



ITTF Star Awards Directives



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1. Introduction to the Star Awards

The ITTF Star Awards is an annual awards gala held to recognise and award the STARS of table tennis for their excellent performance at ITTF events throughout the year.

The ITTF Star Awards will be a gathering of top table tennis athletes, family, fans and supporters, dressed up in their finest to attend a night of glitz and glamour. The event provides an excellent platform to showcase another side of our athletes to the fans, a side that is not often seen on the field of play. It is a fantastic opportunity to promote table tennis, and the top stars in the sport.

This document aims to serve as a guide to organisers in organising the best possible Star Awards Night, and outlines the importance of cooperation between the ITTF and the organisers in order for it to be a success.

2. Venue Requirements

The ITTF Star Awards needs to be held in a dedicated function hall which meets the below requirements. It may be in a 5 Star Hotel (could be official hotel or a hotel nearby), an iconic landmark, but the hall has to be first approved by the ITTF.

Size

Venue should be able to accommodate a reception, pre-event cocktail area, an interview backdrop, a stage, operations desk, TV Production Crew, media desk, and approximately 200 seated dinner guests. (Refer to Star Awards basic floor plan.)

Reception

A reception should be set up before the entrance to welcome guests, mark their attendance, and remind them of their table number. A small backdrop, table and chairs should be set up. The reception should be manned at all times by 2 to 3 English Speaking staff. It is recommended that electronic devices, such as laptops or tablets, are used to coordinate the seating of guests.

Mixed Zone / Interview Backdrop



This is the red-carpet area for the event. The interview backdrop should be placed next to the entrance, and all athletes should walk through the interview backdrop on entering the pre-event cocktail area. The area should be well-lit and well-spaced to be conducive for photo-taking and interviews.

Pre-event Cocktail Area

The area should be able to accommodate 200 standing guests, cocktail tables, a snack and drink bar, and possibly a table tennis table with balls and rackets for guests to socialise.

Player's Dressing Room / Rest Room / Make Up Room

A separate male and female players' dressing room should be provided close to the event room. Full length mirrors, couches, and dressing tables should be provided, for approximately 5 players to use at the same time.

Stage



The stage should be in clear view of all dinner tables, and should not be blocked by pillars or other obstructions. It should be at least 7m wide, 3m deep, 0.65m tall, and be wheelchair accessible. There should be proper dressing of the stage, including but not limited to: proper backdrops, screens, stage decorations and a lectern.

Dinner Tables



Tables should be numbered clearly, and ushers should be familiar with the layout of the table. Tables should be set up with 8 seats each, cabaret-style. Chairs should be removed for wheelchair guests prior to their arrival. Other special requests may be raised and coordinated prior to the event.

The exact seating plan will be coordinated by the ITTF, upon receiving the final guestlist.

Media Desk

The media desk should be set up at the back or side of the hall, where they have a clear view of the hall but not in view of the TV Cameras. The media area should be wide enough for 20 media, with power and internet connections.

Operations Desk

The operations desk should be set up at the back or side of the hall, where they have a clear view of the hall but not in the view of TV Cameras. The operation desk will house audio-visual and lighting operations, controlling music, lights and presentation screens.

- **Audio System:**

No.	Qty.	Item
1	1	MICROPHONE: 1 Shure Beta87 Radio mic U4S or U4D systems (not UC series)
2	2	MONITORS: 2 x EV 15" monitor wedges on 1 send
3	TBC	Poweramps to suit
4	1	1 x Shure PSM600 in ear monitor system + generic moulds
5	2	2 x ch Klark technic equaliser (1 x wedge send, 1 x in ear)
6	1	FOH: 1 x CD player
7	1	1 x Lexicon PCM70 (reverb)
8	1	1 x TC Electronics D2
9	2	2 x BSS402
10	TBC	Speakers to accommodate room with 200 pax
11	3	Hand-held microphones with spare batteries

- **Lighting System:**

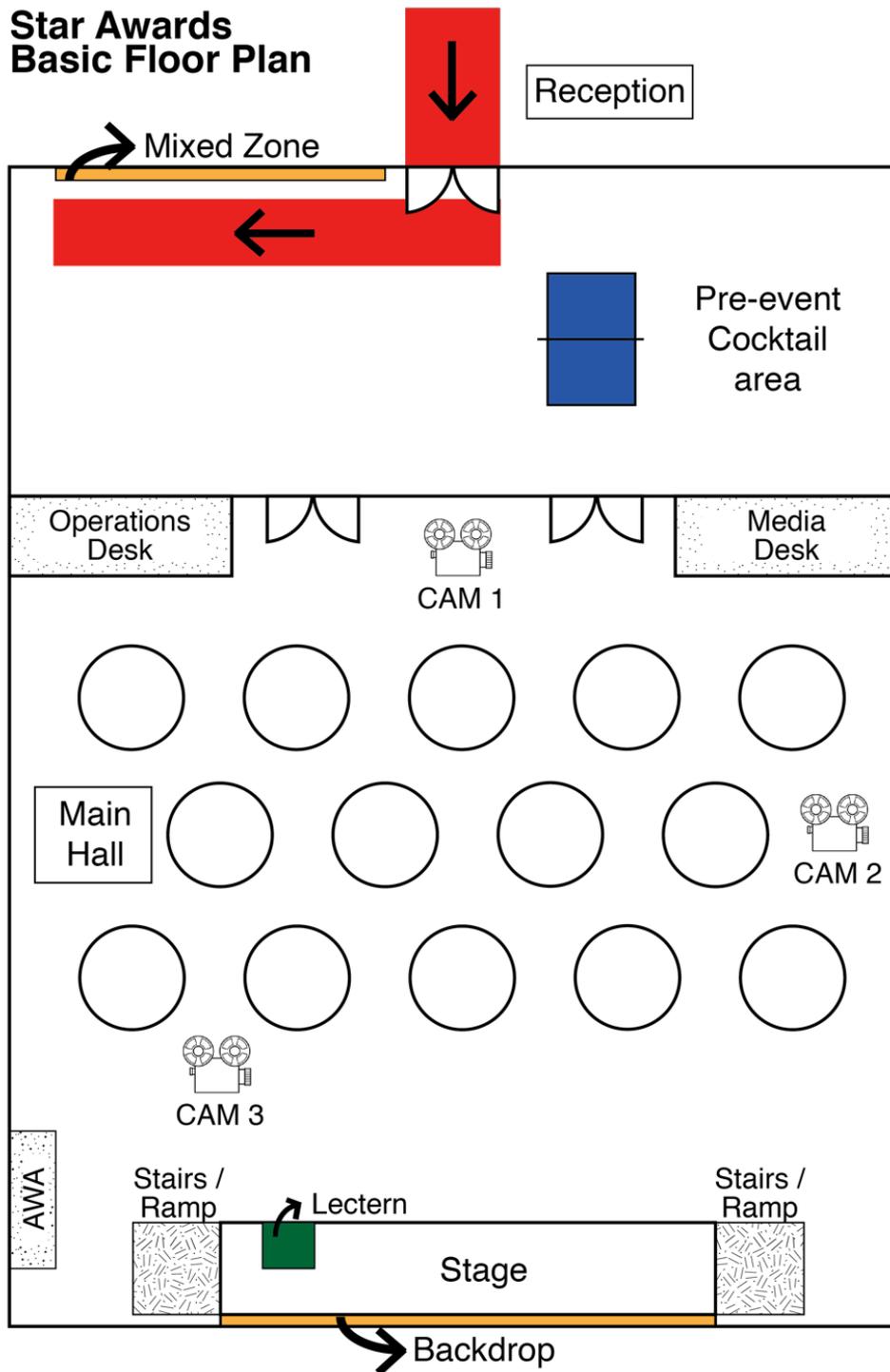
No.	Qty.	Item
1	TBC	Sufficient Lights for stage area (MC / Singer / Awards Photos)
2	2	Ambient lights for room
3	1	Spotlight
4	1	Control station
5	2	Lights for Media Interview backdrop

- **Screens (VGA switch for 2 computers)**

- **Ability for live TV production**

Discussions need to be made with the TV Production company to ensure that the venue is suitable for TV production, especially with the technical requirements. For example, in the case of live TV production, the room needs to be conducive for wires to be drawn to the TV trucks.

- Internet**
 There should be a minimum dedicated 4mbps internet line for live streaming. There also needs to be 2 wireless networks with a minimum speed of 2mbps each, one secured for all staff, and one open for all guests.



3. Presentation

Rundown (script)

The rundown will be coordinated with the ITTF in the lead in to the event.

Entertainment (Dancers, singers)

To make the Star Awards a successful event, the OC must assist to provide some local talent to perform during the Star Awards. The ITTF will advise the OC specifically what they need closer to the event.



Emcee and host

The ITTF will provide an english speaking host for the Star Awards. The OC will need to arrange a local co-host.



Venue Presentation

The look and feel of the venue will be coordinated with the ITTF. The branding should be consistent with all other brandings used for ITTF Star Awards, such as on videos, printing materials etc. It is possible for the OC, if they choose so, to be responsible for the designs. However, all final designs has to be approved by the ITTF.

The OC will be requested to help with securing a reliable printing/events company to manage the set up of the venue, including providing pre-event venue photos for concept planning.

Powerpoint presentation

The ITTF is responsible for providing this.

Video

The ITTF is responsible for providing the introduction video, nomination videos, and winner videos. Any other videos used should be approved first by the ITTF.

Music

Music should be played when people are walking in, for nomination videos, and for when people walk out. The ITTF is responsible for providing this.

4. TV Requirements

Below are the minimum TV Set-up required for the Star Awards Night:

i. Minimum of three (3) Camera Production

Main Camera (CAM1)

The main camera is best to be positioned on a camera podium (which needs to be built at least 0.5m height). Recommended to use wide to medium zoom lens to capture the happenings on stage and able to zoom in for speeches

Mobile Camera (CAM2)

This camera will be mobile around the ballroom. It will roam to capture close up/candid shots of players and VIPs. Also must be creative in capturing reaction shots, emotion shots, B rolls and etc.

Support Camera (CAM3)

This camera will provide additional angle for CAM1 and CAM2. It should be mobile to assist CAM2 cover the other side of the crowds OR other side of the stage. For the same purpose, this camera can provide extra angle for CAM1 in a fixed position at either left or right bottom corner to cover happenings on stage.



Further recommendation but not mandatory:

Jimmy Jib Camera (CAM4)

This camera can provide beauty shot of the event by providing aerial angle.

ii. Camera Podium

A camera podium should be prepared for CAM1 and CAM3 with the minimum height of 0.5m. Dimensions should be: (WxLxH) 2m x 2m x 0.5m for CAM1

Depending on demand, it is recommended to build additional podium nearby the CAM1 podium for Visiting Rights Holders or interested members of the local and international media.

iii. High Definition Production

To keep up with the demands and to uphold interested broadcasters, the coverage has to be produced in High Definition (HD).

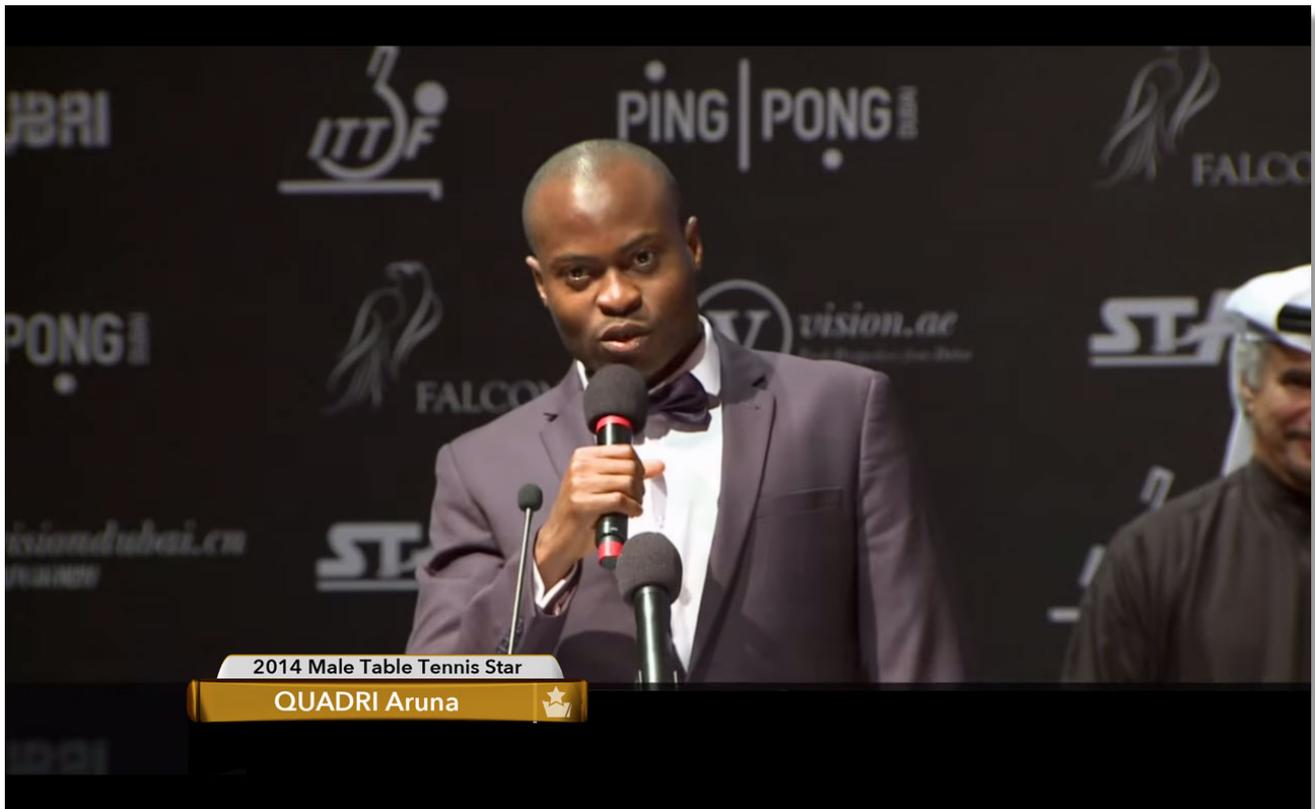
iv. TV Graphics

Simple TV Graphics should be prepared by the HB and integrated into the production. These graphics should have a similar style to the event branding. The minimum graphics required are:

- a. Event Presentation
- b. List of Awards presented
- c. Event hosts' names
- d. Award name and winner's name
- e. Social media call-to-action
- f. Wipe

The ITTF is responsible to provide the HB with the required branding elements in order to produce the graphics.

All TV graphics should be approved by the ITTF at least 1 month prior to the event.



v. Video Inserts and Running Order

The ITTF will provide the opening video, nomination videos, winner videos and closing videos. These videos should be ingested and used as part of the production.

The running order will be provided closer to the event.

vi. Recordings of the coverage

The coverage of STAR Awards MUST be recorded with minimum 1 copy.

Acceptable recordings format:

MOV format encoded as per AppleProRes 422 HQ

The recordings must be made available to the ITTF on the same day after the event concludes.

vii. Others

It is recommended that HB uses flyaway kit depending on the nature of the venue.

HB should provide a Live signal for online streaming (itTV or YouTube), and advise the signal type prior to the event. Internet line MUST be provided for YouTube or itTV streaming.

A short test is required at least 2 hours before the production begins, to ensure that all cameras, videos and graphics are in place, and in sync with the lights and AV.

5. Logistics

Transport

Transport needs to be organised for players and other guests. A shuttle service should be available from the competition venue and official hotels to the Star Awards Venue. The service should run at 15 minutes intervals, ensuring that the 1st guests arrive no earlier than 15 mins before the scheduled start of the cocktail, and that the last guests arrive no later than 15 mins before the scheduled start of the Star Awards.

Special transport - Cars should be on standby to take attending players from the last scheduled matches at the venue in case of delays.

There should also be a shuttle service to bring media from the competition venue to the Star Awards venue, and this service has to be announced to all media.

On conclusion of the Star Awards and Dinner, the shuttle service should start immediately, running at intervals of 15 mins, and be available until at least 45 mins after the end of the Dinner. Please note that there will be a large number of guests who will leave immediately upon conclusion, so more buses should be scheduled at that time. After the end of the shuttle service, the hotel should be able to organise taxi service for the guests.

The total number of shuttle buses and time table should be agreed between the ITTF and the organisers once the event/training schedule has been completed.

Official Photographer

To portray the best of the event, a professional photographer should be engaged. It is recommended that the photographer uses a WiFi Camera, or a WiFi Memory Card so that photos can be accessed from the cloud by ITTF at any time. Alternatively, the photographer has to provide photos to the ITTF every 15-20 minutes during the hour-long award ceremony. The final set of photos should be provided to the ITTF no later than 1 hour after the conclusion of the event. The photographer should take photos of:

- Players on the red carpet
- Guests on the red carpet
- Players at the pre-event cocktail area
- Guests at the pre-event cocktail area
- Players at the tables
- Players reactions upon winning
- Guests at the tables
- Award winners
- Award presentation
- Group photos
- Informational photos (tv camera setup, control desk, emcee, venue overview, stage overview)

Prior to engagement, the photographer should send a portfolio of photos taken at similar events for the organisers and ITTF to approve.



Printing Materials

Printed material that needs to be created includes menus, invitations, winners' envelopes, event program etc. As per the venue dressing, the ITTF will provide the design, but will require the OC's help to print them.

Liaising with the hotel

It is important to maintain regular communications with the hotel, so as to coordinate the following:

- **Food and beverage menu**
The menu needs to be decided for the cocktail and dinner. vegetarian options should also be available upon request.
- **Inspection**
At least 2 inspections to be made: 1 to check that the venue is suitable, and 1 for the TV Production company, Lighting and Sound experts to make their evaluation and quotations.
- **Table layout**
Ensure that the floor plan proposed is feasible according to the size of the room and tables.
- **Stage setup**
If the hotel is able to provide the stage, or if the hotel has a pre existing stage, it should be checked that they meet the requirements as per this guide.
- **Package shipments**
There will be some event-related shipments arriving about a week before the event, and the hotel should be able to help receive and store the shipments, transferring them to the function hall for the setup.
- **Hall setup and decommission timing**
Hall setup should be available as early as possible, and at the latest 10 hours before the start of the event. Decommission time can start 1 hour after the end of the event, but the time they should finish has to be communicated to all related parties.
- **Lighting and AV tests**
Tests are required to be done at least 3 hours prior to the start of the event. Hence, all the required equipment should be in place for the test as soon as possible. A final test should be done with the TV production company at least 2 hours prior to the start of the event to ensure smooth running of the event.
- **Ushers**
The hotel should provide at least 2 waiters/waitresses to function as ushers guiding guests to their tables.
- **Dinner service**
Due to the nature of the awards night, the hotel should be familiar with the schedule and run-down of the evening, ensuring that they serve the food and drinks at appropriate times.
- **Signages**
Clear signages should be placed in the hotel to direct guests from the lobby to the function room.

Guest Invitation

In order to ensure the success of the event, dinner guests that should be invited on a complimentary basis include:

- Government Officials / Sport Ministry
- Business leaders
- Organising Table Tennis Association's president and leaders
- ITTF president and leaders
- ITTF Executive Committee
- ITTF Athlete Commission Chairman
- Top Athletes playing at the World Tour Grand Finals
- All award nominees
- All award winners

6. Promotion and Media

Informing media

3 months prior to the event, the OC, together with the ITTF needs to issue a press release to all its media contacts announcing that the Star Awards will take place.

Arranging for media to attend

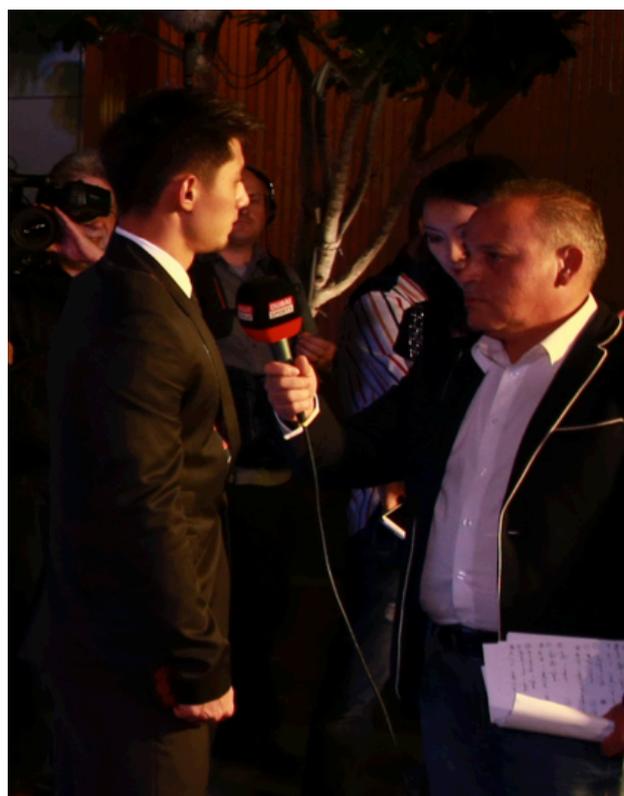
To gain as much media exposure as possible, there is a table dedicated for the country's top media to attend. The OC must give the ITTF a proposal of the 20 most important media personnel in the country to be invited to cover the event. Once these 20 people have been decided, the ITTF will send them an invitation.

Pre-event promotion

The OC is responsible for promoting the Star Awards in the city/country. This should be done through media promotion, TV & radio ads, banners around the city, promotion within the sporting community/officials.

Promotion during World Tour Grand Finals

The OC must capitalise on the attention of the World Tour Grand to promote the Star Awards. This includes: mentioning it in all WTGF PR's, promoting it at WTGF media days, a section on the WTGF website about the star awards, a link to the star awards on all promotional material and announcements promoting the star awards during the WTGF.



Selling tickets

In all the above promotion, the OC needs to include information about buying tickets for the event. Selected tables should be open for fans to purchase seats.

Selling sponsorship

The ITTF Star Awards is the most prestigious table tennis award given to recognise the stars of table tennis.

To make it a success, the support of commercial partners and sponsors are essential, both locally and internationally. Hence, we hope that the organisers will work together with the ITTF to find local sponsors for the event. Possible sponsors include official venue sponsor, official evening apparel sponsor, official makeup and hair services etc.

Its short format designed for TV makes it an attractive event to sponsors, and can be marketed together with the World Tour Grand Finals. The ITTF Marketing Department will prepare a Sponsorship Sales document that can be used by the organisers to approach potential sponsors. The ITTF will also be ready to support the organisers in any way possible to help secure the sponsorship. Commission from sponsorship secured by the organisers can be discussed separately.

The awards and rights available for sale will be advised by the ITTF, and updated regularly.

Encouraging players to engage with social media at the event

The OC together with the ITTF need to encourage all players involved in the Star Awards to post and tweet on all their social media networks using the hashtag #ITTFStarAwards. To do this, there must be wifi internet in the venue.



7. Organisational requirements (Human Resource)

Role	Responsibility
Star Awards Director (needs to be different to the WTGF tournament director)	<ul style="list-style-type: none"> - Head of the event - Main liaison with the ITTF
Logistics Coordinator	<ul style="list-style-type: none"> - Hotel - Lighting - Audiovisual - Transport - Ushers, service staff
Audiovisual Expert Team of 5 to 6 people - preferably to hire a professional company	(Managed by Logistics Coordinator)
Guest Coordinator	<ul style="list-style-type: none"> - Confirming guest lists - Keeping guests updated with information - Organising seating - Invitation of important guests - Organising player invitations
Media Coordinator	<ul style="list-style-type: none"> - Media relations - Organising media to attend
Photographer Emcee (Host)	(Managed by Media Coordinator)
Promotion & Marketing Coordinator	<ul style="list-style-type: none"> - Event Rundown - Entertainment - Sponsorship - Printing Materials / Collaterals - TV Organisation