

WORLD TEAM TABLE TENNIS CHAMPIONSHIPS  
FINALS 2028

# EVENT MANUAL

SEPTEMBER 2024

[ITTF.com](https://www.ittf.com)

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# ITTF/WTT

**The International Table Tennis Federation (ITTF)** is the global governing body of table tennis.

In accordance with its 2023 Strategic Plan, the ITTF is fully committed to growing the sport in three key areas: Governance & Sustainability, Business Growth, Society & Health.

With 227 Member Associations, the ITTF has long been represented at both the Olympic and Paralympic Games. ITTF and World Table Tennis (WTT), the ITTF's new commercial vehicle, aim to drive table tennis forward in the modern era, with innovations to all facets of the global table tennis product.

**World Table Tennis (WTT)** was created by the ITTF to manage all of its events' commercial rights from 2021, with the aim to elevate a table tennis property to one day be one of the world's most successful sporting commercial platforms. Building upon the success of historical ITTF structures, WTT is transforming how events are managed and consumed worldwide. By ensuring entertaining events, investing in higher prize money and state-of-the-art TV production and at the same time supporting the pathway from Day 1 to World No. 1.

ITTF and WTT are excited about the new World Team Table Tennis Championships (WTTTC) format, which helps expand the footprint and showcase the phenomenal talent of world-class table tennis stars. This format will reshape the WTTTC into a truly global and bolder structure. WTT will play an important role during the WTTTC, with the goal of fulfilling the ITTF's needs as the key body in managing, operating, and commercializing events.

The WTTTC Finals will have high level competition at its core, giving the fans a unique experience to watch the world's best players and teams but also be engaged at the highest level through local and international entertainment. This event is for not only for the core table tennis fan, but also for every sports fan who enjoys sports and entertainment.







# The Purpose of the Event Manual

The purpose of this event manual is to provide a full explanation of the World Team Table Tennis Championships (WTTTC) from 2028 onwards including:

- Background to the changes of the WTTTC,
- Objectives of the reformed WTTTC and the benefits it will bring to the sport and its stakeholders.

The planning and operations required to host a WTTTC event can be found in the Event Manuals. There is a separate manual for each event stage:

- WTTTC Finals
- Continental events
- Regional events

## Objectives of the Current WTTTC Model

**Inclusiveness** / more countries will have the chance to compete during the WTTTC and through continental, regional events.

**Competitiveness** / increased excitement for fans through closer and more competitive matches.

**Host interest** / The WTTTC Finals event significantly enhances the appeal of hosting, thanks to its new, modern business plan and approach

**Global visibility** / WTTTC Finals held over a longer period will allow every Finals match to be broadcasted live on TV.

**Global appeal** / every continent will have several teams in the Men's and Women's WTTTC Finals.

**Compelling stories** / create local heroes through providing more localized events that enable table tennis fans to support their teams.

**Broadcast quality** / introduce high quality broadcast production for all matches encouraging greater coverage and viewers.

**Partners** / increasing the potential of attracting more partners from each Continent and subsequently the commercial narrative of the sport.

**Event narrative** / creates a compelling structure with a clear narrative of the WTTTC from regional and continental stages through to the Finals, with these events held over a prolonged period to assist the narrative.

**Audience engagement** / exciting competitions that generate "must see" matches in all continents.

**Fan experience** / improved event presentation requirements creating an immersive experience for both in-venue and TV audiences.

## Fan Growth

The reformed WTTTC, comprising more competitive and meaningful matches will increase the interest in the event, creating new table tennis fans and converting passive followers of the sport to avid fans.

## Financial Transformation

Each continent will be guaranteed at least one team in the Men's and Women's competitions, creating a WTTTC with a more global footprint that will attract broadcasters and leading global brands resulting in a revenue step change for the sport.

The purposes of the current WTTTC Model reforms are reflected in several of the key outcomes of the ITTF's Strategic

Plan to include:

- To maintain a dynamic World Ranking system that is reflective of the global event calendar, and recognises the performance of players whilst ensuring all continents are represented at the World Table Tennis Championships.
- Multiple bidders from multiple continents for each major ITTF/WTT event and
- World Table Tennis Championships or Professional events regularly played in each continent (a minimum of once every four-year cycle).



# WTTTC Structure

The information following is based on the current regulations and is subject to changes depending on decisions by the responsible bodies. There are three stages to the expanded WTTTC:

## WTTTC Regional Stage

The WTTTC Regional Stage comprises early-stage events in which teams compete against other teams from their region to qualify for the WTTTC Continental Stage. Regional stages are not required for every continent, and it will be decided for each continent if regional early-stage events are appropriate for their continent.

## WTTTC Continental Stage

The WTTTC Continental Stage, which may also be the Continental Championships, will be the main method in which teams will qualify for the WTTTC Finals. The best teams in each Continent will be playing for direct qualification to the WTTTC Finals, as well as to be crowned the best team in the Continent.

## WTTTC Finals Stage

The WTTTC Team Finals will consist of the 64 Men's and 64 Women's high performing teams with representatives from all six Continents (ref. 2023 ITTF Council Proposition IC-2023-10).

# WTTTC Qualification

The information following is based on the current regulations and is subject to changes depending on decisions by the responsible bodies.

Each team wishing to participate in the WTTTC will need to enter at the WTTTC Continental Stage and/or WTTTC Regional Stage. How teams progress from the WTTTC Regional Stage and WTTTC Continental Stage to the WTTTC Finals is explained below. Note that the host nation automatically receives a place in the WTTTC Finals, however it is recommended that they will also participate in the Regional / Continental stages.

## WTTTC Regional Stages to WTTTC Continental Stages

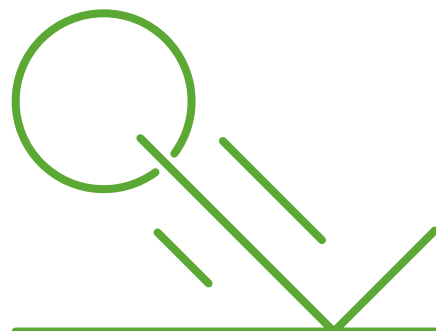
All ITTF Member Associations will have the opportunity to compete in either the WTTTC Continental stage and/or the preceding WTTTC Regional stage, where applicable.

Regional stages will consist of a number of appropriate geographical regions in each continent. The format will vary by continent, but will be either:

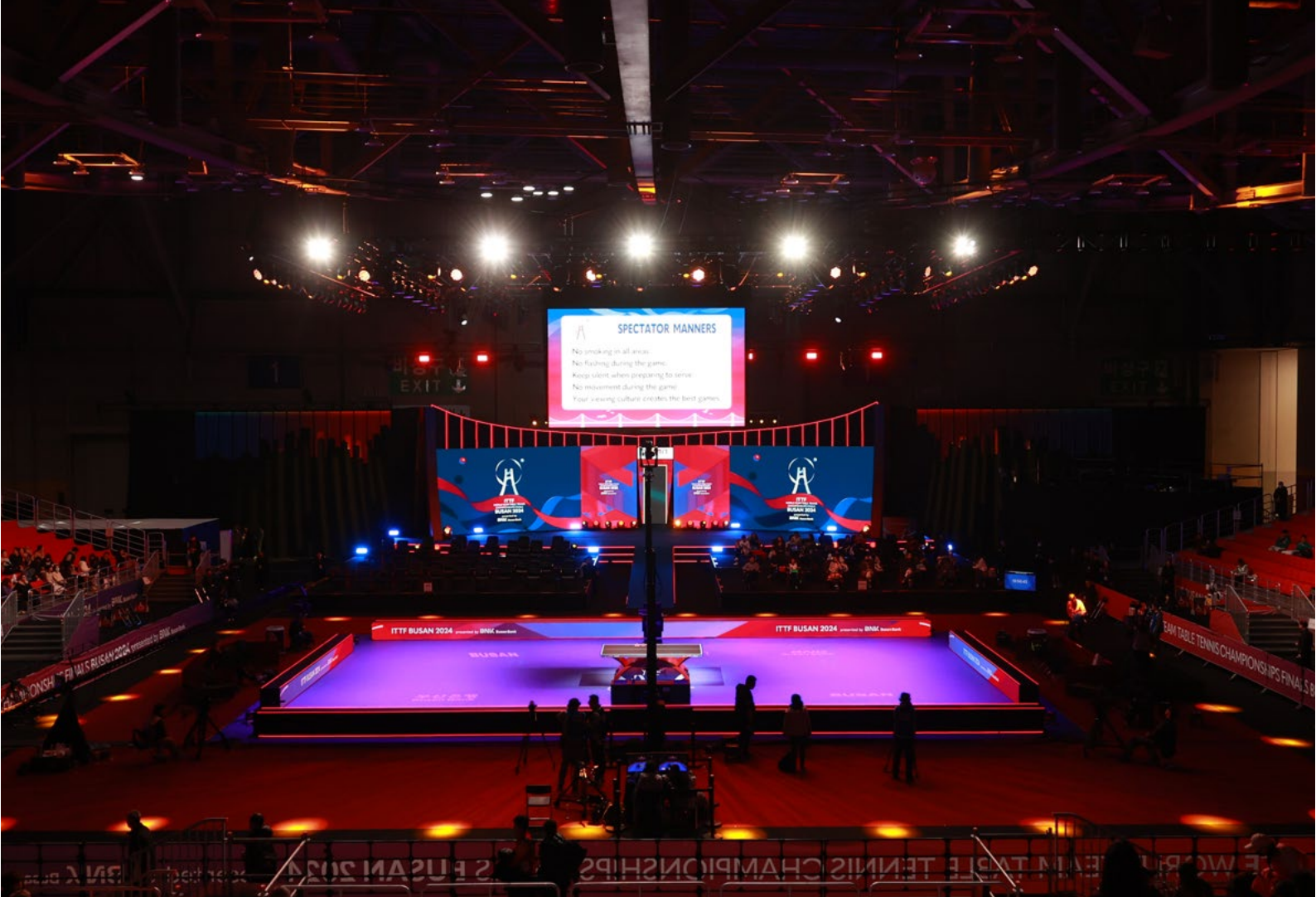
- **Tournament structure:** an agreed number of teams from each determined region play in same location over a number of days to determine how many of participating teams qualify for the WTTTC Continental stage. The host country's team would be expected to be one of the participating teams.
- **Team Groups:** an agreed number of teams from each determined region play each other over an agreed period of time and format, with points awarded for each victory. A number of teams, depending on the Regional playing format, progress to the WTTTC Continental stage.

For each continent the most appropriate format will be agreed, for such regional stages, through consideration of:

- Commercial appeal
- Maximizing participation of Member Associations
- The demands on teams/players
- Incorporation into the international table tennis calendar







## WTTTC Continental Stage to WTTTC Finals

Each Continent is expected to have a WTTTC Continental event. The key features are:

- A number of teams (To Be Decided) + the WTTTC Finals host will progress directly from the WTTTC Continental Stages to the WTTTC Finals.
- The top finishing teams in each WTTTC Continental stage will progress directly to the WTTTC Finals. For example, if continent A has four quotas places, then all four semi-finalists will qualify directly for the WTTTC Finals. It is likely some play-offs will be required to be played at the WTTTC Continental stage to determine some places. For example, if three positions are available then the two losing semi-finalists would play each other to determine which team qualifies. Such play-offs would provide additional commercial value to the WTTTC Continental Stage.

## Finals' Competition Format

The format of the WTTTC Finals is aligned to the following objectives set out in the ITTF's 2023 Strategic Plan:

- "To maintain a dynamic World Ranking system that is reflective of the global event calendar, and recognises the performance of players whilst ensuring all continents are represented at the World Table Tennis Championships."
- "The strengthening and, if necessary, reorganising of Continental Championships, that, where suitable, can act as the initial stages in the World Table Tennis Championships' qualification pathway, supported by investment to enable greater Member Association participation."

## The WTTTC Finals Structure:

There will be a total of 64 teams of each gender, with 16 Groups of 4 teams in Stage 1, separated as follows into Stage 1a and Stage 1b, followed by a Preliminary Round and the Main Draw.

### Playing System

Each group of 4 teams shall play a round robin competition.

#### Stage 1a

The top 7 ranked teams plus the host (8 teams total) will be drawn into 2 groups (Group 1 and Group 2) The purpose of this Stage is to determine seedings for the Main Draw and all teams from this Stage will progress to the Main Draw.

#### Stage 1b

The remaining 56 teams will be drawn into 14 groups (Groups 3 - 16) (see diagram below).

The order of play and the scheduling of the matches will be prepared in such a way as to avoid, whenever possible, the possibility of predetermining results. All final round matches must be significant for each competing team.

### Groups

Stage 1a		Stage 1b													
G1	G2	G1	G2	G1	G2	G1	G2	G1	G2	G1	G2	G1	G2	G1	G2
1	2	9	10	11	12	13	14	15	16	17	18	19	20	21	22
(4, 3)		(36, 35, 34)				(33, 32, 31, 30)				(29, 28, 27)				(26, 25, 24, 23)	
(5, 6)		(37, 38, 39)				(40, 41, 42, 43)				(44, 45, 46)				(47, 48, 49, 50)	
(8, 7)		(64, 63, 62)				(61, 60, 59, 58)				(57, 56, 55)				(54, 53, 52, 51)	

### Stage 2:

#### Preliminary Round

1	2nd G3-G16
2	2nd G3-G16
3	2nd G3-G16
4	2nd G3-G16
5	2nd G3-G16
6	2nd G3-G16
7	2nd G3-G16
8	2nd G3-G16

#### Main Draw

1	Winner G1	9	3rd G1/G2	17	2nd G1/G2	25	4th G1/G2
2	2nd G3-G16	10	2nd G3-G16	18	2nd G3-G16	26	2nd G3-G16
3	2nd G3-G16	11	1st G11-G16	19	1st G11-G16	27	1st G11-G16
4	1st G3-G10	12	1st G3-G10	20	1st G3-G10	28	1st G3-G10
5	1st G3-G10	13	1st G3-G10	21	1st G3-G10	29	1st G3-G10
6	1st G11-G16	14	1st G11-G16	22	1st G11-G16	30	2nd G3-G16
7	2nd G3-G16	15	2nd G3-G16	23	2nd G3-G16	31	2nd G3-G16
8	4th G1/G2	16	2nd G1/G2	24	3rd G1/G2	32	Winner G2

### Stage 2

Following the completion of the Stage 1a and Stage 1b, all teams from Stage 1a (8 teams) and the top team in each group from Stage 1b (14 teams) will progress directly to the Main Draw. The second-placed teams from Stage 1b will either progress directly to the Main Draw or to the Preliminary Round. A single Preliminary Round knockout will be played by 8 of the second-placed teams from Stage 1b drawn at random (4 matches) with the 4 winners progressing to the Main Draw together with the remaining 6 second-placed teams (10 teams).

The teams from Stage 1a (8 teams) will be drawn into seeded positions - winner of Group 1 seeded 1st (position 1), winner of Group 2 seeded 2nd (position 32), second-placed teams drawn into positions 16 and 17, third-placed teams drawn into positions 9 and 24, fourth-placed teams drawn into positions 8 and 25. (see diagram below)





# Operating Model

The ITTF/WTT are the owners of the event with the Local Organizing Committee (LOC) responsible for the organization and operations of the event, in close cooperation with ITTF/WTT.

The World Team Table Tennis Championships Finals (WTTTC Finals) will be run as a joint operating model between the ITTF/WTT and the LOC with the hosting rights and obligations divided between both parties.

ITTF/WTT owns all the commercial rights and may sublicense local brand partnership packages and other rights to the LOC. Potential hosts are required to submit their commercial model proposal as part of the bidding process.

The general allocation of rights and obligations to each party are described in the tables below. Further detail regarding the commercial rights can be found in the commercial section of this manual.

## Overall Rights and Obligations

Topic	LOC Rights & Obligations	ITTF/WTT Rights & Obligations
LOC Set Up	<p>The host is responsible for setting up and recruiting the LOC.</p> <p>It is strongly encourage for a seprate legal entity to be established as the LOC</p>	<p>Provide guidance and assistance with creating a LOC.</p> <p>right to approve/disapprove and brand category or brand company partnership</p>
Event Organization	<p>Deliver, with consultation and support from the with the ITTF/WTT, with regards to the planning, organizing, financing, and staging of the event.</p> <p>Partner with local authorities and the city to promote the event and create more activities around it.</p>	<p>Retain ownership of the event including administration of the rules, competition format and management of the overall elements of the event.</p> <p>Retaining all commercial rights for the event. The commercial model will be discussed with potential hosts during the bidding process.</p> <p>Work with the LOC on the planning, organizing, financing, and staging of the event.</p>
Finances	<p>An initial investment of minimum US\$ 7,000,000 should be guaranteed by potential hosts as part of the bidding process an official letter of support should be provided.</p> <p>A detailed event budget will have to be prepared during the bidding phase and be kept up to date at each phase until the completion of the event.</p> <p>The LOC is responsible to provide an audited financial statement of the event.</p>	<p>ITTF/WTT will take over costs associated with their rights and responsibilities.</p> <p>ITTF/WTT to monitor and provide ongoing evaluation of the event budget prepared by the LOC.</p>



## Rights to Revenue Generation

Topic	LOC Rights & Obligations	ITTF/WTT Rights & Obligations
Sponsorship	Option to request sublicense of local brand partnership packages and other rights.	Right to retain all commercial rights.  Right to approve/disapprove any brand partnership contracts obtained by the LOC, after prior sublicensing.
Broadcast/Streaming rights	N/A	Right to sell international and domestic broadcast/streaming rights.
Government funding	Obtain and retain all host city funding.	Assist LOC to obtain government funding through, for example, providing material to demonstrate the value a WTTTC brings to a city.
Ticket sales	To be considered as part of the commercial model.	To be considered as part of the commercial model.  Tickets for ITTF/WTT broadcast and commercial partners to be provided according to contractual obligations ITTF/WTT has with the partners.
Merchandise	To be considered as part of the commercial model.	To be considered as part of the commercial model.  Approval of merchandise. Assist in the promotion of event merchandise.

## Cost Obligations

Topic	LOC Rights & Obligations	ITTF/WTT Rights & Obligations
Broadcast Production	LOC to provide assistance and support for the broadcast production and cover all costs associated with the setup of the broadcast compound, commentary positions and all other requirements in line with broadcast production requirements such as Parking permits for various productions vehicles.	Broadcast production is responsibility of ITTF/WTT to project manage with the assistance and support of the LOC.
Venue Agreement	Responsible for obtaining and hiring the venue including all associated costs.	Confirm suitability of the venue/s proposed during the bidding process.

Venue Set Up	LOC must set up the venue in accordance with details outlined in this guide including, for example, the field of play, VIP area, offices, conference rooms and the players lounge.	Provision of venue guidelines (included within this manual) and monitor compliance.
Competition Operations	Responsible for all competition operations as described in this manual.	Set competition operations guidelines.
Marketing	Responsible for promoting the event at a local and national level including organization of any ancillary promotional events.	Support the overall promotion of the event.  Provide marketing guidance and support to the LOC.
Branding	Responsible for the implementation of the visual identify and branding of venues and other event locations (i.e., hotels, fan zones , cars, etc).	Responsible to create the general visual identity for the Finals and assist the LOC with the theme, finalizing all designs and approve.
Sports Presentation	Ensure the event meets sports presentation requirements and guidelines set out in this manual.	Assist and support LOC in delivering sports presentation guidelines.
Equipment Supply	The LOC is responsible for ensuring the correct amount of equipment is supplied and support with setup.  The LOC is responsible for all customs clearance.	ITTF/WTT is responsible to secure all table tennis equipment and provide contacts of official equipment suppliers to assist in the implementation of the event.
Player Support	Player liaison during the event and responsible for providing on-site support to players.	Responsible for player registration. Main point of contact prior to the event.
Transport	Organize transport as detailed in this manual, including transport for all stakeholders.	Set transport provision guidelines.
Hospitality/VIP Hospitality Programme	Responsible for organizing and covering the costs of all players and other personnel entitled to hospitality (including accommodation, transport, food & beverage).  Responsible for setting up VIP hospitality facilities and arranging services of appropriate standards.	Provide hospitality programme guidance and support including details of who is entitled to hospitality and the associated facilities and services required.
Match Officials	Provide on-site support to match officials including set up and operation of the officials' lounge.	Responsible for appointing and managing match officials.
Event Safety	Responsible for event safety and security.	Oversight of event safety and security.

Event Insurance	Responsible for public liability and comprehensive general liability insurance, and other insurances necessary under local laws around accident insurance of attendees at the event.	Responsible for Event Cancellation Insurance of the combined event budget, subject to the LOC sharing adequate budgets as part of their bid process, to ensure adequate insurance coverage.
Results Management System	Provide all hardware for the local network and screen displays. A minimum speed of 3Gbps for network connectivity is required.	Provide the software and specific hardware for the Results Management System. Operate the Results Management System.
Sustainability and Legacy	Responsible for sustainability and legacy plans, delivery and reporting on actions and impact results.	Assist LOC in planning and reporting. Promote good practices of the LOC globally.

## Organisation & Personnel

### Collaboration between ITTF/WTT and LOC

The WTTTC Finals is held under the authority and ownership of the ITTF/WTT, with the LOC responsible for organizing and delivering the event. The ITTF/WTT provide requirements and guidance to the LOC regarding the planning and operations of the WTTTC Finals to ensure that the event is consistently delivered to a high quality each year.

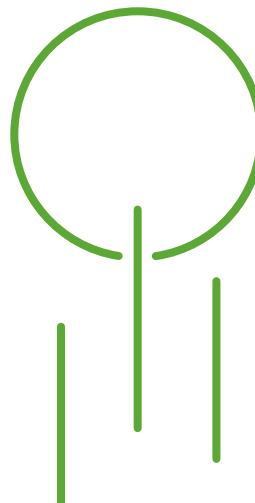
The WTTTC Finals will be a product with a unique identity, which can be blended with the LOC's and the host location's own identity. The ITTF/WTT encourage and will work with the LOC to deliver innovations and improvements on previous events.

Whilst the LOC is responsible for delivering the event, ITTF/WTT staff should be involved in some aspects of the planning and delivery. Therefore, establishing an effective and collaborative partnership between the LOC and the ITTF/WTT will have a significant impact on the success of the event. To that extent, both parties should establish open communication and liaise frequently from the start of the planning phase.

### LOC Roles and Responsibilities

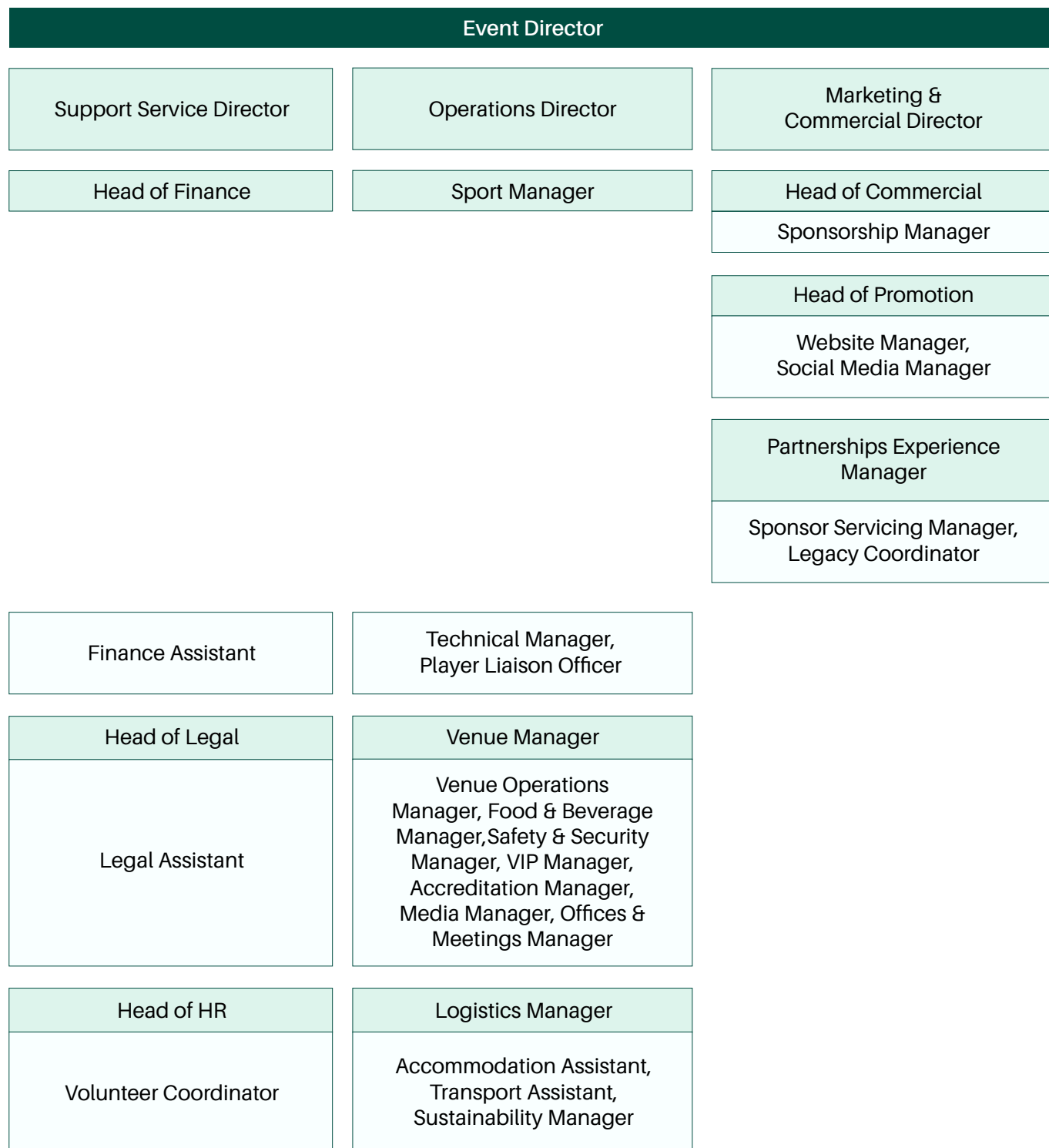
The LOC is responsible for the recruitment of all LOC staff. The LOC should ensure that the senior management team are recruited 24 months prior to the event and the management team are recruited 18 months prior to the event.

A recommended organization structure for the LOC is shown below along with the roles and responsibilities of the required senior management team, management team and a selection of other important roles that should also be appointed by the LOC.



## LOC Organizational Chart

Below is an example of a potential LOC organizational chart showing the minimum roles that the LOC should recruit.





## LOC Roles & Responsibilities

### Senior Management

To be appointed 24 months prior to the event.

Role	Reports to	Responsibility
Event Director	ITTF/WTT	<ul style="list-style-type: none"><li>• Overall planning and delivery of the Event</li><li>• Main contact person with the ITTF/WTT</li><li>• LOC staffing</li><li>• Liaison with public authorities</li><li>• Progress and post-event reports to ITTF/WTT</li></ul>
Support Services Director	Event Director	<ul style="list-style-type: none"><li>• Oversee all financial and legal affairs</li><li>• Oversee event budget</li><li>• Oversee recruitment to all positions</li></ul>
Operations Director	Event Director	<ul style="list-style-type: none"><li>• Oversee all competition related activities</li><li>• Training and competition schedule</li><li>• Team / player communications</li><li>• Oversee venue operations</li></ul>
Marketing & Commercial Manager	Event Director	<ul style="list-style-type: none"><li>• Production and delivery of the local commercial plan</li><li>• Production and delivery of the promotion plan</li><li>• Marketing activation</li><li>• Ticket sales</li><li>• Production of all print and promotional materials</li><li>• Oversee the sale of local rights allocated to the LOC</li></ul>

### Management

To be appointed 18 months prior to the event.

Role	Reports to	Responsibility
Head of Finance	Support Services Director	<ul style="list-style-type: none"><li>• Create and manage event budget</li><li>• Manage contractor and supplier payments</li><li>• Monitor event expenses</li><li>• Event financial report</li></ul>
Head of Legal	Support Services Director	<ul style="list-style-type: none"><li>• Work closely with the marketing and commercial team to ensure that all rights holder contractual obligations are met</li><li>• Agreements with all appropriate stakeholders</li><li>• Ensure intellectual property and trademarks are maintained</li></ul>
Sport Manager	Operations Director	<ul style="list-style-type: none"><li>• Competition and training schedule</li><li>• Team / player liaison</li><li>• Supervise the installation and set-up of competition areas</li><li>• Ensure the required number of qualified technical officials are appointed</li></ul>

Venue Manager	Operations Director	<ul style="list-style-type: none"> <li>Responsible for all in-venue activities including accreditation, catering, cleaning and waste, spectator services, signage, parking.</li> <li>Responsible for correct venue set-up including any overlay required</li> <li>Oversee supply of necessary equipment e.g., table tennis tables, balls etc.</li> <li>Ensure any problems within the venue are immediately solved</li> </ul>
Transport Manager	Operations Director	<ul style="list-style-type: none"> <li>Ensure a smooth and well-planned transport service is provided to players and their teams including coordination of a regular shuttle service and arrival and departure from the airport / train station</li> <li>Organize and coordinate the VIP transport service</li> <li>Organize and set up an appropriate transport center at the venue and transport desks at different hotels of the event</li> </ul>
International Services Manager	Operations Director	<ul style="list-style-type: none"> <li>Organize and oversee visa procedures and help to solve different issues encountered by the participants during this process.</li> <li>Organize and oversee protocol matters.</li> </ul>
Sustainability Manager	Operations Director	<ul style="list-style-type: none"> <li>Ensure sustainability plan is implemented.</li> <li>Inform, educate, and follow up to meet targets across the operations.</li> <li>Report on concrete sustainability actions and concrete outcomes.</li> </ul>
Head of Commercial	Marketing Manager	<ul style="list-style-type: none"> <li>Responsible for sale of local rights allocated to the LOC</li> <li>Conduct due diligence on all LOC appointed sponsors</li> <li>Ensure fulfilment of all contractual obligations of the LOC and ITTF/WTT</li> <li>Work closely with ITTF/WTT commercial partnerships team to ensure a collaborative approach</li> </ul>
Head of Marketing and Promotion	Marketing Manager	<ul style="list-style-type: none"> <li>Develop the marketing and promotional plan</li> <li>Work closely with ITTF/WTT marketing and promotion team to ensure a collaborative approach</li> <li>Implement promotion of the event at a local and national level to generate interest in the event from the host nation</li> <li>Organize ancillary events (both in-venue in-city) that will promote the event and work with event partners to provide them with activation opportunities at these events</li> </ul>

Partnerships Experience Manager	Marketing Manager	<ul style="list-style-type: none"> <li>• Rights delivery and services for all commercial partners (ITTF/WTT and LOC)</li> <li>• Responsible for set up and delivery of the exhibition area</li> <li>• Work closely with the VIP Manager to ensure rights holders needs are met</li> </ul>
Legacy Coordinator	Marketing Manager	<ul style="list-style-type: none"> <li>• Leverage Legacy plans to reach a new audience, partners.</li> <li>• Deliver a lasting positive impact on the local community beyond the event.</li> </ul>

### Other Roles (To Consider)

The table below details other roles, reporting into the management team that the LOC should consider.

Role	Reports to	Responsibility
Volunteer Coordinator	Head of HR	<ul style="list-style-type: none"> <li>• Recruit required number of volunteers</li> <li>• Ensure volunteers receive the correct training and instruction prior to the event</li> <li>• Coordinate volunteer activities</li> </ul>
Technical Manager	Sport Manager	<ul style="list-style-type: none"> <li>• Schedule and appoint match officials to all matches.</li> </ul>
Player Liaison	Sport Manager	<ul style="list-style-type: none"> <li>• Ensure players receive an outstanding service</li> <li>• Coordinate ground transportation and accommodation for the players</li> <li>• Act as main point of contact for all player queries</li> </ul>
Medical Manager	Sport Manager	<ul style="list-style-type: none"> <li>• Coordinate all medical services and personnel.</li> </ul>
Ball Persons Manager	Volunteer Coordinator	<ul style="list-style-type: none"> <li>• Recruit, train, and coordinate ball persons.</li> </ul>
Venue Operations Manager	Venue Manager	<ul style="list-style-type: none"> <li>• Coordinate all in-venue operations</li> <li>• Work closely with the marketing and commercial department to ensure correct use of signage throughout the venue</li> </ul>
Food and Beverage Manager	Venue Manager	<ul style="list-style-type: none"> <li>• Hire high quality caterers</li> <li>• Coordinate catering provision to VIP area, players, &amp; spectators</li> </ul>
Safety & Security Manager	Venue Manager	<ul style="list-style-type: none"> <li>• Preparation and execution of the safety and security plan</li> <li>• Contact person for local services</li> <li>• Coordinate private security at the venue and hotels</li> </ul>
Accreditation Manager	Venue Manager	<ul style="list-style-type: none"> <li>• Work closely with the ITTF to define the accreditation zoning plan</li> <li>• Set up the accreditation area in venue</li> <li>• Train and instruct accreditation staff &amp; volunteers</li> </ul>

Offices & Meetings Manager	Venue Manager	<ul style="list-style-type: none"> <li>To be the main point of contact for ITTF/WTT with regard official meetings.</li> <li>Responsible for ensuring that the correct rooms are booked for ITTF/WTT meetings &amp; that the required equipment &amp; services are provided.</li> <li>Ensure that the correct number of properly equipped ITTF/WTT offices are provided at the venue.</li> <li>Hire additional staff and/or volunteers to ensure the smooth operation of all ITTF/WTT offices and meetings</li> </ul>
Media Manager	Venue Manager	<ul style="list-style-type: none"> <li>Creates a media plan</li> <li>Works closely with ITTF/WTT media contact</li> <li>Ensures the highest level of service is provided to the media before and during the event</li> <li>Works closely with the accreditation manager to ensure that media personnel are provided with correct accreditation</li> <li>Prepare media guide</li> <li>Organizer press conferences</li> </ul>

### ITTF/WTT Staff

A number of ITTF/WTT staff, including but not limited to the below, will attend the event:

- The CEO
- The ITTF/WTT Senior Management Staff
- The ITTF/WTT Event Operational Staff (e.g., Event Managers, Event Supervisors, Broadcast staff, Commercial Partnerships Staff, Marketing Staff, Operations Staff, High Performance & Development Staff)
- The ITTF Foundation Staff
- Other ITTF/WTT staff, as needed.

The ITTF/WTT is responsible to cover all airfare expenses for the ITTF/WTT/Foundation Staff.

### Public Authorities

The LOC is responsible to work with the public authorities to ensure the venue complies with any local laws and that all health and safety precautions and regulatory requirements are satisfied.

### Event Production

The WTTTC Finals is the biggest ITTF event, and the LOC is responsible to make its best efforts in organizing, together with the ITTF/WTT, an event of the highest standards possible.

The LOC should work with the ITTF/WTT in delivering a unique event experience, both for the local and international spectators, but also the TV viewers and social media followers.

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## Insurance

The LOC shall, at their own expense, arrange to obtain adequate insurance coverage in respect of all risks associated with the organization and staging of the event. Such risks include:

- public liability and comprehensive general liability insurance,
- accident insurance and for the benefit of all personnel entitled to accreditation and
- coverage for spectator injury, property damage and other personal injury, in relation to the event.

Note that each MA entering the Event must ensure that all delegation members have medical insurance for the duration of the event.

Insurance relating to the cancellation, abandonment, postponement or disruption of the event will be covered by ITTF/WTT and will include LOC related budget based on bidding document.

## Event Security

The LOC is responsible to:

- Provide sufficient security forces to ensure the complete safety of the visiting teams, spectators, and all guests/partners.
- Ensure that all equipment used for the event (e.g., lights, tribunes, LEDs, etc) is safe and according to high safety standards.

More details can be found in the relevant section.

## Other Events

The LOC is responsible to:

- Confirm with the ITTF/WTT, in advance and in writing, for any additional events to be run in parallel to the WTTTC Finals.

- Assist ITTF/WTT with the coordination and implementation of side events, as may be requested and agreed in advance. The terms and conditions for the implementation of other events will be agreed between the two parties.

## Site Visits (Top Management + Operational)

The ITTF/WTT WTTTC Coordination Team will hold the visits and inspections.

The LOC is responsible to provide full hospitality (accommodation, meals and transport) up to a total of 100 nights from the date of awarding the event until the 30 days of the event commencing and respect all decisions made during the Site Inspections.

The ITTF/WTT is responsible to cover the costs for any additional nights or any additional members of the ITTF/WTT WTTTC Coordination Team.

## Financial Reports

The LOC is responsible to:

- Involve the ITTF/WTT as part of the event budgeting process.
- Provide the ITTF/WTT with financial updates for the event on regular basis or , as requested.
- Provide the ITTF/WTT with audited financial statements for the event, within 3 months after the conclusion of the event.

More details about knowledge sharing and reports can be found in the relevant section.



# Multi-City and/or Multi-Venue Event

ITTF/WTT encourage multi-city hosting for hosts that wish to increase the appeal of the country as a whole and will work closely with hosts on operational details, laid out in this document, for the best possible coordination of the event.

Multi-city bids can have great benefits for the hosts but also for the event itself:

- Economic benefits for more cities and the country
- Increased revenue opportunities (more ticket sales, hospitality, tourism income, local brand partnership packages etc)
- Increased auxiliary events potential (more cities, more venues- more associated events with economic value)
- Increased legacy of participation for more locals (involvement of fans and communities)
- Global spotlight to the country, not just one city and area
- Opportunities for greater collaboration between different city local governments
- More opportunities for reputation and organizational experience for more cities, in hosting major events
- Increased options for choosing state of art venues
- Partnership working and knowledge transfer for future hosting of major events
- Lasting legacy for the country as a whole

## Venue

The LOC is responsible to secure one or two high-level venue with sufficient high standard facilities for the hosting of the event. A sports venue of high standard for TV Broadcast and minimum number of tables, but exhibition centers can also be used with appropriate customized event plans as a second venue possibility.

The venues should be secured for sufficient number of days to cover the setup, training, competition and pack down.

## Venue Details

The LOC should complete the following venue information prior to their application to host the event:

- Venue Name, Venue Manager, Venue Website, Venue Delivery Address, LOC Venue Manager

The venues details will be listed in the prospectus.

The venues floor and event plans must be approved by the ITTF/WTT.

## Main Competition Hall

The LOC is responsible to:

- A maximum of 2 tables progressively reduced to 1 according to the schedule to be agreed upon between the LOC and the ITTF/WTT, with a preference to move to a single table at the earliest possible opportunity during the event.
- For each show court, the estimated dimensions (including space for cameras etc. on all four sides, is c.30m x 20m).
- Will have lighting of capacity ~2000 LUX around the whole playing areas.
- To ensure box-ring lighting for up to two (2) tables, according to Annex: Lights Guidelines.

## Additional Competition Halls (if needed)

The LOC is responsible to:

- Ensure the venue has sufficient space for the additional number of tables as needed (minimum 8 additional tables). The space can be calculated after the main competition hall plans are confirmed.
- Will have lighting of capacity ~2000 LUX around the whole playing areas.

## Training Venue(s)

The LOC is responsible to ensure that the training venue(s):

- Are close to the competition hall(s).
- Will have sufficient space for ~35 tables (maximum ~c.3000m<sup>2</sup>).
- Will have a separate VIP practice hall with 4 practice tables (~1000m<sup>2</sup>), with proximity to the 2 main competition tables.
- Will have courts of a minimum size of 7m x 14m.
- Will have lighting capacity of minimum 1000 LUX around the whole playing areas.
- Are ready for practice a minimum 3 days before the start of the event.
- Open each day a minimum 2 hours 30 min. before the first scheduled match, in each competition day.

## Temperature and ventilation for all indoor facilities

Indoor facilities must provide normal and standard heating, cooling and ventilation. The temperature should be not less than 18°C and not more than 23°C.

Proper ventilations and checks should be put in place, ensuring that there is no airflow on the FoP that affects competition play.

The ITTF/WTT Event Management Staff may suspend play if, in their judgment, the conditions of play are unacceptable for professional table tennis.

## Draw Facility

The LOC is responsible to:

- reserve an iconic location for the initial draws and invite players and partners.
- provide a proper presentation plan with professional Emcee(s), sound and visual systems.
- provide a proper setup plan with backdrops, tables and other equipment and furniture needed.
- organize a cocktail reception after the draw.
- organize a live draw facilities to be implemented with live broadcast/streaming in co operation ITTF/WTT.





## Sport Equipment

The LOC is responsible to:

- Ensure sport equipment is used as described in the relevant contractual agreement and the ITTF Handbook.
- Discuss details about the brand, model and colors of equipment between ITTF/WTT, LOC, Equipment Suppliers with the ITTF/WTT having the final decision.
- Ensure the correct use of the ITTF/WTT Sponsor's equipment including tables, nets, balls, sports floor, surrounding advertising boards, FoP furniture including match officials' desks and chairs, ball persons furniture and other equipment as rights might be reserved by ITTF/WTT.
- To coordinate with the ITTF/WTT and the equipment suppliers to allow sufficient time for the equipment setup.
- To ensure that a sub-floor is placed under the sports floor, for all competition and training venues according to the requirements as set by the ITTF equipment department. The sub-floor is very important and should not be underestimated. Any uneven surfaces will not be accepted since it will affect the playing conditions. If the LOC is unsure about what sub-floor to use, please contact the ITTF/WTT Staff. If the competition is played in different halls with different base floors, it is of great importance that the LOC installs the same sub-floor in all halls to even out the differences.
- To ensure that all original packaging is kept for equipment that does not remain the property of the LOC and take best efforts to maintain the condition of the equipment.

## Seating

Ideally there should be a minimum of 5,000 seats available for VIPs, spectators, officials, players, coaches, umpires, and volunteers, at all times including the finals. The LOC should endeavour to exceed the minimum number of seats; however, the LOC should discuss the venue capacity with the ITTF/WTT to ensure that local market demand is met, and that the venue has a high utilization to create a vibrant atmosphere for the benefit of all participants, commercial partners, and broadcasters.

## VIP Seating

The LOC is responsible to ensure the following seating requirements are met:

- A minimum of 300 VIP seats close to the VIP area including 120 VIP seats for the ITTF/WTT officials and sponsors, in the main competition hall. The seats must be cushioned and have a clear view over the venue "seating shouldn't be positioned on/in front of any stage. It shouldn't obstruct the world feed production".
- Provide a small lounge for the ITTF/WTT Marketing to use with easy access to the VIP-seats.

## Players and Officials Seating

The LOC should reserve a sufficient number of seats in a special tribune for the players, coaches and other accredited officials of the participating teams and for the match officials, commissioners and instructors.

## Technical/Operational Desk

A technical desk should be setup, with the following basic requirements:

- Located off the Field of Play, but in proximity with direct access and clean view.
- Sufficient number of working desks and chairs for ~50 persons (25 seats to be reserved for ITTF/WTT, 3 for Match Officials and additional seats as needed for the LOC staff and partners. Should the LOC need more than ~20 seats then the total capacity should be adjusted accordingly).
- Seats for TTR personnel (if applied) should be added to the total capacity unless they will be placed on a different location.
- Two power sockets and one ethernet port per seat.
- Branded PVC or other material of ~30cm height, to cover all materials on the working desks.
- Minimum 80cm space behind the chairs for people to walk.
- Small table lamps.



## FOP (Field of Play) Access Seating

The LOC is responsible to:

- Produce up to 6 high quality chairs or 2 benches per competition table for team events, that are presentable for TV.
- Reserve proper space around the playing area for the benches at locations to be approved by ITTF/WTT.
- Allocate 4 times the number of competition tables seats with access and visibility to the playing area, for team doctors and physiotherapists.
- Allocate up to 3 seats close to the exit of the FOP, for the anti-doping chaperons.
- Allocate up to 4 seats for the LOC medical and first aid staff.

All of the latest seat locations must be clearly separated from the coaching benches and not visible in the camera shots.

## Players' and Entourage Lounge

Access to the players' lounge should be given to players and entourage by accreditation.

Requirements of the lounge:

- Large, private area for players, coaches, and their guests to relax in proximity to players' other most used areas.
- Comfortable furniture, such as sofas and/or couches.
- TV screens showing the world feed and results. The number of screens is depending on the size of the area.
- Snacks, sandwiches, instant noodles, and fruits.
- Soft drinks, water (hot and cold), coffee and tea.
- Proximity to players' changing rooms.

## Changing and Massage Rooms

The LOC is responsible to ensure the following are available in the training and competition venues:

- Three massage rooms per gender, with massage tables and associated necessary equipment.
- Changing rooms – minimum of one per gender and large enough to cater for all competitors.
- WC rooms – minimum of one (1) per every fifteen (15) players.

## Match Officials' Lounge

The LOC is responsible to:

Allocate one Match Officials' Lounge, depending on the number of umpires and the venue layout equipped with:

- Large, private area for match officials to relax, in proximity to match officials' other most used areas.
- Chairs, sofas and tables.
- TV screens showing the world feed and results. The number of screens is depending on the size of the area.
- Snacks, sandwiches, instant noodles and fruits.
- Soft drinks, water (hot and cold), coffee and tea if possible.

## Venue Technical Requirements

### Internet

The LOC is responsible to ensure the following:

- Internet connection is available in all venue(s), according to the specifications provided by the ITTF/WTT no later than 6 months before the event.
- Internet connection is provided in public areas so that spectators, exhibitors and other public can easily access.
- Minimum 12 dedicated Internet Lines are provided, with a total bandwidth of 3 Gbps.

The following dedicated internet lines must be provided:

- ITTF/WTT Web OVR (main control desk): cable + wi-fi (dedicated network or vlan, hosting only the on-premises server, touchpads and RPIS, all ports open, no access for other devices such as laptops, mobiles etc to connect to this)
- Fiber cabling between FoP and OVR Server to the broadcast graphics location
- Internet bandwidth availability SLA should be minimum 99%
- ITTF/WTT Competition Team (all control desks): cable + wi-fi

- ITTF/WTT Live Streaming (all venues): cable
- Broadcast production: cable + wi-fi
- Press Centre: cable + wi-fi + monitors (Number to be confirmed on site inspection)
- Media (media tribune): cable + wi-fi
- Participants (all areas): wi-fi
- ITTF/WTT Offices: cable + wi-fi
- Officials (all related areas): wi-fi+cable
- Minimum 3 other lines, in case of additional venue(s).

All wi-fi connections are secured with different passwords. LOC should confirm with the ITTF/WTT each dedicated internet-line bandwidth (Mbps/Gbps) and the final number of cables per line.

### Web On Venue Results (Web OVR)

The event will be managed with the ITTF/WTT Web OVR on site, presented in English. The LOC is responsible to:

- To cooperate and give all technical and human assistance to set-up and run the Web OVR.
- Appoint a Result Manager to be in charge of the result system.
- Appoint a Technical person, who must be available at the venue, in case of urgent or unexpected IT/LOC related issues.
- Provide and install all necessary LAN cables, switches, routers, access points, splitters, power supply or other suitable systems during the venue installation.
- Ensure that in case of having more than one venue, not connected to each other, all necessary equipment and services needed to establish a dedicated site to site VPN connection between those venues, are prepared in advance.
- Coordinate with ITTF/WTT the provision for screens and stands, depending on the sponsorship agreements.
- Provide a sufficient number of volunteers to assist ITTF/WTT Event and Competition Management staff help with live scoring.

- Ensure the venue plans are confirmed, so that the ITTF/WTT Staff can prepare exact diagrams and numbers.
- Have at a minimum a big video display (LED preferred) and electronic information displays with player information in all competition halls. The information will be displayed in English (provided by the ITTF/WTT). In case of using the local language, it is up to the LOC to provide the content with the prior approval by ITTF/WTT.
- Ensure that public announcements complement the visual information. There will be public speakers in the competition halls making announcements in English and in local language.
- Secure a number of TV screens showing live results and draws for each event. These should be placed in strategic areas including, but not limited to, the press centre, the VIP area, the ITTF/WTT Administration, the players' lounge, call area etc.

The ITTF/WTT is responsible to:

- Provide the software and specific hardware.
- Coordinate with LOC the final arrangements for the hardware and other technical details (cabling, number of TV Screens etc).
- Ensure regular results' service will be provided through the online event pages.
- Collaborate and coordinate with ITTF/WTT Team for shipment and logistics of IT Equipment and other hardware
- Assist ITTF/WTT procuring other equipment on rental basis if required
- Recommended to have a local IT Vendor identified 6 months in advance in a position work closely with ITTF/WTT IT teams through first inspection till full delivery of the event
- Ensure that the electronic displays at each competition table will show both results and players information'

## TTR (Table Tennis Review)

ITTF/WTT will be implementing TTR at the WTTTC Finals for up to four tables. To establish TTR the following basic requirements apply:

- Space on the FoP for the cameras' setup
- 6-8 seats reserved on the Technical Desk(s) or another suitable location for one table
- Stable stands for installation of cameras off the FoP
- Suitable clear space for the Broadcast Production team to provide a number of SDI cables
- LOC to provide transfers, food and accommodation for the TTR Production team

To establish TTR the LOC should follow and implement the detailed [Annex: TTR Implementation Guidelines](#).

## Ball Persons

The WTTTC Finals will feature multi-ball play for all final stage matches. ITTF/WTT may require this to be implemented for the first stage as well.

The LOC will be required to provide:

- A Ball Person Manager to oversee the management of the ball persons including rostering, table allocation, communications, training etc.
- Procure enough ball persons to form teams to cover all required matches, with provision to have two (2) ball persons per table.
- ITTF/WTT, Event or Sponsor branded baskets, three (3) for each table.

The LOC should ensure that there are enough ball persons to work in shifts during a match and that there are enough reserves in the event of injury or unforeseen issues. Ball person clothing rights remain the responsibility of ITTF/WTT, who will provide instructions regarding this prior to the event.

For more information, please refer to the [Annex: Ball Persons Manual](#).



## Sustainability

The LOC should identify all major sustainability risks related to:

- People: Labour rights, Human right, Diversity, and inclusions, for: Players & Officials, Workers and Volunteer, hosting Communities, Journalists and media teams, Fans and spectators, Suppliers, Sponsors, Government.

The LOC should identify all the ways in which it can reduce its environmental impact:

- Planet: Waste, water, energy, transport, accommodation, venue, catering management and conservation of biodiversity, measure it's carbon footprint, educated and raise awareness in community.

The LOC should look at ways to promote and grow the local economy:

- Prosperity: promote local business and circularity, when possible, develop partnerships, support learning and development manage resources efficiently, promote social businesses, generate profit, and reinvest locally.
- For more information, please refer to the [Annex: Sustainability](#)

## Legacy

The LOC should use the WTTTC Finals as an opportunity to offer long term benefits to the hosting community. In line with the ITTF Foundation: "Think Sustainably Act Now Manual", the LOC is invited to work in collaboration with the ITTF Foundation in the design of the legacy aspect of the WTTTC Finals.





# Medical Services

The LOC must provide first-aid and medical services and specialists as described below. The LOC is responsible to ensure the following specifications are fulfilled:

- The rights of the players, officials and spectators to dignity and respect, physical and mental integrity, protection of health and safety, choice, information, privacy and confidentiality.
- The players, officials and spectators informed consent for any medical intervention based on full information provided by the medical personnel, including refusal of treatment.
- Delegated written authority for a minor to a person empowered to act on their behalf in medical matters.
- High standards of medical support and access to specialists where necessary.
- Medical support is not intended to mask pain or other protective symptoms to enable the player to compete with an injury or illness, to provide a medical intervention which is not medically indicated nor to provide false medical information or certificates to the ITTF.
- Medical personnel are appropriately qualified. Cooperation between medical personnel appointed by the Organising Committee, the team medical personnel and the chairperson of the ITTF Sports Science and Medical Committee or nominee.

A medical service must be available for players, officials, and spectators in the venue for the duration of the event including:

- Ambulance, which should be available during training and competition days with all necessary emergency equipment and personnel.
- Medical doctor/s, who should be on site at all times with all necessary equipment.
- First-aid (emergency) personnel, for emergency incidents.
- 2 Physiotherapists, who should be available for all players.
- AED (electronic heart starter)

- Massage rooms.
- Access to a pharmacy and list of contacts for 24/7 pharmacies.
- Access to medical specialists who should be on call.
- Preferential access to hospital should the need arise.
- A separate medical room for spectators.
- Seats in the FOP and training venues.

Prior to the event, the LOC should also:

- Distribute basic information (emergency telephone number, location of the medical room(s), etc.) to team leaders, reinforce it upon arrival (bulletins, prospectus, programme, etc.) and ensure it is available in each hotel.
- Remind all participants following a treatment prescribed by their doctor to ensure that they bring the necessary material(s) and medication(s) in sufficient quantity as well, as the corresponding prescription to avoid any unfortunate break in the treatment. In case the participants do not do so, the LOC and the ITTF will not be responsible of any subsequent illness or deterioration of the injury or illness.
- Consult the emergency medical services, fire department and health and safety officials of the local authorities to ensure all compliance certificates have been issued for the event.
- Ensure that all teams have the necessary medical and accident insurance prior to the team's arrival.
- Inform MAs and their medical personnel of any documentation that they should submit to the Department of Health in order for them to be allowed to practise in the country for the duration of the event and any requirements for the import and export of medical equipment, medications and consumables they wish for the event.

## Anti-Doping Control and Testing

The International Testing Agency (ITA), on behalf of the ITTF will conduct Anti-Doping tests, in accordance with the ITTF and World Anti-Doping Agency (WADA) regulations and the policies of the Host Country's Government.

- To develop and implement an effective and intelligence-led Test Distribution Plan (TDP);
- To assess the number of tests required at the event;
- To select the appropriate Anti-Doping Organization (ADO) to conduct the sample collection process at the event;
- To liaise with the LOC to ensure that sufficient doping control personnel is available for doping control and to ensure that the Doping Control Station (DCS) meets the requirements for doping controls.

The LOC is responsible to:

- assist the ITA and ITTF Anti-Doping Official Representative as required and help facilitate doping control at the event.
- to request the involvement of WADA to assist with the conduct of the anti-doping tests during the event, if deemed necessary.
- to provide the necessary facilities and enough number of chaperons, according to the ITA guidelines for doping control stations and the details given below.
- To provide suitable facilities which meet the minimum requirements for doping controls.
- To provide accommodation at the official hotel, ground transportation and meals for the Doping Control Officer(s) and ITA Observer if required.

## Doping control station and equipment

The standard doping control station must have 3 different sections, preferably interlinked, but ensuring privacy and confidentiality for the sample collection procedure. The whole doping control station must be located in a secure part of the hall, with lockable doors and if possible, without windows, so that only authorised and accredited people have access to it.

The LOC is responsible to ensure that the following requirements are met.

A waiting room which should be large enough to cater for several players at the same time (up to 6) + 1 accompanying persons (coach, team mate, team doctor, interpreter) for each player.

Therefore, the following is required:

- enough chairs for all players and accompanying persons
- a TV-screen showing matches in progress
- journals or magazines
- a medium size refrigerator containing closed/ sealed bottles of authorised beverages (water, soft drinks, and if possible alcohol-free beer) as well as the same type and number of beverages must be available at ambient temperature (not in the fridge)
- a table and 2 chairs at the entry for the list which all persons entering the waiting room need to complete on entry and exit
- Only authorised people will have access to the waiting room.

A medical room, which is the "doping control room", with:

- 1 large table and at least 4 chairs (doping control officer, ITTF representative, player, accompanying person)
- 1 large bin with black bags
- Tissues
- 1 secure refrigerator to store the urine samples before sending them to the laboratory. If the samples have to stay inside the fridge at least one night, the fridge needs to be closed either with a key or with a chain and the key given to the ITTF representative.
- a lockable cupboard for the personal valuable items for the doping control officers
- all the official materials needed for the sampling collection (on a second table, or better, a second secure cabinet). These materials will be provided by the National Anti-Doping Organization (NADO) and the Doping Control Officers (DCOs) together with the different official forms used in doping control.



The sample collection area:

- 2 toilets large enough for 2 people at the same time (player and doping control officer)
- a washbasin, either in toilet or in the doping control room, with soap and paper towels

## Medical Staff and Volunteers

The number of staff and volunteers mainly depends on how many players will be tested on each day. The LOC will receive the number of volunteers needed 4 weeks before the event.

- A lead DCO (the information about lead DCO and other DCO(s) will be communicated to the LOC a few days/weeks before the event)
- Other DCOs (at least 1 male and 1 female)

All DCOs must be well trained and have experience in doping control.

## General

Relevant accreditation must be given to those working in doping control (DCOs, chaperones, members of the ITTF doping control panel) giving them free access to all parts of the venue (playing area, practice hall, changing rooms, medical centre, press conference room, restaurants, and doping control station – all parts of the venue where players go), in order to find the players at any time and to accompany them (for example during the press conference after the trophy ceremony).

Due to the specificity of table tennis (a player can be engaged in several matches during the same day), and to avoid any disturbance to the players, usually the player identified for doping control is tested after his/her last match that day.

The role of the ITTF representative is to supervise the process, to coordinate the draws for random tests and assist the local doping control staff if a problem arises, as well as to check that the rights and also the obligations of the players and the doping control team are respected. A short meeting should be organised before competition starts in order to confirm that everything is ready, and to give any last recommendations necessary. This meeting should be held in the doping control station with the LOC, the lead DCO and the ITTF representative.

The LOC must also work with the member associations to get consent in writing from the parent or guardian of any player under the age of 18 at the time of the event authorising the player to be tested. These written authorisations must be provided to the ITTF Anti-Doping Expert at the beginning of the event.





# Stakeholder Services

This section outlines the services that the LOC is required to provide to table tennis and non-table tennis stakeholders (i.e., Brand Partners and corporate hospitality ticket holders) that will be attending the event.

## VIPs

VIPs will include personnel such as:

- Brand Partners and their guests
- Corporate hospitality ticket holders
- ITTF/WTT, Continental Federation and Member Association officials and their guests

It is extremely important that the service provided to VIPs be of a very high quality. When VIPs arrive at the venue for the first time, the LOC should provide them with a welcome pack that includes at a minimum:

- Accreditation pass
- Event programme
- Souvenirs
- Map of the venue
- Transport information and
- Food & beverage information

## VIP Lounges

The VIP areas are an important part of the event where partners, invited guests and other important persons meet and socialise with each other. The LOC should consult the ITTF/WTT VIP Manager if they have any questions or concerns regarding the VIP areas.

There should be a minimum of three VIP lounges:

- VIP Lounge (VIP)
- Gold VIP Lounge (VVIP)
- ITTF/WTT Family Lounge

The exact names of the lounges can be amended for each event, for example, they could be based on the local legends. If the venue allows, more levels of VIP lounges, public hospitality programs and corporate hospitality suites can be requested by the ITTF/WTT.

## VIP Personnel

The LOC must appoint:

- A VIP Manager to be the main contact for ITTF/WTT Staff for all VIP related matters and to be responsible for VIP hospitality programme implementation.
- A group of staff and volunteers for the VIP area, with two responsible group leaders.

Further information of the role of the VIP Manager can be found in the organisation and personnel section.

## Required size of VIP Lounges

VIP Lounge

- Large enough for 70+ persons
- Tables and chairs for 50+ sitting persons
- Standing tables for additional 25+ standing persons

## Gold VIP Lounge

- Large enough for approximately 30+ persons
- Comfortable sofas and tables for 30+ persons

## ITTF/WTT Family Lounge

- Large enough for approximately 70+ persons
- Comfortable sofas and tables for 45+ persons

## VIP Lounges' Location and Operations

- The FoP should be close to and visible from the VIP areas.
- The VIP Area should be easily accessible from the main pick up and drop off locations, or a separate dedicated entryway to VIP areas and venue may be considered.
- There should be security at the entrance(s) to both VIP areas to ensure that only personnel with the correct VIP passes can access each VIP area. It is recommended to have only one entrance to the VIP area.
- An emergency number must be clearly visible.
- If coloured wristbands are used, the LOC must indicate which colour is valid for each day.

## VIP Area Design and Layout Requirements

- Have a unique and friendly atmosphere.
- Be well designed and branded in accordance with the general branding of the venue.
- TV-screens showing the world feed and live results.
- Private meeting areas.
- The furniture must be more than standard equipment.
- Dinnerware, cutlery (glass/porcelain and stainless steel) and napkins to be provided.
- Plants, flowers and other decorations should be used to enhance the aesthetics of the area.
- Power sockets to charge electronic devices.
- Ease of access to proper sanitation facilities.
- Include a welcome desk that is always staffed.

## VIP Area Catering

The LOC should appoint a reputable caterer to ensure the highest quality catering is provided to VIPs. The LOC should inform the ITTF/WTT of their desired caterer for the ITTF/WTT's approval prior to their appointment.

## Food

- Lunch should be available between 12pm and 3pm and dinner between 6pm and 9pm.
- For the VIP and VVIP Lounges, finger food should be available from 30 minutes before the start of the first match and until 15 minutes after the end of the last match.
- Multiple options must be available for vegans, and it is recommended that there should also be Halal options.
- Next to each dish there should be a sign of eventual allergies and gluten, and a sign for the foods containing pork.

## Beverages

- Each VIP area must include a bar that is permanently attended.
- Soft drinks, tea, coffee, beer and wine must be available at the bars during operating hours.

The food and beverage plan must be submitted and approved by the ITTF/WTT Marketing Department no later than 3 months before the event.

Further details, which should be shared with the appointed caterer, describing the food and beverage that should be provided in the VIP area can be found in [Annex: Food & Beverage Guidelines](#).

## VIP Accreditation

### VIP Lounge

This is the general VIP hospitality available for ITTF/WTT high level elected officials, event sponsors, partners and invited guests.

Admitted guests:

- Publicly sold VIP tickets (numbers to be agreed and approved by the ITTF/WTT)
- Guests deemed appropriate by the LOC
- ITTF/WTT and LOC Sponsors and Partners
- Top 16 male and female players in the latest ITTF World Ranking
- All guests that have VVIP access

ITTF:

- ITTF Executive Board and 1 Accompanying Guest
- Presidents' Advisory Council
- Council
- Committee Chairpersons
- ITTF Group Professional Staff as deemed appropriate by the ITTF Group CEO
- 20 passes for the ITTF/WTT to use at its discretion.

Note: The total number of VIP accreditations and tickets distributed/sold shall not exceed two times the actual capacity of the VIP Club.



## VVIP Lounge

This is a VIP facility for the VVIPs at the event with Gold access.

Admitted Guests:

- ITTF President and guests
- LOC Chairperson and guests
- Title Sponsor key representatives + 5 Accompanying Guest upgrade passes
- ITTF Executive Board and 1 Accompanying Guest + 2 Accompanying Guest upgrade passes
- ITTF Group Professional Staff as deemed appropriate by the ITTF Group CEO
- 10 passes for the ITTF/WTT to use at its discretion

## ITTF/WTT Family Lounge

The ITTF/WTT Family lounge is an area that all the ITTF/WTT Family can relax, meet and get refreshments.

All items free of charge including: Sandwiches, finger food, salad and vegetarian options during mealtimes. Tea, coffee, water and soft drink at all times during operating hours.

Admitted Guests:

- Presidents of Member Associations and Regional Associations and their Accompanying Guest
- Continental Presidents and 2 Accompanying Guests
- All guests that have VIP or VVIP access
- ITTF/WTT Professional Staff as deemed appropriate by the ITTF Group CEO
- Selected Primary Guests shall be entitled to upgrade passes, to be given to guests at their own discretion
- Unless otherwise stated, guests shall only be allowed entry when accompanied by Primary Guests. The number of guests shall be indicated on the accreditation cards of Primary Guests.
- Persons with access to the VVIP may also access the VIP Lounge.

- VIP F&B should be an “add-on” to the general meal service for the special guests, not a replacement.
- The lounges must be recognisable as a VIP area in an area clearly distinguished from other areas.

## FIT (Federation of International TT Manufacturers)

The LOC should provide FIT the following:

- Two free accreditation passes to each FIT Member Company, which should be distributed at the LOC Accreditation Centre. The application process is coordinated between the ITTF/WTT and the FIT Secretary and the final list is submitted to the LOC via ITTF/WTT.
- Six free VIP accreditation passes to the FIT President, with access to VIP seats and VIP lounge, to be distributed to the FIT member companies at his/her discretion.
- One meeting room, if possible free of charge, inside the venue or at the official hotel of the WTTTC, or not too far, for 70/90 persons on 2 occasions during the event. If the meeting room is not free of charge, then the FIT's President must be informed of the charges in advance.
- Assistance to FIT members, when booking hospitality packages, if requested.
- The option to purchase VIP passes, to all FIT member companies, in conjunction with the ITTF/WTT Marketing Department.

## Swaythling Club International (SCI)

(Provisional) The LOC should provide the following:

- Two full hospitality packages and free accreditation passes to two SCI Members. The application process is coordinated by ITTF/WTT submitted to the LOC.
- Six additional accreditation passes to SCI Members as indicated by ITTF/WTT.
- Assistance to additional SCI members when booking hospitality packages, if requested.
- Assistance to additional SCI members when purchasing tickets, if requested.



# Brand Partner (Sponsor Services)

## Exhibition Area

The Exhibition Area is very important for the ITTF/WTT, the LOC and their partners and sponsors.

It is recommended that the LOC works closely with an experienced fair company, to ensure the best possible conditions.

The LOC is responsible to:

- Allocate a high-traffic space, incorporated into the public area, for the exhibition area.
- Separate the exhibition area from the entrance(s) for VIP and accredited persons.
- Provide exhibition stands (including walls, carpet, electricity, wi-fi and storage room) free of charge and according to the Brand Partnership Contract(s):
  - Event Presenting Partner
  - WTT Global Premier Partners
  - WTT Global Partners
  - WTT Events Partners
  - LOC Local Partners
  - Equipment Supplier(s)
  - ITTF/WTT
  - ITTF Museum for ~100sqm (if requested)
  - Other Partner(s) or Supplier(s), as might occur from the Brand Partnership Contract(s).
- Provide the layout and commercialisation plan, including rate cards, quantities, and other information.
- Be responsible to offer the remaining exhibition space directly to other companies interested, including table tennis and non-table tennis equipment companies.
- request the ITTF/WTT to assist with the names and contacts of all ITTF approved equipment manufacturers.
- Seek the approval of the ITTF/WTT for the full list of exhibitors, to ensure there is no conflict with the ITTF/WTT's brand partnership agreements.
- Provide sufficient space to all exhibitors.







## Hospitality Conditions for People Not Entitled to Free Hospitality

The LOC is responsible to provide hospitality options as follows:

- ITTF/WTT additional number of rooms, as requested, in the ITTF/WTT official hotel or other event official hotels, for a discounted rate of maximum 75% of the official hospitality rate(s).
- ITTF/WTT Operational staff, to one of the event official hotels, which are close to the competition venue (~10-15 persons), for a discounted rate of maximum 75% of the official hospitality rate(s).
- ITTF/WTT accompanying persons.
- Continental Federations personnel and accompanying persons.
- Member Associations and players, who are listed on the MAS' official entry forms, and not entitled to free hospitality can be accommodated with the others and on the same basis, including meals, transport and accreditation.

## Rates:

The LOC should confirm with the ITTF/WTT the rates to be charged to people not entitled to free hospitality:

- Per person / per day in a twin/double room as per the official prices known on the market for the same level of service and propriety standard
- Per person / per day in a single room.

The LOC will provide to accompanying persons, occupying the same room as an ITTF/WTT official, a special rate for:

- Full hospitality package (accommodation, meals, transport, accreditation and visas).
- Half board hospitality package (without lunch and dinner).

The above rates would correspond to the net cost of the meals plus extra room costs, ideally up to maximum USD 80 for full board and USD 60 for half board. An accreditation equal to the ITTF/WTT's official accreditation will be provided.



## Groups Entitled to Free Hospitality (Provisional)

All participants should be accommodated in hotels, located within a maximum of 20 minutes bus ride from the competition venue(s). All ITTF/WTT officials should be accommodated in single occupancy rooms at the ITTF/WTT Official Hotel, unless required differently.

The LOC will arrange at least two (2) hotels, one of which will be the ITTF/WTT official hotel and must be a 5-star hotel. The other hotel should be at least a 4-star rating.

The LOC is responsible to:

- Inform and confirm with the ITTF/WTT the hotels they intend to use.
- Confirm the full contact details and categories of the hotel(s) on the prospectus.
- Ensure that hotels, rates and booking conditions are not changed after the prospectus is published.

Only in situations outside of the control of the LOC can there be a change of hotel, and only with the prior approval of the ITTF/WTT. If such change is approved, all MA(s) have to be informed individually by the LOC for the change.

The LOC is further responsible to provide the following:

- A suite for the ITTF President.
- A suite for the ITTF Deputy President.
- 10 deluxe or executive rooms for the Executive Board members, the CEO and senior staff.
- Rooms to the sponsors, according to the specific agreement with each sponsor and according to the Brand Partnership Agreements.

## Meals

The LOC is responsible to:

- Provide all meals to participants who are entitled to or purchased a full hospitality package.
- Ensure that people with different religions, cultures, allergies or other wishes will be provided with enough options during mealtimes.

The LOC is responsible to ensure that the below requirements are met:

Breakfast will be served at the respective hotels while lunch and dinner will be served at the venue or the hotels (to be agreed between ITTF/WTT and the LOC). Meals may be provided to ITTF/WTT officials at their respective hotels, if it is easier for the LOC. The restaurants will be open, depending on the competition schedule and as agreed in advance with the ITTF/WTT Staff.

Recommended minimum time requirements:

- **Breakfast:** from 06:30 until 10:00
- **Lunch:** from 11:30 until 16:30
- **Dinner:** from 18:30 until 23:00 (or 30' after the last match)

Detailed requirements of the variety and quality of food that should be provided can be found in [Annex: Food and Beverage Guidelines](#).

## Transportation

A smooth and well-planned shuttle service is crucial for the success of the event. The LOC must appoint one or two persons responsible for the transportation at least nine [9] months prior to the event. The LOC should ensure that the transport vehicles are fully insured and that the drivers are professional and have experience of driving high profile guests.

The LOC is responsible to offer the following three different types of transportation:

- Arrival and Departure service from/to the airport and other arrival/departure points.
- Regular (every 15-20 minutes) shuttle service (from/to hotel(s) from/to venue(s)) that starts three hours prior to the first match and ends two hours after the last match. Provision should be taken for providing early and late shuttle service for working staff, service providers, TV crew etc.
- VIP-transport service.

Additionally, the LOC can offer free access to the public transport for all accredited persons. Note that the LOC should also ensure that players/coaches returning two or more hours after the last match, due to competition operations such as medical treatment and doping control should be provided with transport back to their hotel.

The schedule and plans for all transport services should be shared with ITTF/WTT for approval three [3] months prior to the event.

## Transport centre

A transport centre must be located in the venue.

The LOC is responsible to secure the below requirements:

- Enough space for ~80 people.
- Easy access for all accredited persons.
- Lists with the latest schedules must be available. No lists with transportation and/or departure times should be published in public areas.

## Arrival and departure service

The LOC is responsible to:

- Provide free transportation to all accredited persons, from and to the pick-up/drop off points listed below:
  - Airport(s)
  - Main Train Station(s)
- Request the arrival and departure times for all participants and teams and provide transportation to all those who submitted their travel details on time.
- Waiting time should be kept at a minimum.

## Regular shuttle service

The LOC is responsible to:

- Provide free shuttle service to all accredited persons, between the hotels and the competition hall(s), if the distance between the hotel and the competition hall is more than an eight [8] minute walk or the weather is not appropriate.
- Develop the shuttle schedule according to the competition schedule and submit it for approval by the ITTF/WTT Staff no later than three [3] months prior to the event.

## VIP Transport Service

Besides the regular shuttle service, a carpool of thirty [30] cars, with a driver each, must be available to identified ITTF/WTT executives, officials, invited guests and staff during the event. These may be needed only for short journeys a few times each day, so a suitable system must be developed. ITTF/WTT will provide the LOC with a list of all VIP pick-ups no later than two [2] weeks before the event.

The LOC is responsible to:

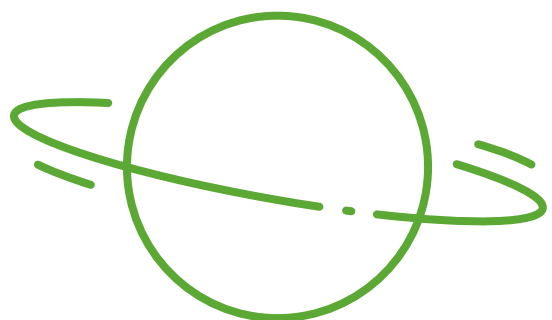
- Source courtesy cars from a car sponsor, or procured by the LOC, for the use of ITTF/WTT officials and sponsors. The cars should have the event branding.
- Allocate three [3] cars with designated drivers (for the President, Deputy President, one extra), at all times.
- Allocate four [4] cars with drivers for sponsors, available at all times.
- Allocate an additional number of cars to be on a shared basis as needed.
- Recruit drivers, who must be informed that these persons are VVIPs and should have a high level of service. The drivers must also have good knowledge of the city and the routes to avoid for high traffic roads.

## Accreditation

The accreditation centre should be set up at in the venue or one of the main hotels.

The LOC is responsible to:

- Setup the accreditation centre, with adequate space of ~100sqm.
- Follow the ITTF/WTT guidelines for the flow, as will be submitted in detail at a later stage.
- Ensure sufficient number of volunteers and staff to help run the accreditation process.
- Provide a separate rest and waiting space for delegations just near the accreditation area.
- Ensure that the accreditation for the participants is prepared based on the standard accreditation IT system produced by the ITTF/WTT.





## Visas

The LOC is responsible to:

- Appoint a Visa Liaison person to assist with all enquiries and procedures about visas.
- Assist participants, delegates, or other accredited persons with obtaining visas. Note that failure to provide visas to all members of the ITTF/WTT may result in the cancellation of the event.
- Request from the host country's government authorities issuing of supporting letters and
- availability of visas to all participants, as per the "Event Hosting Agreement".
- Provide a list of those countries that need visas to enter the host country and further inform the ITTF/WTT of any specific problems.
- Provide guidance and issuance of working visas or exemptions in case applicable for working staff, service providers etc.
- Guarantee that all MAs and all participants (members of the ITTF/WTT), wishing to enter, will receive an entry visa according to the ITTF/WTT visa application policy.
- Provide assistance and support letters/carnets for customs clearance of equipment i.e. cameras, technology equipment etc.

# Brand Partnership Guidelines

Brand partners, also known as partners, are one of the most important sources of commercial income for the ITTF World Team Table Tennis Championships (WTTTC). From sales pitches to event implementation, it is essential that the LOC and ITTF/WTT work together to ensure a collaborative sales approach, the perfect execution of the contracts and activation activities, as well as providing the best experience to partners at the event.

This document is only meant as a guideline, and the actual commercial contract should be adhered to in terms of rights and category split.

## Brand Partnership Tiers

Brand Partners can be generally divided into 4 broad tiers:

**Presenting Partner** - the presenting partner is the most important brand partner of the event. Their brand name should always be used when referring to the event, in the format of "<Year> ITTF World Table Tennis Championships presented by <Partner>".

**Global Premier Partners/Global Partners/Events Partners** - these partners have secured significant rights to be associated to the event, including TV-visible assets on the TV courts, Mixed Zone, and Press Conference areas. The partners within this tier should be prioritized in order of investment level. These may include Equipment Partners providing high quality tables, balls, and flooring on which the players showcase our sport at the highest level.

**Local Partners** - these are local partners that contribute significantly to the event, with a focus on local rights and promotion.

**Local Suppliers** - these are partners that only have local exposure, and no TV-visible assets. These partners usually contribute only Value-in-Kind products and services and have little to no cash partnership.





The table below gives an overview of what each partner is entitled to, but is only meant as a guide and actual partnership contracts should always be adhered to:

Location	Item	Presenting Partner	Global Premier Partners/Global Partners/Events Partners	Local Partners	Local Suppliers
Standard	Presenting Partner of event				
	Rights to promote event name and/or logo internationally				
	Rights to promote event name and/or logo locally				
Field of Play (including competition and practice halls)	Advertisement-boards (Static and/or LED)				
	Logos on flooring and/or other equipment on the courts				
	Product placement				
	Logo on branding material around the Field of Play				
Printed Materials/ Publication	Logo on all official correspondence (letters, results service, tickets and accreditation passes etc)				
	Logo on all backdrops in media rights areas (press conference & mixed zone)				
	Logo on indoor and outdoor Banners				
	Full page colour advertisement in the Official Program				
	Logo on posters				
Field of Play (including competition and practice halls)	Private VIP room				
	Designated car for transportation				
	VIP Passes with access to VIP facilities				
	Complimentary tickets				
	Hospitality and transportation (airport, hotel, venue)				
	Sales/exhibition stand				
	Accreditation passes for sales booth staff				
	Meet and Greet Sessions and Behind the Scenes Tour				
	Autographed Merchandise				

Location	Item	Presenting Partner	Global Premier Partners/Global Partners/Events Partners	Local Partners	Local Suppliers
Online / Mobile	Social Media Advertising (Branded Content)				
	Branded Apps				
	Logo and Link on Official Website				
TV Graphics	Name on TV Graphics				
	Logo on TV Graphics				

## Organising Committee Brand Partnership Personnel

In order to provide an adequate level of service for the partners, the LOC must provide the following partnership personnel, either as a dedicated position or part of a wider team:

Role	Skills	Responsibility
Brand Partnership Director	<ul style="list-style-type: none"> <li>Fluent in English and the local language.</li> <li>Partnership experience.</li> <li>Knowledge of table tennis preferred.</li> </ul>	<ul style="list-style-type: none"> <li>ITTF/WTT's point of contact for all partnership issues and will be responsible for all partnership sales and operations of the event.</li> <li>Strategic cooperation with LOC's and ITTF/WTT's media and marketing team to maximise impact of event to increase partnerships.</li> <li>Ensuring that there is no ambush marketing.</li> </ul>
Brand Partnership Sales Manager (and team)	<ul style="list-style-type: none"> <li>Fluent in English and the local language.</li> <li>Partnership sales experience.</li> </ul>	Management of partnership sales locally, main contact of ITTF/WTT partnership sales personnel, covering: <ul style="list-style-type: none"> <li>Coordination of potential partners and exclusive categories Alignment of pricing and packages</li> <li>Strategic cooperation to secure local and international buy-in with joint meetings</li> </ul>
Brand Partnership Services Manager (and team)	<ul style="list-style-type: none"> <li>Fluent in English and the local language.</li> <li>Detail oriented.</li> </ul>	Management of partnership implementation, main contact of ITTF/WTT partnership implementation personnel, covering: <ul style="list-style-type: none"> <li>Accreditations and ticketing</li> <li>VIP rooms</li> <li>VIP Info Bulletin</li> <li>Hotels and pick ups</li> <li>Transport services</li> <li>Exhibition booths</li> <li>Table Tennis Equipment and other partner-provided equipment logistics.</li> <li>Overall coordination with other teams in the OC to ensure correct and timely contractual implementation.</li> </ul>



## Brand Partnership Sales

In order to provide an adequate level of service for the partners, the LOC must provide the following partnership personnel, either as a dedicated position or part of a wider team:

As all event contracts are different, it is important to be familiar with the partnership rights available for your event specifically. Accordingly, best efforts should be put in to secure partners as per the partnership outline in the first point.

## Communication and Approval Process

With the ITTF/WTT and LOC both trying to close partners for the event, it is necessary to ensure that the communications between both parties are open and transparent. Such communication should be frequent and scheduled, increasing in frequency as we get closer to the event date. The main topics to be discussed are:

- Value of the packages and the prices to be sold to brand partners. In case of any disputes,
- ITTF/ WTT's decision shall be final.
- Rights that ITTF/WTT shall sublicense to the LOC to sell the packages and keep revenue of.

- LOC to nominate a set number of target brand categories, up to a maximum of 10, for approach for Local Partners and Local Sponsors, which shall be approved at the sole discretion of ITTF/WTT.
- Brands that each party is speaking to and the status, updated on a shared online list.
- Venue limitations or flexibility for brand activation such as possibilities for automobile displays, alcohol pouring rights, F&B sales rights, F&B usage rights, large machinery displays, exhibition space and all other variables that may affect partnership sales in different categories.

WTT shall approve all commercial agreements in advance and LOC to submit signed agreements to ITTF/WTT. These do not include governmental grants.

Category exclusivity should be adhered to at all times and the LOC should take an active approach to prevent ambush marketing. In addition, to ensure the high quality of the event, the LOC should adhere to the ITTF/WTT Brand Partnership Policy.

## ITTF/WTT Brand Partnership Directives

The goal of ITTF/WTT receiving Brand Partnership is to support the strategic vision of the ITTF/WTT to develop and promote the sport of table tennis throughout the world. Therefore, it is important to ensure that partners meet the criteria detailed in this policy and should uphold the core values of the ITTF/WTT.

- Event Brand Partnership is defined as opportunities for partners to be involved in, or assist, ITTF/WTT and Local Organising Committees for individual ITTF/WTT Events. Approved event Brand Partnership:
- will meet the core values of the ITTF/WTT, and the following additional criteria:
  - provides direct benefit to the Local Organising Committee and ITTF/WTT.
  - creates opportunities for the Local Organising Committee and ITTF/WTT to build relationships with community organisations and leaders locally.

### ITTF/WTT will NOT consider Brand Partnership if:

- Partners do not reflect the ITTF/WTT's core values, strategic direction, and brand attributes.
- Brand Partnerships that may present a reputational and/or financial risk.
- Brand Partnerships that may be construed as racially prejudice or otherwise discriminatory.
- Any Brand Partnership which may be considered to be a conflict of interest for the ITTF/WTT.

All ITTF/WTT employees, service providers, Local Organising Committees of ITTF/WTT Sanctioned Events and third parties acting on behalf of the ITTF/WTT must adhere to this policy, and its procedures.

## Brand Partnership Implementation

With partners secured, the next task would be to ensure that all contractual rights are implemented going above and beyond where possible. The LOC should be clear with the contractual details, and deadlines should be provided with enough lead time for partners to be able to prepare the materials.

## Communication and Approval Process

The ITTF/WTT will appoint one person as the lead to manage the implementation with the LOC, supported by the rest of the marketing team in the ITTF/WTT. In addition to the general communication with the LOC, it is recommended that specialised tasks are passed on to service providers or dedicated persons within the LOC whom the ITTF/WTT can discuss with directly, including but not limited to:

- Partnership branding implementation
- Exhibition hall management where partners may need additional quotations to set up booths
- Communication and design management for the printing materials as well as digital communications
- Accreditation, ticketing and VIP hospitality services arrangements
- Hotels and other transport services include airport pickups as there could be last minute changes

The ITTF/WTT will also put the partners in touch with the LOC for equipment liaising and other logistical matters directly where necessary.

All materials that have partners on them will need to be approved by the ITTF/WTT's marketing department. Other items that ITTF/WTT will liaise with the LOC directly includes:

- Accreditations and ticketing
- VIP rooms and services
- VIP Info Bulletin
- General exhibition booths layout
- Venue layout and partnership exposure







# Press & Media

This section outlines the services expected to be provided to press and media personnel before and during the event. In order to ensure full coverage and reach a wide audience, the ITTF/WTT and LOC should provide a high level of service to the media covering the event.

It is essential that the LOC installs infrastructure, technical facilities, and services to meet the requirements and recommendations of:

- The ITTF/WTT and its partners
- The International Sports Press Association (AIPS), and
- The National sports press associations.

## LOC Media Personnel

The LOC needs to employ a Head of Media to be in charge of all media matters and to ensure a high level of service is provided to the media before and during the event. Further detail on the roles and responsibilities of the Media Manager are outlined in the Organisation & Personnel section.

The LOC must work in close consultation with the ITTF/WTT and should be prepared to receive onsite visits to check progress. In order to provide an adequate level of service for the accredited media and to fulfil the ITTF/WTT's needs, the LOC must provide the following media personnel in addition to the Head of Media:

### Co-Head Media Officer (2 pax)

- Fluent in English and the local language, Event Media experience, Knowledge of table tennis.
- ITTF/WTT's point of contact for all media issues and will be responsible for all media operations at the Championships.
- They are required to prepare and deliver a communication plan that covers the period leading up to the event, as well as the duration of the event itself. Each Head Media officer will be in-charge of a hall when there are 2 halls.
- When the event is down to one hall, one to head media officer be in-charge of Media Centre while the other is in charge of Field of Play (FoP)

### Interpreters

A sufficient number of interpreters should be hired to cover, as a minimum, English, Chinese, Japanese and Korean. Their main role is to help journalists during mixed zone interviews and press conferences. They may be requested to do on court interpretation as well.

### Media staff and volunteers

A sufficient number of dynamic media staff and media volunteers should be hired during the event.

Their main roles will be to:

- Assist the LOC Media Manager and ITTF/WTT Media Officers to conduct the media operations of the event.
- Manage the printing, copying and distribution of printed material to the media.
- Manage the media areas, making sure no unauthorised person enters.
- Manage the flash quotes.
- Assist and manage the mixed zone operations and assist as necessary and
- Manage the media welcome desk - handling media accreditations, photographers' bibs and assisting with any issues that the media may have.
- Initiating media outreach and pitching compelling stories to attract media coverage.

## Media Accreditation

- The ITTF/WTT is in charge of creating the online media accreditation form that must be used for all the international and local media interested to apply for media accreditation.
- This will be created at least 90 days before the event and sent out to international media through the LOC's and ITTF/WTT's contacts. The deadline will be negotiated between the ITTF/WTT and the LOC. However, it will be roughly one month before the start of the Event.
- ITTF/WTT follows the AIPS policy about accreditation of online journalists.

- Once media applications start coming through, the ITTF/WTT will provide regular updates to the LOC on the applications.
- The LOC is responsible for approving the local media, and the ITTF/WTT is responsible for approving the international media.
- Acceptance of accreditation has to be sent no later than one week after receiving the application by the respective journalists. It is up to the OC to inform the local media advising them if their application has been accepted or not, and the ITTF/WTT to inform the international media.
- If the LOC decides that any of the local media does not warrant a media accreditation, they must justify the reasons to ITTF/WTT. If there is a dispute between the ITTF/WTT and the LOC regarding a local media accreditation, the ITTF/WTT has the final say on whether they can be approved or not.
- Media that turn up at the venue may be accredited on site, subjected to approval from the ITTF/WTT Media Officer. A paper accreditation form needs to be filled up with the necessary details and reasons for missing out on the online application process. Accreditation will only be issued after the personals involved have been approved. For this reason, the staff on the welcome desk needs to have the ability to print accreditation cards.
- It is the responsibility of the LOC to create all the media accreditation cards for the accredited media, and to acquire bibs for photographers and broadcasters who require access to restricted areas during the event. More details can be found later in the document regarding media access zones, which need to be indicated on the accreditation cards.

## Media Hotel, Transport and Visas

**Media Hotel:** The LOC must identify a hotel or hotels as close as possible to the venue for the media to stay in. It is up to the LOC if they want to take up the booking for the media, or simply block off some rooms and get the media to book directly with the hotel. Hotel information and prices should be shared with the media at least 6 months before the start of the event.

**Transport:** If the hotel is within walking distance to the venue (5-10 minutes), then transport does not need to be organized. If the hotel is not in walking distance, a shuttle bus must be organized for the media. The shuttle bus must run to and from the hotel and the venue at least every 1-2 hours.

**Visas:** The LOC must assist all international media that is accredited for the event to obtain a visa to enter the country. This will generally involve writing an official invitation letter.

**Media brief:** The LOC and ITTF/WTT should remind the media upon receiving their confirmation to attend a media brief 1 day before the start of the Championships. The brief shall be jointly conducted by both the LOC's Media Officer as well as ITTF/WTT's Media Officers. The aim of the brief is to provide a venue walk through as well as housekeeping matters that would be important for the Championships to be run smoothly. Daily housekeeping emails will be sent by the ITTF/WTT's Media Officers.

## Promotion to Media Before the Event

The Head Media Officers as appointed by the LOC should work closely with the ITTF/WTT Media Officer in the lead up to the event.

Press releases should be regularly sent to the media containing updates about the event, its preparations, teams, players, withdrawals etc. The LOC's Head Media Officer must also inform the ITTF/WTT of all planned promotional activities, so the ITTF/WTT can work this into their own promotional plan.

The LOC should also have several media promotional events to inform the local media about the event and stimulate interest. The events may include the launch of ticketing, a press conference for the title sponsor, a team announcement, the unveiling of the official table, and a media day inviting local journalists to meet and play table tennis with the players. In addition, cross-promotion with other major sporting events in the city could be considered, taking advantage of the presence of the same media outlets. A timeline of the above events and announcements must be given to the ITTF 12 months in advance of the event.

All the participating Member Associations (as well as the ITTF/WTT Media Officers) have to be informed of the draw, hotel, telephone numbers and e-mail addresses of hotel and press centre at least 14 days before the event, so that they have the possibility of informing their national media service.

## Media Guide

For the local and international media, which may not be familiar with table tennis, an event media guide is essential.

The ITTF/WTT and the LOC will together create one media guide in both English and the local language.

- The ITTF/WTT is responsible for designing and creating the media guide.

The LOC is responsible for providing all necessary information and translating the media guide in the local language. The media guide must be finalised by both the ITTF/WTT and the LOC and distributed to the media 2-4 weeks before the event begins.

The Media Guide will include:

- A basic overview of the ITTF/WTT, table tennis and the WTTC.
- Schedule of the event.
- Players' list and Information about the top local and international players.
- Details of how teams/players have qualified for the Finals including results from the inter-continental, continental and regional stages.
- Results from previous WTTC, and the big events so far in the calendar year.
- Organisation information (e.g., list of key organisational contacts).
- Brand Partners information, about all global (sent by the ITTF/WTT) and local sponsors.
- General city/region information.
- General media information (media centre, press conferences, media events, accreditation, media zones, tools available, and technical media facilities) and
- Accommodation, transport and parking information.

## Media Welcome Desk

To ensure that the media personnel receive a high level of service, the LOC must run and operate a welcome desk at the media entrance of the venue and in the media centre, if these are different places. The media welcome desk:

- Must include one media professional, who speaks both English and the local language.
- Must be always staffed with 2-3 volunteers, during the opening hours of the Press & Media Centre.
- The roles of the media welcome desk are to:
- Welcome the media to the venue and provide them with their accreditation, a description of the media facilities at the venue, and to give them an official media guide information pack about the event.

- Provide daily information, such as the competition schedule and key matches that day.
- Control the process of handing out and collection of the photographer/TV rights holders' bibs.
- Assist media personnel to arrange private interviews with players, coaches and ITTF/WTT officials.
- Arrange keys for the free lockers available to the media.
- Solve any issues and answer any questions the media may have.
- Ensure that there is adequate food and drink in the media centre.
- If new/unaccredited media arrive, assist them to become accredited as earlier mentioned.

## Media Centre

The LOC must provide a media centre that is close and easily accessible to the media tribunes, mixed zone and press conference room.

Media centre requirements:

- To be open one day before the event and stay open for the duration of the event. Each day the press & media centre must be open 2 hours before the first match starts until 2 hours after the last match finishes.
- A media officer from the LOC with experience in table tennis should be always contactable to assist the media and provide them with information.
- The LOC must provide at least 300 working places for the expected media. This number may be reduced depending on the number of media accreditations.
- Security at the doors to ensure that only accredited media enter the room.
- TV-screens showing the world feed and live results.
- Electricity ports and stable high-speed internet with enough cabled Ethernet ports at each table for the expected media and secured Wi-Fi. This internet must be extremely fast, and only available for the attending media. Specific internet speed should be discussed and agreed with the ITTF/WTT.
- Black and white laser printer with laptops connected to it for easy printing.
- High-speed photocopier with sufficient paper supplies.
- Notice board for results, announcements, and news to be updated regularly.
- Accredited media should be emailed press releases, draws, results and daily quotes as soon as they become available.



- Free snack food, tea, coffee, and water available on each day of the competition.
- Locked storage for photographer and the media's personal items.

#### Additional rooms required:

- Lockable office spaces upon requests from TV/radio rights holders. These rooms should be about 5x5 meters and needs to include high speed internet.
- Lockable office for the ITTF/WTT media staff that can accommodate up to 20 persons. The room should be equipped with ample electrical outlets, high-speed internet, and a sufficient number of Ethernet ports at each table. Additionally, TV screens must be provided to display the world feed and live results. Lockers are also required.
- A studio for players' shooting

### Media Tribune

The LOC must provide a dedicated section of the stands for the media that meets the following requirements:

- Unobstructed view to the field of play.
- Close and easy access to the media centre and mixed zone.
- Separated from the general public and accessed only by those with a valid media accreditation.
- Minimum of 300 table and chairs. This number can be reduced depending on media accreditations.
- Seats must be comfortable enough for the media to sit on all day.
- Stable high-speed internet with enough cabled Ethernet ports at each table for the 300 seats and secured Wi-Fi (with password). This internet must be extremely fast and be only available for the media. Specific internet speed needs to be discussed and agreed with the ITTF/WTT.
- Media volunteers regularly distributing printed results and updates.
- The best seats need to be put aside for the ITTF/WTT and daily newspaper/agency journalists before weekly newspaper and magazine journalists. This will be done with the ITTF/WTT media staff before the Championships begins.



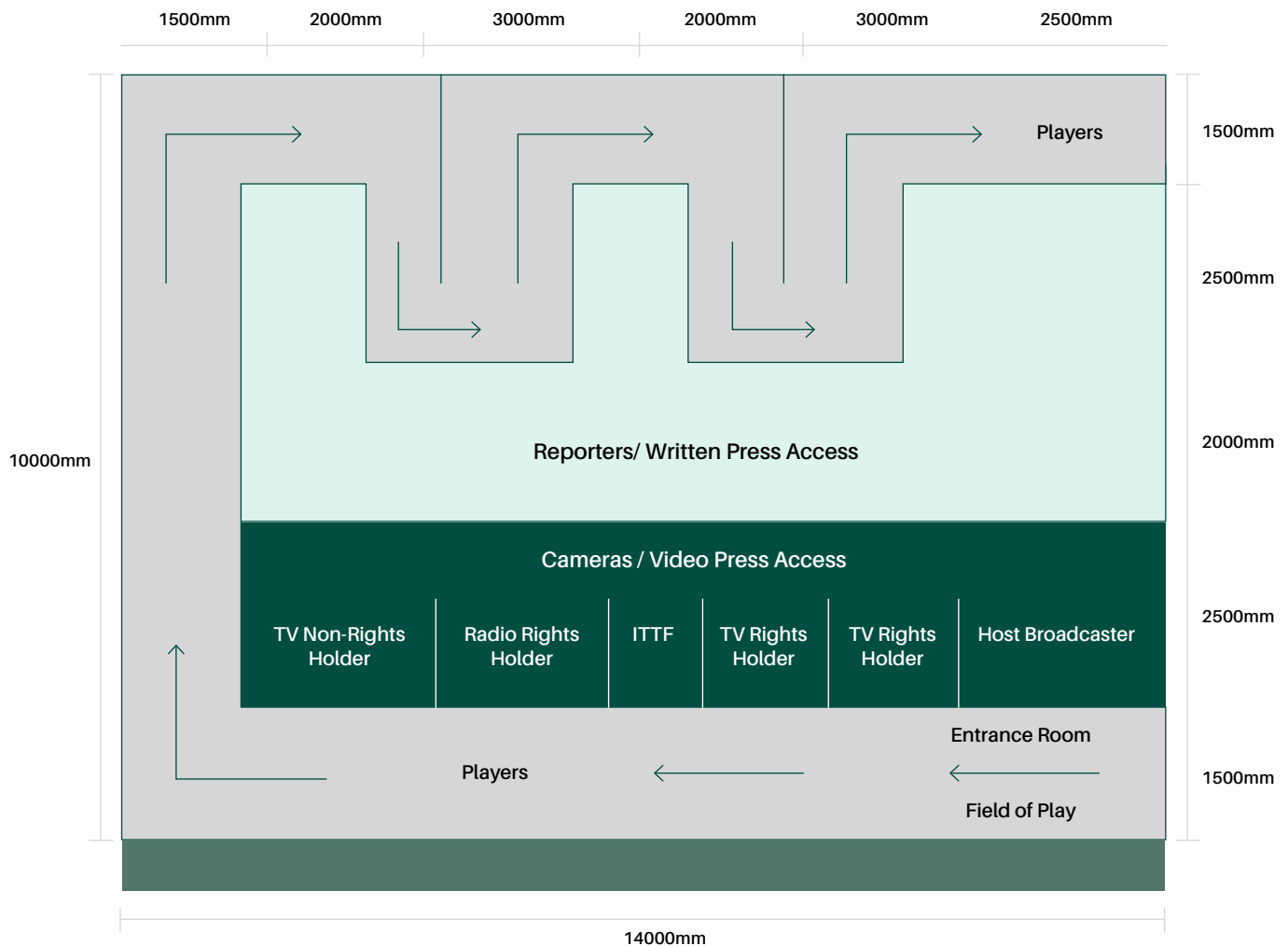


## Mixed Zone

The mixed zone is a vital area to ensure the media success of the event. The Mixed Zone requirements:

- For the mixed zone to be a success, it is compulsory for all players to walk through it after their matches. This needs to be done by there being only one exit from the field of play and placing the mixed zone between the exit and the changing rooms or transport where the players will want to go after the match. The LOC must provide volunteers to escort the players to the mixed zone after their matches.
- The mixed zone must be close to and easily accessed from the press centre and media tribunes.
- There must be an adequately high ITTF approved backdrop erected along the length of the mixed zone.
- The lighting must be no less than 1000 lux.
- A fence, or rope, must run the length of the mixed zone. This will ensure that media representatives are separated from the players.
- The first spot in the mixed zone as the players walk in must be set aside for the Host Broadcaster (HB), then the TV rights holders, the next position must be set aside for ITTF/WTT, the rest of the places need to be determined by ITTF/WTT together with the LOC.
- After the big/popular matches, the LOC media officer and media volunteers must be on hand after each match to ensure the players go straight to the mixed zone, walk through it and spend equal time with all the media agencies interested in speaking to them.
- Each Rights holder should have a maximum of 3 mins with the player so as not to hold up other Rights Holder
- After the interview with the HB, players should go to the Rights Holders from their respective countries first before fielding any interview from other Rights Holder.
- Local language, and interpreters must be on hand to assist the media and ITTF/WTT staff interviewing the relevant players.
- The local organizing committee must ensure they have adequate staff/volunteers to obtain flash quotes from athletes in the mixed zone.
- Photography is strictly not allowed in the Mixed Zone area regardless of equipment (Handphone or Camera). All media personals are required to maintain a professional image. Collection of selfies or players signatures will not be tolerated in the mixed zone.

The ITTF/WTT recommends the mixed zone to be in the below figuration. The sizes may change depending on the size available.



## Media Zones

- To control access to the FoP, the ITTF/WTT request the LOC to procure 5 different sets of coloured bibs for different media types. The following page outlines what bibs are required and what colours each one represents.
- The LOC is responsible for distributing the bibs provided by the ITTF/WTT and ensuring that they only enter the respective areas allowed.
- Together with the ITTF/WTT Media Officer sand ITTF/WTT Competition Management Staff, the LOC must set up the media zone on the field of play where photographers that have an official bib can enter. A draft photography zone map can be found above.
- During the event, the LOC's Media Officer must work closely with the ITTF/WTT Media Officers and ITTF/WTT Competition Management Staff to control the number of photographers on the field of play. This is done by allowing only photographers with bibs to enter the field of play.
- Journalists must only be allowed to enter the Media centre, Media tribune and mixed zone. They must never be allowed to enter the field of play.

## Media Bibs

The diagram below shows the colour of bib that should be provided to each photographer.



## Media Zone

The table below indicates the locations in which specific types of media are allowed to go. A green- box indicates they are allowed access, black indicates they are not allowed access and yellow indicates they are allowed access but must be wearing a bib.

MEDIA ZONES	Written Press	Photographer	ITTF Officials (Photo & TV)	Host Broadcast	Rights Holder (TV)	Rights Holder (Radio)	Non-Rights Holder	Rights Merchandise
Media Centre								
HB Room								
Press Conf. Room						With Bibs		
Mixed Zone				With Bibs	With Bibs	With Bibs		
Field of Play		With Bibs	With Bibs	With Bibs	With Bibs	With Bibs		With Bibs
Media Tribune							No filming	
Commentary Position								
Training Area (tribune)					With Bibs			
Training Area (field level)			With Bibs	With Bibs				

## Social Media

Social media is an integral part of the media operations of all sporting events, and the World Table Tennis Championships is no different.

**Hashtag:** 6 months prior to the event, the LOC and the ITTF/WTT must agree on a common hashtag to be used on all social media platforms: Facebook, Twitter, Instagram, Weibo and WeChat. This hashtag must also be conveyed to the sports presentation team to integrate into their planning to build engagement. (e.g., #ITTFWorlds2023, #NotJustPingPong)

**Social Media Plan:** The LOC must submit a social media plan to the ITTF/WTT for approval 6 months prior to the Championships. This is so the ITTF/WTT can provide input on how the LOC can best utilize their platforms, as well as tailor ITTF/WTT's social media plans to complement the LOCs to drive engagement.



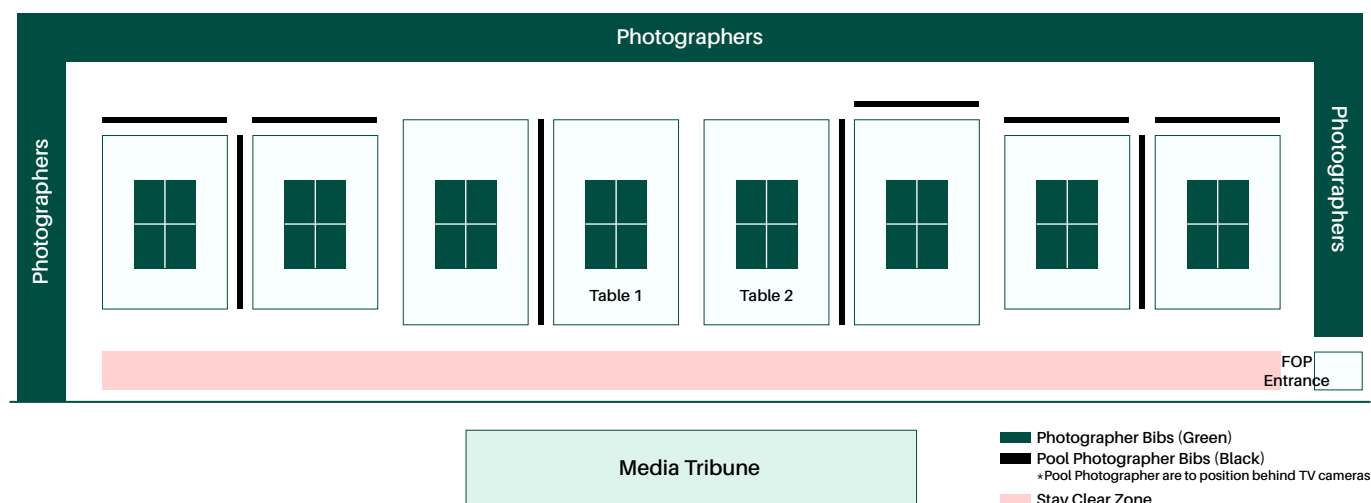
## Photographers

A picture says a thousand words, so the ITTF/WTT encourages as many photographers to attend the Championships as possible. However, to control the number of photographers present on the field of play, only photographers with an official bib may enter.

The LOC must procure bibs and provide personnel to hand out the bibs at the welcome desk and ensure that not too many bibs have been handed out at one time.

There will be two different coloured bibs for photographers, black (pool photographers) and Khaki (general photographers). The black bibs are reserved for ITTF/WTT, LOC and the wired news agencies and the Khaki bibs are for all the other accredited photographers. The pool photographers will be given much more access than the general photographers. The reason behind this is to keep the FoP as clean as possible to enhance the television picture.

Below is an example of the photography positions.



In order to control the photographers, the LOC must provide benches that are no higher than 30cm high for the photographers to sit on. If there are benches all in a line, this means that the photographers will be in line and the FoP will look cleaner.

When photographers pick up their bib, they must sign for it, as well as giving a piece of ID as deposit (passport, drivers licence, ID card etc). They must return the bib at the end of each day's play and at this time they will receive their ID back.

All photographers must be advised that they must not use a flash and they must not be in a position that blocks the view of a TV camera, official or spectator.

The ITTF/WTT will work with the LOC before the event to create specific photography guidelines that the photographers need to agree and adhere to.

**ITTF/WTT/LOC Photographer:** The ITTF/WTT will provide a photographer to take photos for ITTF/WTT's media purposes, as well as providing to the world's media for editorial purposes.

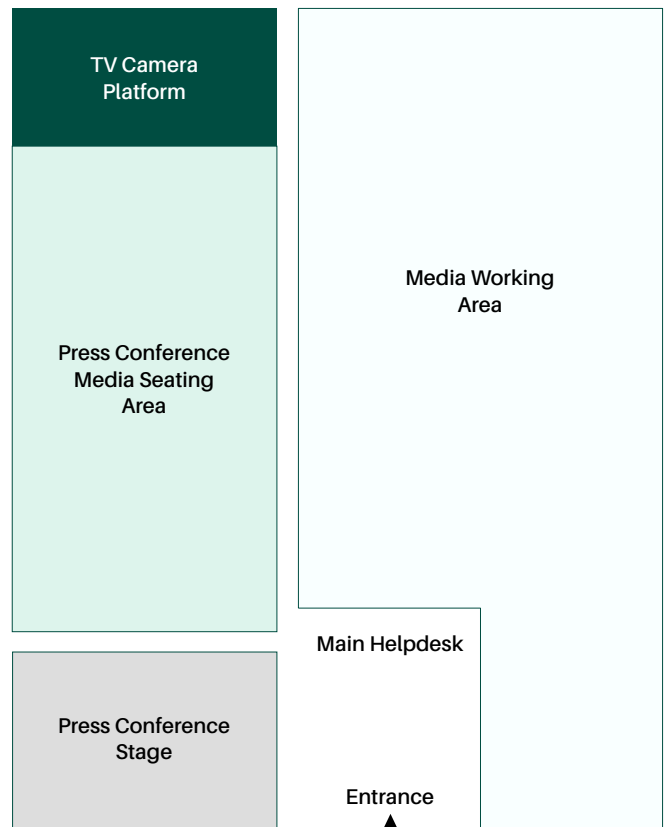
However, due to the size of the World Table Tennis Championships, it is impossible for the ITTF/WTT's photographer to cover all the action. For this reason, the LOC must provide the ITTF/WTT with a second photographer to provide rights free, professional photos to complement the photos that the ITTF/WTT's photographer is taking.

## Media Services

To ensure that the event is covered as widely as possible by the media, the LOC must provide the media with all the tools needed to complete their work.

Required media services:

- Flash quotes need to be obtained from the mixed zone and press conferences from two of the LOC media volunteers and written in the format described later. The more volunteers that can assist with this the better, as there are a lot of interesting matches happening on every day of the championships. These flash quotes need to be printed out and put in the pigeonholes and given out to all the media on site. These also need to be emailed to all the accredited media and given to the ITTF/WTT media officer to upload to the ITTF and WTT websites.
- Flash quotes must be distributed as quickly as possible, latest 30 to 60 minutes after a match has finished.
- Results printed and distributed as they happen.
- Draw and order of play distributed at the start of the day.
- Statistics at the start of each day, such as: head-to-head results (can be found on ITTF and WTT websites) for the key matches.
- Current World Rankings of all the players playing printed and distributed.
- Players' bios in a format approved by the ITTF/WTT printed and distributed.
- Interpreters on site to assist the media interviewing players.





## Pre-Event Press Conference

The ITTF/WTT recommends the LOC to arrange the pre-event press conference in conjunction with the draw, (the day before the commencement of the event.)

All relevant international and domestic media must be invited to the draw, and if they do not attend, the LOC together with the ITTF/WTT must ensure that the international agencies receive a press release with the result of the draw and the draw is available on ITTF.com and the event specific website.

The ITTF/WTT also recommends that the Draw Ceremony is broadcasted LIVE to the international audience through the LOC's and ITTF/WTT Social Channels. A basic 3 camera production to capture the entire draw sequence that could be sent to the LOC and ITTF/WTT through RTMP.

### Press Conference Requirements::

- The best players available must be invited to attend the Pre-Championships Press conference. Suitable players would be: Number one seeds, defending champions, host country's best players.
- The ITTF President, or the highest-ranking officer and a representative from either the host Member Association or Organising committee needs to be invited and sit on the front table to address the media.
- The seeded players/team must be invited to attend the Draw ceremony
- Free WIFI internet.
- Host that is a good public speaker and is knowledgeable about table tennis.
- Sponsors must be visible on any backdrops and in the event of a product sponsor, brand product must be visible in the press conference.
- Projector and screen to show profiles of each player, draw and schedule of the Championships. This must use the template supplied by the ITTF/WTT.
- A front table with enough seats for the invited dignitaries and players.

## Post-Final Press Conference

A press conference needs to be held in the press conference room after each gold medal match.

The LOC's media officer must arrange for the gold and silver medallists to come immediately after the conclusion of their match (or the medal ceremony) to the press conference room. The players must go straight to the press conference room and not stop in the mixed zone.

An announcement must be made on the venues' loudspeaker in the local language and English informing the media that the press conference will be taking place in the press conference room. There also must be signs in the press centre informing the media about the press conference schedule. Players' name tags and water must be put on the main table.

The press conference must be held in English and the local language. If the players involved in the press conference do not speak these languages, the relevant interpreter must be present.  
Running Order:

The press conference will be run in the following order by the LOC media officer:

- Asks the media to be seated as the press conference is about to begin.
- Introduce the players on the panel and congratulate them for winning the gold and silver medals.
- Ask the runner up to say a few words about how their tournament went.
- Ask the winner to say a few words about their feelings winning the event.
- Open the floor up for questions to the media. When asking questions, the media must state their name and media agency. Only allow for 5-6 questions or maximum of 15 minutes to ensure the press conference does not take too long. If there are no questions from the media, the LOC media officer should ask their own questions to the players about the finals match.

Close the press conference by thanking the players and media for attending.



## After the Event

After the conclusion of the event, the LOC must send the ITTF/WTT:

- A final list of all the accredited media, including their name, organization, and email. This must include a breakdown of which media turned up and who was a no show, nationality, and media type.
- Evaluation report of the media operations at the event no later than one month after the conclusion of the event.

## Media Scholarship

The ITTF/WTT offers will look to offer up to three scholarships to enterprising young media students to come and work for the ITTF/WTT during the World Table Tennis Championships. The media scholarship holders will cover the costs of the air transport and the ITTF/WTT covers the cost of the accommodation (bed and breakfast).

The LOC should reserve three single occupancy rooms at the designated hotel, provide media accreditation, including access to the media eating facility, local transport from and to the airport, venue and hotel for the media scholarship winners.



# Media Annexes

## Photography Requirements

To assist the ITTF/WTT show beautiful photos of the World Table Tennis Championships to the world, the ITTF/WTT needs the LOC to provide a professional photographer to work for the ITTF/WTT, to complement the ITTF/WTT's official photographer.

Example of Photography Standards:

- 2 x camera bodies - Canon 1DX
- 1 x camera body for remote shooting if needed - 5D MK 3 or 6D
- 1 x Telephoto Lens - Canon 300mm F2.8 or 400mm F2.8 or 200-400mm F4.0 1 x Telephoto zoom lens - Canon 70\_200mm F2.8
- 1 x Standard zoom lens - Canon 24-70mm F2.8
- 1 x Wide angle zoom lens - Canon 16-35mm F2.8 or 17-40

Others:

- 1 x Fisheye lens if needed 2 x Flash for podium shots

What photos does ITTF/WTT want?

The photos provided are used in articles on ITTF.com & ITTF/WTT Social pages. They are also distributed to the international media for their use in articles, so the photos need to be dynamic, emotional, and good quality.

Players to take pictures of: Always follow the matches and take photos of interesting matches, such as when there has been a big upset, or an exciting match with a lot of emotion. Think of the matches that are most likely going to be written about. These are the ones that it is essential to have pictures from.

In addition to this, ITTF/WTT also requires photos from the top 16 ranked players at the event each day. From the quarterfinals, the ITTF/WTT needs photos from each match.

Throughout the event, try and get photos of as many players as possible, as you never know when we will need photos from each individual player.

Additional Photos: The ITTF/WTT also needs photos of Press conferences, opening ceremony, closing ceremony, any VIPs present, Medal ceremony, photos of the crowd (if large) and some photos of the venue.

Creative Photos: Try and take some different photos, not just have them all the same close-up of players. Use different angles to include the under carriage of the table, use different lenses to get different perspective, take some blurred action shots, anything that will grab people's attention.

Sponsorship recognition: It is important that we have nice photos of all ITTF/WTT's sponsors branding at the events, so the ITTF/WTT needs pictures of:

- Ball
- Undercarriage of table
- Net & Net post
- Advertisement boards of each sponsor
- LED Boards of each sponsor (with and without players)
- Umpire shirts & Umpire Table/Chair
- Floor Stickers
- Count down timer
- Towel Boxes
- Ball kids & Ball Kids stool
- Overall View of court
- Accreditation
- Banners & overall venue branding (In venue & out of venue)
- Backdrops (Mixed Zone, Prize Presentation, Press Conference)
- Player's entrance
- Directional/Room/Indicational Signs
- Sales stands
- VIP Room
- Fun/interactive Zones

Specifics on photos

- Type: Jpeg
- Size: No more than 5mb in size
- Quantity: 80-100 photos a day
- Sending schedule: Try and send photos after each session of play, not just all of them at the end of the day.
- Naming: Please name the photographs with family name as follows: family name first in upper case, given name in lower case. E.g., BOLL Timo (1), BOLL Timo (2)
- Shape: In each article on ITTF.com, the first photo is always portrait, so please try and send the main pictures in landscape. The rest can be any orientation.

The ITTF/WTT appreciates your help with this, as it greatly assists the promotion of table tennis globally, as with no pictures, there is nothing to promote.



## ITTF/WTT Event Flash Quote Guidelines

Every table tennis fan wants to hear what their table tennis heroes are thinking before, after and during a match. For this reason, it is vital to have flash quotes from the players in all the event articles and press releases.

How to approach players:

When approaching a player, start off by introducing yourself as the media officer from the LOC. Try and approach them at a suitable time, when they are not busy and look like they will be happy to talk. If needed, ask the coach or manager first if it is ok to spend a few minutes with the player.

What players to interview and when:

- Top seeds after each match to track their thoughts and progress.
- Players after a big upset, such as a top player getting knocked out by an unknown at any stage of the event. Ideal to interview both players.

If there are no upsets, interview the top performed player from that day.

- Local players after each round. Focus on how it is playing at home and if the home crowd support makes a difference.
- All the players after each quarterfinal match.
- The winner of the event. This is the most important flash quote of the event by far and it is the one that we can't afford not to have.
- The medallists after the medal ceremony asking how it feels to win a medal at this prestigious event, what confidence boost it has given them, together with some of the below questions.
- Any specific players that the ITTF/WTT media officers request flash quotes from.

Suitable questions to ask:

- Ask specific questions about the match, such as the preparation, tactic, and how did you manage to deal with player X's strong backhand?
- What was the key to winning the match, or what was the key reason you lost?
- Ask some key questions about the match, such as you looked nervous in the 4th game, how did you overcome this?
- What would it mean to you to win this prestigious event?
- What are your thoughts on the next match (try and find out their head-to-head record with their next opponent to be a bit more specific)?
- What preparations will you do for the match?
- What do you need to do better to win the event?
- Anything that you think ITTF/WTT's readership will be interested in.
- Always keep to the point and keep the questions simple.
- Always keep the questions table tennis specific.

What not to do:

- Never be critical of another player, official or coach.
- Never keep a player longer than is needed.
- Do not ask any controversial questions.

Tips:

- Research the players you plan to interview on ITTF.com so you can ask them more specific and interesting questions.
- Work with the photographer to ensure that you can give photos and quotes from the same matches.
- Watch some past interviews to get some ideas of some additional questions.
- Always be confident when asking questions.
- When sending the flash quotes to ITTF/WTT, please just send some lines, this is all we need.

# Live Studio Show

Live Studio Show example: <https://www.youtube.com/watch?v=j4LLzdZiB0Q>

The Live Studio Show appears 2x per day and is being broadcasted on the World Feed of Table 1. It previews the upcoming matches and reviews everything by the end of the day. Show 1 is in the afternoon break and ends 1-2 minutes before the next Match starts. Show 2 starts ~1 minute after the Match Feed on Table 1 has ended. It is possible, that Table 2 is still in progress, while the show starts. It will be discussed beforehand on what day of the competition the Live Show start.

Crew needed:

- Director
- Assistant Director
- EVS Operator
- Production Manager
- Graphics Operator
- Sound Technician
- Floor Manager
- 3x Cameramen

As the studio show starts immediately after the Match has ended, most of the crew must be dedicated to the Live Show and cannot work on the other World Feed production (most importantly, the Director, Assistant Director, Sound Technician, Floor Manager and EVS Operator)

## Studio Set-Up

The studio must be at least 6x6 meters big and needs to be connected to a dedicated OB truck / director's place. It must be possible to preview clips from the EVS in the studio, so the host and the guests are able to see them before going live. Equipment Needed:

- Microphones for up to 4 people (including coms between OB van and the host)
- 3 Cameras
- Lights

## Studio Decoration

To decorate the studio, furniture must be provided. Special Branding areas are required to display Logos and potential sponsors. The branding is done in collaboration with ITTF/WTT's graphic designers. Power supply is needed to install potential sponsored items (such as mini-fridge).

- 1 Armchair for the presenter
- 1 Couch for up to 3 people
- 1 Couch table in the middle

## Graphics

The Graphic Package will be taken from the World Championships Graphics, used for the World Feed.



Example of Running Order 28-04 | Show 1 Show start at 12:50

Ref		Info	Start Time	Running Time	End Time
1	Graphic	Live Show starting soon. Background: Beauty Shot	12:49:00	0:01:00	12:50:00
2	Clip	Daily Intro	12:50:00	0:00:10	12:50:10
3	Clip	Pre-Recorded Intro	12:50:10	0:00:30	12:50:40
4	Clip	Day 8 - Preview	12:50:40	0:00:45	12:51:25
5	Introduction  <b>Graphic:</b> Guy McCrea <b>Graphic:</b> Lily Zhang <b>Graphic:</b> Liu Shiwen	x Introduction. Day 7 at the WTTTC. 2 finals  x Introduce the guests   Lily Zhang   Liu Shiwen  #LiebherrLive Questions	12:51:25	0:02:00	12:53:25
6	Clip Highlights  Clip "A Day of" (1:18)	Liu Shiwen on her performance - Short  Highlights Lily Zhang review  Introduce "A Day of Liu Shiwen"	12:53:25	0:06:00	12:59:25
7	Clip	MS Final: Introduce the Finals Promo Video (35 seconds)	12:49:00	0:01:00	12:50:00
8	Clip 1987	First time since  1987 CHN plays SWE 1987 clip (35 seconds)  2003 (last time a non CHN player one) 50 seconds 2017  Ma Long wins (33 seconds)	13:00:55	0:06:00	13:06:55
9	Clip	Falck Interview + Points (Don't talk over it)	13:06:55	0:02:00	13:08:55
10		Introduce Inside My Mind Ma Long	13:08:55	0:00:30	0:00:30
11	Clip	Clip Inside My Mind	13:09:25	0:01:00	13:10:25
12	Clip	Introduce Women's Doubles Final + Video Promo Video (35 seconds)	13:10:25	0:01:30	13:11:55
13		Wang/Sun vs Ito/Hayata thoughts on it	13:11:55	0:03:00	13:14:55
14	Clip	Liebherr Live Questions for Liu Shiwen & Lily Zhang	13:14:55	0:04:00	13:18:55
15	Clip	TATA Trickshot with Aruna Quadri	13:18:55	0:01:00	13:19:55
16	Graphic: Schedule Table T1	Next up on T1: MS Final Graphic Schedule for the day	13:19:55	0:03:00	13:22:55
17		Thank you to the guest. Tell them when Liebherr Live will be back later. Present hand over on air	13:22:55	0:01:40	13:24:35
18	Outro: Clip	Same as Intro	13:24:35	0:00:10	13:24:45



## Broadcast

ITTF/WTT will have the responsibility of the TV Production and the LOC is responsible to prepare all technical and organisational conditions.

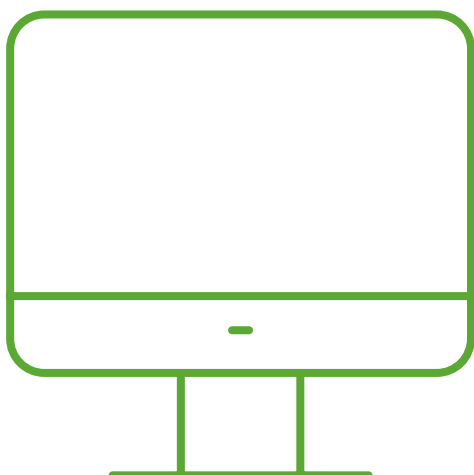
The TV Production Compound should be within close proximity of the IT room, no further than 20m maximum. The closer the better, to minimise data feed latency.

**Annex: Broadcast Guidelines** will be shared with the LOC on the requirements.

## Internet Streaming

Depending on the number of tables covered by TV-Production, further streaming service might be required and the LOC will be responsible to:

- Prepare all technical and organisational conditions for the streaming.
- Order and provide at own costs the required minimum number of (number TBD) Megabit/sec SDSL Internet connection per table, a router with (number TBD) Ethernet ports and ensure the Installation on-site not later than 2 days before the start of the event.
- Set-up the necessary working position in the area around the TV-tables and with special attention to the unobstructed clear view onto the TV table.



## ITTF Administration & Meetings

The ITTF can decide to host the Annual General Meeting (AGM) and other associated meetings such as the Council during the World Championships Finals. If this is the case, the LOC is responsible not only for the efficient running of the competition, but also for providing the ITTF with proper facilities to accomplish its work during the event.

The success of the AGM, and all the other meetings, depends on these facilities and the close cooperation between the LOC and the ITTF staff, to ensure that the best use is made of them.

The following notes and checklists describe a provision of the facilities and requirements that might be needed in any case by the ITTF at the WTTTC Finals venue and hotels, in order to ensure the high standard of administrative services as well as to facilitate the meetings of the permanent committees. Exact requirements and confirmation of which meetings will take place during the WTTTC Finals will be confirmed closer to the event.

### Office Space

Location: Main competition venue

The LOC is responsible to provide the following at the main competition venue:

- An inter-connected suite of offices for the ITTF/WTT in a quiet space adequately air conditioned or heated as required.
- A tea and coffee station and a refrigerator with beverages.
- Information to all MAs, officials, and staff on demand (approximately 70 people) through pigeonholes. If agreed on between the ITTF and LOC the mentioned information can be posted on one single board, with a copy service available for those who might wish hard copies and shared electronically, instead of using pigeonholes.
- Clear signs to all the offices.

Printers for all the offices. If the offices are located in the same room or in close connection to each other a network printer can be used for all the offices.

Each office should be equipped with the following equipment:

	President's Office	Deputy President's Office	Senior Management (x3)	WTT Marketing Office	Directors Offices (x4)	ITTF Secretariat
Mobile phone (international access)	●	●	●	●	●	●
Internet (wi-fi and wired)	●	●	●	●	●	●
Printer	●	●	●	●	●	●
Desk	● 2	● 2	●	● 2	● 3	● 6
Chair	● 2	● 2	●	● 6	● 3	
Lounge Area	● seat 6 people	● seat 4 people	● seat 4 people	● seat 4 people	● seat 4 people	
TV	●	●	●	●	●	●
Lockable Drawers	●	●	●	●	●	●
Safe	●	●				●
Basic Office Supplies (e.g. pens, paper etc)	●	●	●	●	●	●
Location					Near TV Broadcasters	Entrance to ITTF Office Suite
Computer						● 2
Fridge with refreshments						●
Photocopier						●

### Additional Office or Workspace (x1)

To be discussed closer to the event if and what exactly needed but indicative requirements:

- 10 computers
- 2 printers
- Internet connections for each computer

### Mobile Phones/Wireless Data Devices

The LOC is responsible to provide the ITTF/WTT with maximum 75 mobile phones (SIM cards and handsets with local numbers and local network calls coverage) and/or Wireless Data Devices. The final numbers and needs can be confirmed between the ITTF/WTT and LOC staff.

## Official Meetings

### ITTF Meetings

For the main two meetings, the AGM and the Council, separate directives are provided only in case they will be happening during the Event. For all “other meetings” happening during the WTTC Finals, Executive Board (EB), Continental Council (CC), Continental Federations, Committees and Commissions meetings the required facilities and refreshments must be provided free of charge.

### Other Meetings

Other meetings might possibly include, but not be limited to, the ITTF permanent committees, the Athletes Commission, the ITTF Working Groups, as well as the continental or affiliated groups’ meetings. For these meetings facilities and refreshments should be provided, preferably free of charge or at a low-cost price.

The dates and times of meetings will be announced by the ITTF no later than one [1] month in advance. A preliminary list of meetings and requirements will be sent to the LOC two [2] months before the event. The ITTF prepares a suggested timetable of these meetings, but the LOC must understand that changes to this may be made. The ITTF Staff and the LOC liaison for ITTF services, will maintain a schedule of meetings to ensure that a room is always available when required, even at short notice.

### Meeting Rooms

The LOC is responsible to:

- Provide one [1] large room, which can accommodate one-hundred fifty [150] persons.

- Provide four [4] small to medium sized rooms, which can accommodate between twenty [20] and one hundred [100] persons.
- Provide two [2] small size rooms, for the Officials and Committee Chairpersons.
- Ensure that these meeting rooms are in the venue or in close connection to it.

At a minimum each meeting room should have:

- A projector
- A screen for projection
- Internet connection (preferably wi-fi)
- A technician must be always available
- Meeting tables and chairs
- Water
- Microphone/s for the larger meetings
- Hot and cold water

The ITTF offers the above four meeting rooms for other bodies (e.g., the Continental Federations, Swaythling Club, Federation of Table Tennis manufacturers) to conduct their meetings. The use of these facilities, when available, is free of charge. However, if the organisers require secretarial assistance, or additional services, the LOC may ask them to pay the relevant fees. Such additional requirements should be coordinated in advance with the ITTF Staff in charge of meetings.

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## ITTF Meetings' Requirements

The table below indicates the necessary requirements that the LOC needs to provide for each ITTF official meeting, where applicable each.

Requirement	AGM	Council	EB	CC
Date	TBC	TBC	TBC	TBC
Place	TBC	TBC	TBC	TBC
Time	TBC	TBC	TBC	TBC
Interpretation for Arabic, English, French and Spanish, Portuguese (other languages as required by the ITTF)	●			
Equipment for simultaneous interpretation (headsets, Interpreters' booths etc.)	●			
Projector(s)	●	●	●	●
Screen/s (for the delegates and at the foot of the stage for those on the stage)	●	●	●	●
Electronic voting system for 240 persons	●			
LED Screen (25m with 3 outputs)	●	●		
Backdrop for the meeting	●	●		
Backdrop for presentation of plaques/recognitions	●	●		
Podium for presenters	●	●		
Wi-Fi connection	●	●		
Microphones	● x12 (x4 wireless)	● x9 (x4 wireless)	● x15	● x20
System for name board/signs for delegates, if required, on the delegates' tables	●	●	●	●
Lockable storage space available 5 days before the AGM	●	●		
An area for registration outside the meeting hall with at least 8 (2 for Council) tables and chairs	●	●		
2 different colours of wrist bands (*except in years when these will be provided by the ITTF)	●			
Water (still and sparkling)	●	●	●	●
English speaking volunteers to assist the ITTF staff	● x6	● x2		
In the year of elections, at least 2 security personnel will be required	●			
Tables and chairs	● x up to 350	● x75	● x20	● x25
Tea & coffee provided at breaks	●	●	●	●

## Meeting Room Access

The LOC should ensure that there is meeting room access for:

- AGM and Council from 3pm the day before and from 7am the day of the meeting.
- Executive Board from 1pm (first meeting) and 8am (second meeting), unless otherwise discussed.
- Continental Council from 8am the day of the meeting.



# Sustainability & Legacy

Times are changing and with these we need to adapt. To remain an attractive sport for tomorrow, one attractive to the next generation, we need to integrate sustainability and legacy as part of our major events.

LOC's should look at Legacy as the vision, experience and impact they wish for the event to leave behind on all three spheres, economic, social and environmental. Legacy is ensuring the event brings an added value and contributes positively to the various stakeholders.

While Sustainability, is the guide to ensure the right questions are being asked and decisions are taken to optimise resources, reduce footprint, mitigate harm and find alternative solutions which could then feed into the legacy.

To accompany the LOC's and bidding organisations to develop a more sustainable mindset and ensure legacy is an integral part of the event host strategy, the ITTF has created 3 core documents:

## 1. ITTF Sustainable Event Pledge

The bidding entity is required to sign the ITTF Sustainable Event Pledge at the time of confirming their official bid.

## 2. ITTF Sustainable Event Guidelines

This is a simple introduction to the concepts of Sustainability and Legacy but also a gateway and overview of the Event Certification Standards.

## 3. ITTF Sustainable Event Certification Standards

This is an open tool that can simply be consulted out of curiosity, or it can be the starting point to getting an ITTF Sustainable Event Certification. The aims to certify that an LOC organizing entity has undertaken key steps, in conjunction with relevant host governments and the event owner, to lay the foundation for a positive and enduring legacy for their event. The tool additionally offers a possibility to conduct a self-assessment for organisations who do not want to go for certification but are curious to understand how their event ranks.

LOC's have the opportunity to raise the bar in table tennis sustainable event standards, get recognition for it based on common guidelines and standards.



# Security, Evacuation & Contingency Planning

Each LOC will be required to submit an Event Security Plan no later than 30 days prior to the commencement of the event, in accordance with the minimum-security standards outlined in this manual.

In addition to the security plan, each LOC should prepare contingency planning, supported by the ITTF/WTT so that responses to likely scenarios are agreed prior to event time.

Whilst some examples are given below each example should be tweaked to take into consideration local, regional and national risks depending on the host city and country. Every risk cannot be planned for, but a selection of detailed contingency plans is useful for the LOC and ITTF/WTT to work from and understand prior to the event taking place.

Examples of likely scenarios and contingency plans:

Scenario	Required Response
Extreme weather makes hosting the event dangerous (could be extreme storm, snow, flooding, bush fire or extreme heat)	<ul style="list-style-type: none"> <li>What measures can be put in place to ensure the event goes ahead?</li> <li>Who makes decision to delay / postpone / cancel event?</li> <li>How is this communicated to all participants and client groups?</li> </ul>
Issue at venue (i.e. power outage / water outage / unsafe seats) – venue unsafe to open or unsafe to take spectators	<ul style="list-style-type: none"> <li>Who decides whether the venue is safe to open?</li> <li>When is the latest that the decision can be taken?</li> <li>Can the event take place without spectators?</li> <li>Who manages refunds?</li> <li>What if the event has to be cancelled part way through – what is the ticket refund policy?</li> </ul>
Incident of National Mourning	<ul style="list-style-type: none"> <li>Who decides what level of mourning is relevant?</li> <li>What stages would the LOC go through to agree on level of mourning? Who decides on any delay / postponement / cancellation of the event?</li> </ul>
Security / terrorist incident at event	<ul style="list-style-type: none"> <li>Who takes primacy at the event?</li> <li>Who makes public announcements?</li> <li>Who is linked into emergency services?</li> </ul>
Transportation breakdown and delay to start of competition	<ul style="list-style-type: none"> <li>How is this communicated?</li> <li>What option are there to delay competition?</li> <li>Who makes changes to the schedule?</li> <li>What flexibility is there on match start and finish times?</li> </ul>
Food poisoning	<ul style="list-style-type: none"> <li>Outbreak of D and V throughout the competition.</li> <li>Where and how can client groups be quarantined?</li> <li>What is the process for the delay to competition?</li> </ul>
Player withdrawal / Unable to complete SF or Final	<ul style="list-style-type: none"> <li>How is this communicated?</li> </ul>

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# Minimum Security Standards      Safety Plan

Each ITTF/WTT event will be required to meet the minimum-security requirements for an ITTF/WTT event as per the ITTF/WTT Minimum Security Standards Annex. Numerous issues, threats, upheavals, and other factors may arise from time to time on a local level that may indicate security measures in excess of the Minimum Standards are necessary. Each event is fully responsibly for assessing whether such heightened security is needed to protect the participants, staff, and attendees at their event. Nothing in these Minimum Standards should be considered to prohibit any event from employing additional security measures.

Also, as all events are not the same, it may be necessary to modify the Minimum Standards based on the needs of each event. The ITTF/WTT Event Manager should immediately be notified of any modifications and/or enhancements or if the Minimum Standards cannot be met.

The Event Security Plan must also include a venue evacuation plan documenting all evacuation routes from the player areas and FoP to a designated assembly point and include chain of command and LOC staff responsibilities.

Please see the **Annex: ITTF/WTT Minimum Security Standards** for more information.

Each LOC shall indemnify, defend and hold harmless ITTF/WTT and its affiliates, members and sponsors (including their officers, directors, employees, successors and assigns) from and against any and all damages or other losses (including without limitation, attorneys' fees and costs) arising out of any claim (threatened or actual, fixed or contingent known or unknown), lawsuit, judgment, arbitration or other proceeding arising out of or in connection with event security and any act or omission by the event or its affiliates, agents or assigns in connection with event security.

Each LOC must submit an adequate Occupational Workplace and Safety plan no later than 14 days prior to the commencement of the event. The plan should focus on event health, safety and welfare, risk assessment, temporary structures and infrastructure, venue evacuation plans and emergency meeting points, catering, vendor onsite procedures, transportation speed limits, crowd control, accident reporting and incident handling, relevant authority and event contacts and representatives.





# Evaluation & Knowledge Sharing

## LOC Post-Event Report

During the planning, delivery and wrap up of the event, ITTF/WTT would like the LOC to evaluate the planning process and event delivery to ensure that lessons can be learnt, and best practice shared. It is a new event series and a massive new chapter for table tennis events, and therefore to ensure that the events can improve and prosper knowledge sharing is essential.

After the event, the LOC should produce an Event Report covering all aspects of the event planning and delivery, with special emphasis placed on lessons learned and best practice. The LOC shall conduct the necessary interviews across all stakeholders and guests, including spectators.

The event report shall include an unrated copy of the Event's audited accounts.

## ITTF/WTT Post-Event Report

The ITTF/WTT Staff will prepare a post-match report to assess the performance of the LOC in delivering the event to ensure ITTF Handbook and Event Manual requirements have been executed. ITTF/WTT will use this Post-Event Report to assess any action required to be taken against the LOC in the event of delivery failure, and as a support document to help the LOC make changes and improvements to future editions of the event.

## Learning Experiences

Observer roles may be offered to LOCs who have agreed to deliver a WTTTC Finals event in the future, with the opportunity to work alongside other event managers and supervisors. An optional observer programme could be offered to hosts of other table tennis events, other national events and for funding partners and colleagues to understand the behind-the-scenes aspects of the event. This should be scheduled sometime through the competition but not around the finals. The future of table tennis is here, and it is our responsibility to keep driving to deliver the best, to grow and develop the sport, for future generations to enjoy for many years to come.

# Annexes

This event manual contains the following provisional annexes and guidelines, which are available here: <https://www.ittf.com/wttc-documents/>

- Broadcast Guidelines
- Broadcast Technical Guidelines
- Broadcast Checklist
- Lights Guidelines
- Food and Beverage Guidelines
- TTR Implementation Guidelines (To be available closer to the event)
- Ball Persons Manual
- Racket Control Requirements
- ITTF Statutes
- Directives for Match Officials
- Anti-Doping Checklist
- Executive Board Meetings Requirements

All documents are provided in the form of provisional requirements, and they are subject to updates closer to the event.



# General Terms & Disclaimers

Please note that all information set forth in this document and its annexes is valid at the time of publication.

This document supplements the ITTF Handbook, which set out the baseline requirements of the WTTTC, and any other applicable rule or regulation of ITTF or of WTT (each as amended from time to time) (the “Applicable Rules”). If any part of this document conflicts with any provision of the Applicable Rules, the order of priority to apply shall be:

1. the ITTF Handbook;
2. any other applicable rule and regulation of ITTF or of WTT;
3. this document; and lastly
4. the annexes and guidelines mentioned in the Annexes section of this document (except the ITTF Handbook) or such other documents supplementing this document.

Users acknowledge and accept that, while the document represents the current position of ITTF and WTT on such matters, information may evolve as a result of policy, operational, regulatory, technological and other changes. ITTF and WTT therefore reserve the right to amend or supplement the document from time to time, as ITTF or WTT may consider to be in the best interests of the WTTTC, and users agree to implement any such changes made and notified by ITTF or WTT in this regard.

Unless expressly required by the ITTF Handbook or any other applicable rule or regulation of ITTF or of WTT: (i) the issue of this document shall not be taken as any form of commitment on ITTF or WTT to proceed with any negotiations or any transaction in connection with the WTTTC; and (ii) ITTF and WTT reserve the right to amend, replace or cancel this document at their discretion. Any award of rights relating to the WTTTC is subject to contract.

To the extent permitted by law, ITTF, WTT, and their respective affiliates, directors, employees, officers, advisers and representatives explicitly will not be liable for any direct, indirect or consequential loss or damage suffered by any person and/or entity as a result of relying on any statement in or omission from this document prior to entering into contract relating to the WTTTC. In no circumstance will the ITTF, WTT, or any of their respective affiliates, directors, employees, officers, advisers or representatives be responsible and liable for any cost or expense incurred by any interested parties in connection with the assessment or analysis of the information contained in this document or any other connected information or communications.





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