How to Plan and Execute a Tournament

1. Communication
   a. Early - Reach out to teams prior to the season starting
   b. Often - Continuous communication leading up to tournament

2. Organization
   a. Facilities - Make sure everyone in your building is on the same page
   b. Marketing - What is expected when your team is not playing
   c. Game Operations - Multiple teams means a lot of moving pieces
   d. Athletic Medicine - What services they provide and cover for games your team is not playing in
   e. Media - SIDs, Radio, TV
   f. Staffing – Managers, Gas, someone has to be there at all times

3. Scheduling
   a. Practice/Shoot-around times have to be equal – on practice court and arena
   b. Schedule with a buffer - Allowing time for teams to get on and off court
   c. Coverage of practice/shoot-arounds - Important to have a schedule of who is in charge of what

4. Tournament Manual – Should be able to answer every question you get
   a. Contact info of everyone involved in tournament
   b. Ticket Info
   c. Laundry Info
   d. Practice schedule
   e. Game Day Info
   f. Food Ideas - If not providing post game meals
   g. Transportation
   h. Lodging
   i. Film/Video
   j. Attractions/Activities

5. Awards/Gifts
   a. Trophies - What is the best option for your tournament?
   b. Participant Gifts - Electronics, items with team logo, tangible things
   c. Coaches Gifts - Amenities, gift cards, special touches