



WSF CONFERENCE 2022

28 – 29 October

Grand Chola Hotel Chennai, India



Subject: Raising our Game in the delivery of Championships

- ◆ Summary: What can we learn from other events & sports to enhance the quality of WSF Championships ?
What should be our three biggest developments in the next three years?



Four critical items

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- ◆ Planning
 - ◆ LOC team
 - ◆ Event planner
- ◆ Communication
 - ◆ Branding guidelines and presence on social media
- ◆ Operations
 - ◆ Involvement of the Federation and the local clubs
 - ◆ Select the appropriate venue with a full glass court
 - ◆ Transport and accommodation are crucial
- ◆ Championships Commission
 - ◆ Stronger involvement
 - ◆ Review the tender documentation

VENUE

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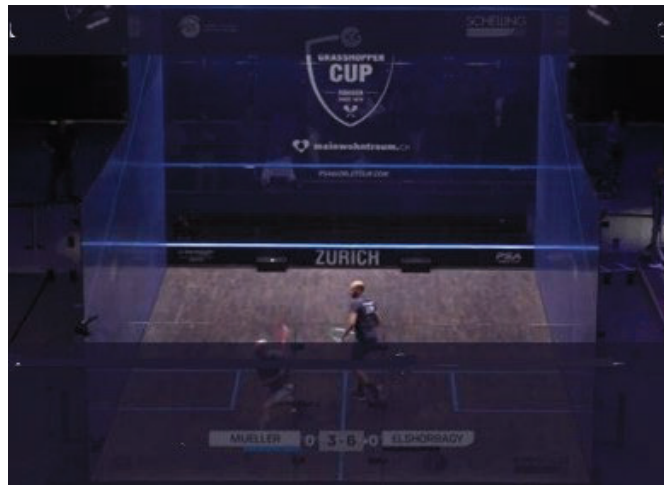
- ◆ Ideally, we should find exciting venues that help sell our sport.
- ◆ While sports arenas are very easy 'boxes' to run events in, they need significant dressing to make them feel special.

GLASS COURT ARENA

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- ◆ If you have a glass court (and every World class event should), make sure the Field of Play remains neat & tidy so that the sport is portrayed in the right way.

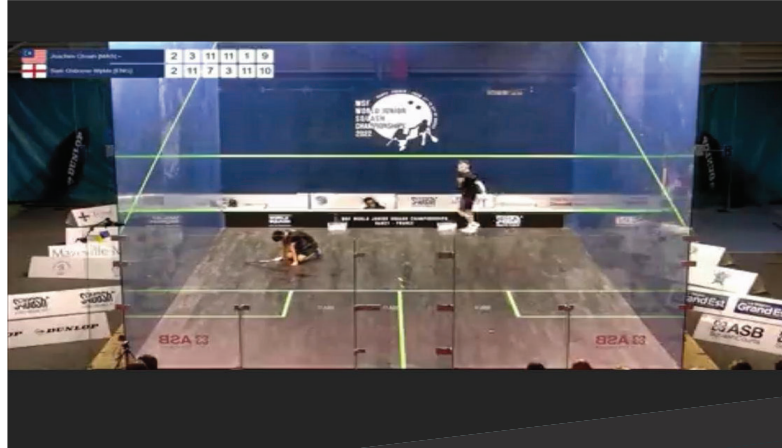


BRANDING

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- ◆ Develop some robust branding guidelines to avoid situations where individual organisers use what ever colour logos, toblorones, etc where they want. Often it makes it difficult to see the ball as spectator onsite or on TV.
- ◆ Tin glass court must be black



ARENA

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- ◆ This can be player areas being boxed in, so that the players personal belongings are not spread all over the place with nice perimeter walls.



PLAYERS FACILITIES

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- ◆ Ensure all the necessary amenities/facilities are in place for the competitors. Whether this is warm up space, changing/toilets, player lounge, etc. If this is done well then the players will be the best ambassadors for the event and sport.

MASTER OF CEREMONY

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- ◆ This is often overlooked, with events using friends or players, but is a key role as it is the public facing element of the event and should be linked to a string sports presentation package (player walk outs, etc.) to create a 'Wow' factor.



TV COVERAGE

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- ◆ From live scoring (via tablet officials systems) to OTT streaming and ideally TV broadcast, the way to get the sport out to more people is by ensuring there is a good package in place.
- ◆ Worldsquash.tv requirements

FOOD AND BEVERAGE

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- ◆ This is another area that is overlooked, whether it is catering for players & officials or F&B for fans/spectators. Done well people mention it, done badly and it's the only thing that people talk about & remember about an event.

TEAM

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- ◆ Build a professional & efficient team to deliver the event. Where possible utilising volunteers to save on the costs, but if not possible don't be afraid to pay for some professional help in key roles.

KEY LEARNINGS

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- ◆ Submit an application only if you can deliver a top level event
- ◆ The WSF documentation has been produced to guide the LOC
- ◆ The experience delivered to all our stakeholders is critically important
- ◆ Branding and communication are key to showcase our sport



Thank You

