit**

 **Press Review**

**HIGHLIGHTS & FLOORPLAN**   **DOWNLOAD POSTER**

# Improving Visual Communication & Usability

- Design Patterns

- Keep the Working Things!



# Increasing Interactivity

- Friendly Clickable regions
- Social Media and RSS Feed visible

<b>ABOUT US</b> Members Development Fund Official Documents Executive Committee President's Commission History & Goals Foosball History	<b>NEWS &amp; MEDIA</b> Press kits, releases & reviews News & National News Newsletters Photos Videos Posters Forums	<b>TOURNAMNETS</b> ITSF World Tour WCS World Championships World Cup	<b>PLAYERS</b> Player's Rankning Nation's Ranking Find a Partner Training Centres Medal Count Player's Statistics Top Players Profile	<b>CONTACT US</b> Email : <a href="mailto:info@table-soccer.org">info@table-soccer.org</a> Tel : +33 (0)2 40 47 90 84 Fax : +33 (0)2 40 20 44 59 ITSF 3, rue de Clermont 44 000 Nantes FRANCE  Map   <a href="#">ASK US A QUESTION</a> 
<b>RULES</b> Referees Dress Code	<b>PARTNERS</b> Table Manufacturers Opportunities	Sitemap       		
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## Development Ideas & Possible Future Updates

- Easy management of the website
- Different statistics
- Player profile Improvements
- Comments Integration
- Forum along the website (blog maybe)
- User login with user options
- Mobile version
- Up to date information in the website and social media pages/profiles
- Optimizing all the pages of the website
- Compare points functionality
- Other

## Discussion Topics

- Inner Discussion board
- Players community: Accommodation and Transport
- One stop shop
- Better Facebook Integration
- Other



**ITSF Website**

**Thank you for the attention!**



# Sponsors

Patrick Ryan



# Definitions

## Definitions

- **Rights holder**
  - The person or organization that seeks the sponsorship
  - The entity that “owns” the right to gain sponsorship
    - Tournament
    - Federation
    - League
    - Player
    - Team
    - Etc.
- **Sponsor**
  - The individual, group, or entity that provides support to an event, activity, person, or organization financially or through the provision of products or services.
- **Sponsorship**
  - Sponsorship is a cash and/or in-kind fee paid to a rights holder in return for access to the exploitable commercial potential associated with that the particular rights holder
  - Can take various forms, including cash, goods, services, etc.



# Definitions

- **Donation**
  - Gifts given without return consideration
  - A donation is a gift given by physical or legal entities, typically for charitable purposes and/or to benefit a cause.
  - A donation may take various forms, including cash, services, new or used goods, etc.
- **Return Consideration**
  - Things you, as a rights holder, can provide to a sponsor, in return for their sponsorship

## **What Sponsorship Can Achieve For The Rights Holder:**

- Cash
- In Kind Support
- Extended Marketing Reach
- Saving On Expenditure
- Adding Value To The Visitor Experience
- Brand Association & Brand Building
- Project Enhancement



# Questions

## **What Sponsorship Can Achieve For The Sponsor:**

- Awareness
- Enhancing brand/corporate image
- Encouraging brand shifting
- Integration with the community
- Customer/trade promotions
- Employee incentives/benefits/recruitment
- Product showcasing/sampling
- Product launches/press and sales conferences
- Differentiation from competitors

## **Questions you should answer in order to generate a sponsorship strategy:**

- Are you totally clear about what the sponsorship you offer can do for the sponsor, and are you aware of what it is they provide can do for you?
- Are you professional in your approach and proposals as the sponsor is in their business?
- How do you price the sponsorship opportunity you have to offer?
- Have you researched the “fit” of what you are offering to the company in relation to its service pr product and target market?



# Tips

## Tips when trying to secure sponsorship

- Sponsorship is not about your need; it's about achieving the sponsor's objectives. If you can't, or are unwilling to accept this, don't even try to gain sponsorship. There is no such thing as free money.
- Sponsors don't need to share your passion for your event or organization in order to sponsor you. They just need
- To be able to see the commercial benefit. Focus on that in any proposal you provide.
- Do your very best to gain sponsorship from companies or brands that are a natural fit with your event or organization. The more they look like they are an authentic part of an audience's experience, the better marketing platform sponsors will have and the less potential they have to detract from your credibility.
- Be sure your whole organization understands why sponsorship is important to you and is prepared to treat your sponsors like marketing partners. If your colleagues think sponsorship is just free money or a necessary evil, the sponsors will know and your relationship will be difficult.
- Putting logos on things for awareness and exposure is very old school and is no longer a primary goal of sponsorship. Go ahead and offer to put logos wherever you want – just make sure your proposals offer far more substance to sponsors. Exposure is not the cake, it's not the frosting, it's simply the cherry on the top.
- Start at least twelve months before an event if you are seeking any kind of substantial sponsorship. It can take some sponsors months to make a decision and they usually need at least six months to get their leverage program together before the event. This is for your benefit, as well as the sponsors'. If you get knocked back, you need to have enough time to source another sponsor.



# Tips

- Keep in mind that you may be working with a very big, very bureaucratic organization. Be sure your proposal can stand on its own without the personal enthusiasm you may put into your first presentation, as it will likely be passed around to a dozen or more people who will all have input into the decision.
- It's better to get a couple of big sponsors than lots of small ones, if at all possible. There is less clutter for them and less sponsor management for you. Small sponsors are just as hard to look after as big ones and can quickly drain your time and energy.
- Don't ever think that once you've got the check your job is done. If you don't service sponsors properly, they will never give you another cent and will talk about you unfavorably to their peers. At worst, you will end up in litigation.
- Be sure you understand the basics of sponsorship before you try your hand at it. Go to a workshop, read a book or two, and start networking with people in the business. This is a very rewarding field, but one that requires some very specific skills to be successful. If you don't do it properly, you will not get the money you are looking for, and may well burn bridges for funding in the future.



# Sponsorships

## Other Things to Remember About Sponsorships

- Companies don't give out free money, they don't "foot bills", and they don't give a crap about what "you love". It's a hard lesson, and one many of us had to learn.
- Ignore those online forms. Do your homework and go to the brand manager. If they refer you back to the form, they are referring you to an automated gatekeeper. 99.999% sure, it's a no.
- Every substantial sponsorship offer needs to be customized – every single one. You shouldn't be able to do a search-and-replace between sponsors, because it would seem ridiculous to offer these ideas and benefits to that other sponsor, who needs something completely different.
- DO NOT send a letter that starts off, "Dear Sir or Madam". When you send these, the first thing the reader thinks is "wow, they didn't even bother to find out my name, where is that delete button/trash can"
- DO NOT use the antiquated Gold/Silver/Bronze. This might work for large sponsors with small wallets, but it really shows a lack of preparation and knowledge of what a particular sponsor is looking for.