USATT Tournament Feature (Website Event Page and Insider):

Part 1: Pre-Tournament Promotion

I’m going to keep this very simple to follow and hopefully this document will help you understand a couple of small things you can submit to us, which we can then use to actively promote your events.

When a sanctioned event is entered into an event page, this is the default format:

![Event Details](image.png)

It’s a very basic entry into the archive of events. If people go to this event page they get the bare minimum of information. We can most definitely improve on that with some input from clubs.

Items for Submission (compulsory):

- 1 picture 800x500 or large in dimension
- 1 small block of promotional text encouraging people to join the tournament or announcing special features i.e $5000 of prize money and some of the USA’s top active players competing etc.
- 1 pdf copy of your tournament entry form.

Items for Submission (optional):

- Video from previous tournament (possible via our video feature also)
- Promotional poster
- Promotional video
- Any other web based promotional material, we can incorporate it!
By including a small handful of simple things, your event page actually turns into something of value to people who are considering entering your tournaments. It presents some professionalism and a real effort to attract players!

This is a preview of what your tournament page can look like if you send us just 3 compulsory items:

It might seem like an insignificant difference but this page then actually becomes more valuable from a media perspective and we can go ahead and promote it via our social channels and in Insider. This is a good way for us to help clubs promote the events that they are sanctioning and also a good way to get your name out there and help your tournaments get some attention.
Above you can see the right rail bar of the Insider has some buttons which gives you the opportunity to promote your events via this overall feature page. Only tournaments which are engaging in this program will be featured on the sidebar, all others have one main button for upcoming events. We encourage all clubs to get involved.

So this is phase 1 of the tournament promotion plan. If you have any questions or need assistance please contact me:

Matt Hetherington
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USA Table Tennis
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USATT Tournament Feature (Website Event Page and Insider):

Part 2: Post-Tournament Reporting and Coverage

The second part comes after the tournament and is concerned with actually sharing results and a piece of the action with people. Many people want to know what happened during the weekend events, it’s also a great opportunity to show people what they missed out on if they weren’t playing – or to let people know what to expect at your next tournament.

There is very little tournament reporting in relation to the large number of events across the country. The article can focus on the success of the tournament as a whole or on the result of the main event (i.e. Open singles).

Items for Submission (compulsory):
- 1 picture 800x500 or large in dimension
- 1 written report/article on the tournament

Items for Submission (optional):
- Video from Final (phase 3 video feature)
- List of results for events/winner and runner ups (can be embed code from omnipong, sportfist etc.)

On the next page is a preview of my coverage of the Princeton Pong April Open in 2017:
Wu Jun Han Dominates Princeton Pong April Open

BY MATT HETHERINGTON | APRIL 23, 2017, 9:02 P.M. (ET)

He made a massive impression on his last visit to the USA, winning the Westchester November and December Opens and the 2017 Butterfly Teams competition, now Jun Han Wu is back for more and has started his campaign in style. His first tournament back on arrival was the 2017 Princeton Pong April Open and he asserted himself from the very beginning and didn’t look back.

He faced competition from a small field of contenders, the likes of Kai Zhang (2845), Azeez Jamiu (2624) and the three Aiguetti brothers (all over 2850). These opponents would prove no match for the 2743 rated Wu, a #1 player in China (one division below the Chinese Super League).

He cruised through the group stages with two 3-0 victories over Igor Shulkin and Michael Lashinsky to advance to the quarterfinals. The other groups would provide some more entertaining clashes. Gall Alguitte put 2nd seed, Kai Zhang, all the way to the 5th game before the 2015 World Junior Circuit Final. Bronze medalist was able to find some latent form and close out the match.

Meanwhile Nigeria’s Azeez Jamiu clinched a tightly contested 3-1 win over Sharon Alguitte. Going into the main draw, the seedings would remain intact and Jun Han would continue his dominant run. He would overcome both Gall and Azee Alguitte in comfortable 3-0 quarterfinal and semifinal matches respectively to make the final. On the bottom half of the draw it was Azeez Jamiu who upset the order with an outstanding 3-0 win over Kai Zhang to setup his finals challenge.

The finals would see Jun Han (2743) take on Azeez Jamiu (2624). Azeez of course having had some impressive wins over other Chinese players in the USA, the likes of Li Jian and Liang Jihuan at the Cary Cup last month. The early lead however went to Wu, who’s serve and tight play proved difficult for Jamiu, as well as the high rotation on his opening ball both forehand and backhand. Even on the attack of the Nigerian player, Wu countered either with blocks or high speed counters. It seemed the Chinese player had a never ending repertoire of tactics and skills to dig into.

With a 3-0 lead in hand, Wu narrowed in for the finish. Shooting out to an 8-4 lead he found himself with the finish line in sight. Jamiu however was not ready to call it quits and clung on to the match, coming back to tie at deuce. The end of the 4th saw the highlights of the match with a point for point back and forth before Azeez Jamiu stole the game away 19-14 to stay in the match.

His efforts were short lived however as Jun Han set out to seal the deal before letting his opponent gain more ground. He sealed out the 5th game 11-7 and took away a 4-1 victory and the title. You can watch highlights of the match below.
Also included with the main article (the compulsory items) are the optional items of the results (embedded from omnipong) and also the video highlights (phase 3).

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<table>
<thead>
<tr>
<th>Open Singles RR</th>
<th>Junhan Wu</th>
<th>Azeez Jamiu</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 2300 RR</td>
<td>Igor Shulkin</td>
<td>Billy Joe</td>
</tr>
<tr>
<td>Under 2000 RR</td>
<td>Tao Hu</td>
<td>Amith Kikkeri</td>
</tr>
<tr>
<td>Under 1750 RR</td>
<td>Martin J. Theil lli</td>
<td>Mark Malench</td>
</tr>
<tr>
<td>Under 1500 RR</td>
<td>Matt Sisco</td>
<td>Prasad Chalasani</td>
</tr>
<tr>
<td>Under 1250 RR</td>
<td>Bryan Song</td>
<td>William Mayweather</td>
</tr>
</tbody>
</table>

Follow the links to the detailed results at www.omnipong.com

Also follow Princeton Pong Club here on Facebook.

You can see the whole article here: https://www.teamusa.org/USA-Table-Tennis/Features/2017/April/23/Wu-Jun-Han-Dominates-Princeton-Pong-April-Open

These items are featured as ‘main blocks’ or ‘must reads’ in the USATT Weekly Insider, the main blocks are the top news feature items saved for the best 8-10 news items of the week, these blocks are followed by sub-features which have must read or must watch items.

You can see an example below:
Some tournament reports will also be featured on the usatt.org homeslider. These are the top 5 news items on the big screen slide at the top of the USATT website homepage.

Reporting on tournaments is not only a good way to spread news about your tournaments but, again, puts your name in the spotlight and will only help promote your club and increase the professional way in which you present yourselves.

If you have any questions regarding phase 2, again please do contact me: matt.hetherington@usatt.org
USATT Tournament Feature (YouTube and Website Complement):

**Part 3: Post-Tournament Video Highlighting**

The beginning of 2017 opened up another opportunity for us to improve tournament promotion again. As the media division was born, USATT added video editing resources to its repertoire. The plan was to overhaul the USATT YouTube channel and focus on creating digestible packaged content like highlight videos from US National events, reviews and Top 10 compilations from big tournaments.

I saw this as an opportunity to expand on what was already being offered to clubs in terms of tournament promotion. In my mind the exposure to phases 1 and 2 had been relatively disappointing during its first 6 months in existence. I hoped this would open up another avenue for clubs to utilize resources to help us promote their events at no financial cost.

The main concept was to create video coverage for tournament finals. Most people rarely get the chance to see tournaments from across the country, some of the final matches are spectacular and sometimes words can’t capture the moment.

The concept revolved around clubs setting up a camera and recording a raw file of the entire match, no cutting or editing required. They are then able to send us the raw footage and we add USATT tournament branding and edit highlights to create a 5-6 minute video. This video then became part of a USATT Sanctioned Tournament playlist on our youtube channel and also became a useful tool for post-tournament reporting and also for pre-tournament promotion of the next event.

The new feature also placed the videos uniformly into a playlist on the USATT channel.
The videos were then used on different occasions to promote events and within reports. You can see in Part 2 how the video was embedded into the tournament report for the Princeton Pong Open of April 2017.

See below the LYTTC August Open which used the June Open Final as part of it’s pre-tournament event page:

LYTTC August Open
Dunellen, New Jersey
AUG, 06, 2017 9 A.M. (ET)

2 Star Tournament
Judy Hugh 732-200-5820
Lily Yip Table Tennis Center
Enter Online Now

One of the leading tournaments on the East Coast. Check out the June Open Final below!

For further questions regarding the video feature, please contact me at matt.hetherington@usatt.org