



WORLD TABLE TENNIS FOR **ALL** DAY

6 APRIL 2017

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**A JOURNEY TOWARDS NEXT**  
**WORLD TABLE TENNIS DAY**

**APRIL 6**



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## 1. INTRODUCTION

This guideline provides you with useful tips for your WTTD – Preparation. It is build up as a journey towards WTTD and organized in eight different sections. In each section you'll find a

**short overview,**

**some useful tips and**

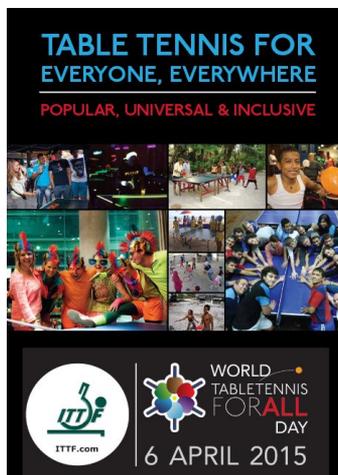
**one or two steps** to realize on your way until WTTD. You'll find links to the

**WTTD-Preparation-Master Document,** which you can download and complete during the whole WTTD preparation. It will help you to get the most relevant information at one place and is **easy to share and to review.**

**Let's travel together and step by step April 6 comes closer.**

### **Step 1: Read toolkit**

**Before you start, we recommend you to download the [WTTD toolkit](#), read it and become familiar with WTTD.**





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## 2. VISION

Sit down or go for a walk and imagine it's **WTTD eve**:

- What is it like?
- How does it feel?
- Are you alone, together with team members?
- What was the best moment of the day? And the worst?
- Was there a website live on the internet?
- How many people did you reach?
- Where has it been?
- What was the most attracting point of your day?
- What activities had been done?
- What about the public? Have you seen new faces?
- Was there a series of triggered emails in place for new subscribers to your organization?
- ...

The more you can **describe** this „evening after WTTD“, the more you'll be able to build a plan for getting there. **It's hard to hit a target you can't see.**

### Step 2: Write your vision

**Write your vision** for your WTTD. It can be as short as a couple of sentences or as long as you feel comfortable.

Afterwards, download our [WTTD-Preparation-Master-Document](#) and fill out the vision.



### 3. A GOOD TEAMWORK MAKES A TEAM WORK

An important step on your journey towards WTTD is to have a clear idea about **WHO** is going to **work with you**. If you haven't done it yet, it is time to form a team with **clear functions and aims** of each team member.

#### Some tips for your team preparation

Always remember:

Good teamwork is **key for success** of your WTTD. But it doesn't just happen; good performances and relations need to be **developed and maintained** all the time.

A good team has:

- *clear objectives*
- *balanced roles*
- *effective processes*
- *good communication*
- *appropriate leadership*
- *support and trust*
- *openness and conflict*
- *mutual cooperation*
- *individual development*
- *sound inter-group relations*
- *regular review*

### Step 3: Establish your team

If your team is not established yet, think about **who you might invite** to be part of your WTTD – team.

Go to your [WTTD-Preparation-Master-Document](#) fill out the 1<sup>st</sup> section "Team". Make sure that every team member always has the actual version of this document.



## Tips for team meetings

*"I survived another meeting that could have been an e-mail."* Sounds this familiar to you?

For a good WTTD preparation, it's helpful to create a **collective organizational energy** and **optimize it** so you don't waste time and take into account everyone's **individual productivity cycles**.

You might be used to organize meetings and we don't want to bore you with useless information, but maybe, before calling for your next meeting, the following tips will give you some new inputs:

- Do you really **need a meeting**? Could it be an email instead?
- Does that meeting really **need a whole hour**? There is an old adage that says "Work expands to the time you schedule for it." This means if your default is to schedule an hour meeting, than the meeting will take an hour – and many times run over. However, if you schedule meetings to be shorter, you are disciplined about getting through the work.
- **End on time or end early time** is our most valuable resource. So when you schedule a meeting, you are asking people for their valuable time – even if they are your in-house team! Be respectful. And, if you get through your agenda a few minutes early, end the meeting. People will be grateful to have a minute to write up their notes or make a mental shift into the next task in less time.
- Why not A **walking (or playing Table Tennis) meeting**? Sitting is the new smoking and very unhealthy. Why not try another way?

Be **respectful of everyone's time**. However, there are times when an email should be a meeting – a call or face-to-face meeting to avoid any miscommunication. Have you ever been on an email thread that escalated into a comedy of miscommunication, increasing everyone's email load and wasting time overwhelming everyone?

## Step 4: Organize a first team meeting

Now, think about your next team meeting and **write an invitation** for it. If you haven't done it yet, you should define your **basic work lines** in the next meeting, such as objectives, roles, communication. Your invitation should contain a **clear agenda**.



## 4. SCOPE-LESS IS HOPELESS

Let's go back to your vision of the WTTD.

It is time to define **the scope** of your event. The better you stake this scope out, the easier will be the following organization.

So now everything turns around **project management**; especially you should define your

- **WTTD settings,**
- **your target group(s),**
- **the aims,**
- **measures to get there** and
- **activities planned for your World Table Tennis Day.**

### Some tips for this scope

You might already have a vague or clear idea about some of these points, please make sure that **every team member manages the same information** and that every team member feels **comfortable with his or her function**. Regular team meetings and clear written logs are key to make everybody feel involved. Observe your colleagues and don't hesitate to ask them about how they feel as part of this team.

## Step 5: Plan your activities

Call for a team meeting to plan your activities you want to realize during your WTTD. This may take you some time and it's absolutely possible to **adapt** them in the course of the following weeks. **Be creative** and think about **how** you can **attract new people** to play Table Tennis.

Go to your [WTTD-Preparation-Master-Document](#) and fill out the 2<sup>nd</sup> section "Project planning" and make sure that each team member always has a **copy of actual version**.



## 5. UNTIL WE CAN MANAGE TIME, WE CAN MANAGE NOTHING ELSE

To make sure that you do a great preparation and that you won't forget anything on the way, we propose you to **create a timeline** for the time remaining until WTTD, so you and others will be always able to check if you are doing right.

Before you can create a good timeline, you have to take some time to create a good **"To Do List"**, that means, you have to write down all those little steps which still need to be walked until WTTD.

### Some tips about your "To Do List"

You might be an organized person or not, but surely any time in your life you have created a "To Do List" for a special purpose. That's what you should do now for your WTTD. **Visualize where you** are and write everything down **what is still missing** until your WTTD. Let your ideas flow, **brainstorm** and when you feel you are done, you can organize the list and use the following tips to get it organized:

#### Don'ts

- Be pettifogging and try to fit too many items on your list.
- Make it long and wordy.
- Appoint only big tasks.
- Be impatient about when tasks have to be finished.

#### Do's

- Be ruthlessly **realistic** about your abilities to complete your list. Ask yourself: Do we really have to do this? Are we able to do this?
- Be exact: **Define exactly** what's to do.
- **Split big tasks** into smaller ones.
- Provide **enough time for the execution** of each task.

## Step 6: Create your "To Do List"

Call for a team meeting and make a brainstorming about what is still to do to realize your WTTD – event. Create you To Do List and fill out Section 3.1 "Activities" of your [WTTD-Preparation-Master-Document](#)



## Some tips about creating timelines

For creating your timeline you have to know where you want to go and define clearly the steps you will have to go to get there. For sure, you have a lot of ideas in your mind and more or less you know what is to do. Why not **write it down**, make it visible for others that might help you completing some tasks and for sure: ticking it off as soon as it's done. This feels great, doesn't it?

You can find lots of useful tools to create timelines, one of them is the **GANTT CHART**, which we want to present you to make it easy for you to organize the weeks left until WTTD. If you prefer another one: please feel free to use it. Gantt is just one option.

### Get familiar with GANTT CHART:

A Gantt chart, commonly used in project management, is one of the most popular and useful ways of **showing activities (tasks or events) displayed against time**. On the left of the chart is a list of the activities and along the top is a suitable time scale. Each activity is represented by a bar; the position and length of the bar **reflects the start date, duration and end date** of the activity. This allows you to see at a glance:

- What the various activities are
- When each activity begins and ends
- How long each activity is scheduled to last
- Where activities overlap with other activities, and by how much
- The start and end date of the whole project
- To summarize, a **Gantt chart shows you what has to be done (the activities) and when (the schedule)**. (<http://www.gantt.com/>)

### Important:

To do lists and timelines should help you to make organization easier. **If you feel you get stuck, take a break and review it at another moment**. And if you state that a planned activity or task hasn't been done... keep being creative and flexible. You'll find a solution for it!!

## Step 7: Create your timeline

Download your [Gantt Chart](#), fill it out and keep it updated and accessible for every team member as well as the Master Document.

Remember: This is just a template, your personal activities and tasks may differ from the ones used in the template, so please feel free to delete, add and change adapting the chart to your requirements.



## 6. MONEY MATTERS AND HUMAN RELATIONS MUCH MORE!!

Let's go over to your **existing and missing resources**. Now we want to create your **budget plan** and build a list of possible fund givers and partners.

### Some tips for your Budget Plan

Your budget is important for the whole planning of your WTTD. It shows you clearly the **existing resources, the incomes and expenditures** for your WTTD.

And it is not only important for you, but also for your **possible funders**, as they can understand your work better, when they see **costs related to your activities**.

To prepare your budget, it is essential to go back to the planned activities for your WTTD and if you plan so, also for the Come'n Try. And then ask yourself:

- What resources will be required to achieve your planned goals?
- Where will the funds come from?
- How will you raise the funds?
- How can your organization make use of in-kind or donated services?

### Step 8: Make your budget plan

Have a look at your [WTTD-Preparation-Master-Document](#) and **review the planned activities**. Are they still up to date? Anything to change or to add?

Fill out section 4.1 "**Budget Plan**".



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## Some tips about fundraising

By the time you ask for financial support for your WTTD you have to be **creative!!** Your creativity about good fundraising ideas is particularly important and there are no limits to your imagination. We don't want to give you ideas, but some tips about **how to make your ideas even more successful** and maybe **keep people warm to support you once again.**

- **List** all possible persons or organizations that might support you. Concentrate especially on nearby persons you know like friends, family, colleagues, neighbours, doctors, club members, etc.
- Set a fundraising **goal** and continue to raise it.
- Remember WHY you are doing this. Take this **passion** and bring that same energy to your fundraising efforts.
- The more **personal** you can make it, the better! Many people give because YOU are asking them to.
- Use **online fundraising tools.**
- Get **face to face** and fundraise at dinner parties, table tennis games, church, family meetings, etc.
- **Follow up:** A little reminder nudge never hurts anyone.
- Send **Thank-You-Notes!**

## Step 9: List and contact your fund givers

Brainstorm on possible **organizations and persons** that might support your WTTD, at a financial, material and human level.

Make a **list** of possible organizations, businesses that might be possible fund givers and fill out section 4.2 "Fundraising" of your [WTTD-Preparation-Master-Document](#).



## Some tips about partnerships

Partnerships will help you to **joint solving issues of your WTTD** and it should be **mutually beneficial** and ensure a **greater impact** on your WTTD. So, partnerships will help you to gain access to new resources, including funding and in-kind support as well as information, expertise and skills. Maybe you can find a rent-free space for your WTTD or reach a new target group with your public messages or broaden your base of popular support for your mobilization efforts.

For a successful partnership, make sure there is agreement on the following points:

- Have a **shared commitment** to the partnership based on shared values and vision
- Define **clear roles and responsibilities** for each partner
- Maintain an **open communication and transparency**. Have a clear understanding about what information you will share and how you will share it.

## Step 10: List and contact possible partners

Brainstorm on possible **organizations and persons** that might support your WTTD, at a financial, material and human level.

Once again, make a **list** of possible organizations, businesses that might be possible partners, think about what make the partnership profitable for you and what YOU can give THEM.

Make the list of all possible partners and complete section 4.3 "Partnerships of your [WTTD-Preparation-Master-Document](#).

**Start communication with possible fundraisers and partners!**



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## 7. MAKE SOCIAL NETWORK WORK FOR YOU

**This chapter is about making your event public.** Your publicity campaign should contain 4 pillars.

1. How are your **partnerships** doing?  
To collaborate with regional business and non-profit-organization is perfect for your publicity. Maybe they want to donate something, organize a booth or serve you their products on WTTD.
1. Attract people with **entertainment**.  
Many people may come, because they want to see a main act or a comedian - review your entertainment program for WTTD.
1. **Traditional media**.  
2. Don't ignore traditional media channels such as newspapers, local magazines, flyers. Local radio and television stations are another great way to promote your event. We'll come back to this in our next newsletter.
1. **Social media!**  
Facebook, Twitter, LinkedIn and Instagram are important channels to catch public attention for your event. Let's work on this point today!



## Some tips for a successful social networking

As Facebook seems to be the most used social network, we are basing our tips on creating a successful Facebook Event. If you use or prefer other networks, please feel free to adapt these tips!!

1. **Create** the event on Facebook. Make sure that **important details** (date, location, time, etc.) are **clearly** pointed out. Choose an enthralling title and upload attractive and representative pictures for your event (click on: Promotional Package, to get WTTD logos).
2. Upload **interesting information** on your WTTD page **before** inviting your friends.
3. **Invite** your friends (don't have fear about inviting ALL of them) and include a personal message in this invitation.
4. **Change your own Facebook photo** for a while in order to promote your WTTD.
5. **Comment** on your event wall **periodically**. It is helpful to set up guidelines for publications like "post every Monday and Thursday". For example you can tell your followers about:  
Take advantage of the reputation of your main act and present it regularly. Provide background information and invite your followers to comment.  
Use material of last WTTD (or other similar events you have organized) like photos or videos to give your followers an impression about what they can expect.
6. **Invite people to interact** on your page. Helpful are questions they can answer in their comments, like: What are you most looking forward on this WTTD?
7. Promote your event on **local Facebook pages** (i.e. from your city) and in Table Tennis or Sport for All related groups.
8. Integrate on your event page different **Social Share Buttons** to use other social media channels for your promotion.
9. Create the event in **google+** and embed the link on your event announcement. A simple click on it will create a reminder in your reader's google calendar.
10. Use Facebook **during the event** to communicate photos, videos or statements. Try to react as quickly as possible to comments.
11. **Stay in contact** with your target group after WTTD. You can post photos, videos, links to presentations, ...



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## Step 11: Prepare and launch your social media campaign

**Prepare** your Social Media Campaign! First of all, define the **responsible person(s)**. Get **images** ready (download the image below and enlarge it to see which image size to use in the different social medias). Set up the **structure** about **who** will publish **how often** **which** kinds of **contents**.

Get all necessary **information ready to publish**:

- date
- location
- time
- name of your event
- short and concise description

Search **interesting information** to publish a first post about your WTTD.

**Create your event** on Facebook or other social media channels. Post interesting information. **Invite your friends!**



## 8. THE TIME FOR A POWERFUL PRESS RELEASE HAS COME

### Some tips for a powerful press release

It's time to get your World Table Tennis Day **into the public discussion** of your place. You already have a great program, your Social Media Campaign has started and partnerships are working for you. Now it's **time to send out your press release**. The following tips may help you to write it:

1. Start with a **strong headline**. It should be engaging and accurate and captivate attention to keep on reading.
2. Put the **message** of your press release **first**. Busy people won't read the article until the end if they can't find the relevant information in the first sentence.
3. Answer **clearly who, what, when, where, why, how** and keep sentences short.
4. **Proofread** your press release. Reporters are linguists and even a single error can dissuade them from taking you seriously!
5. Include your **contact information**.
6. **Keep it short**, 2 paragraphs should be enough. Provide access to more information instead of writing too much.
7. **Provide a press kit ideally for download**. Your chance to get your message publicized will increase significantly if you provide high quality pictures and logos in different resolutions for web and print.
8. Create or update your individual **media contact list**. Consider all sources: newspapers, magazines, TV, radio stations and bloggers covering your community. If you don't have your own media contact list, ask a befriended organization or search online for a starter list.
9. Send your press release **as soon as you have finished it**. **Follow up a week before, a couple of days before** and also the **same day**. Don't hesitate to make a **phone call** to the medium afterwards to present yourself, check if it has arrived and provide further information if they wish so!



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## Step 12: Prepare and send your press release

First of all create or update your media contacts in section 5 "Media" of your [WTTD-Preparation-Master-Document](#).

Then write your press release and prepare your press kit. Send it out to selected team members to **proofread** and **double-check** your work.

Check your press release one last time and **send it out!** Make sure to choose an **explicit subject** for your mail (i.e. "Press information - World Table Tennis Day Celebration in Kathmandu" is much more likely to be opened than "Press information"). Don't forget to provide the **Press Kit** and your detailed **contact information!**

**CONGRATULATIONS!!**  
**YOU DID IT!!**

**HAPPY**  
**WORLD TABLE TENNIS DAY!**

**APRIL 6**