



**Alberta Esports
Association**

Attachment 4 - UPE01865
Alberta Esports Expo Post-Event Report

Alberta Esport Expo Summary Report

Presented By :

**Alberta Esports
Association**

contact@esportsalberta.ca
www.esportsalberta.ca

A vertical photograph on the left side of the page shows a group of young people, likely students, cheering enthusiastically at an esports event. In the foreground, a young man with glasses and a dark green t-shirt is captured in a moment of intense excitement, with his mouth wide open and hands clasped. Behind him, a young woman in a black and white striped shirt and a pink skirt is also cheering with her arms raised. The background shows rows of purple chairs in a large, well-lit indoor arena or gymnasium.

2023

Event Summary



Over the weekend of February 18-19, Alberta's largest esports event in history took place. Thousands of attendees flocked to the Edmonton Expo Centre to take in the video gaming festivities. Over 3600 tickets were registered, marking a monumental milestone for esports in the province.

On top of these tickets, this event:

- Created just over **\$1.4 million** in economic impact for the City of Edmonton
- Brought in over **500 competitors** from across Alberta and the rest of the country
- Hosted **18 tournaments** with a combination of PC and console titles
- Included **18 panels** with experts from the industry, covering topics ranging from the Alberta Esports Strategy to how to start a career in esports
- Supported **17 Albertan Artists** who produced over **\$25,000 in revenue**
- Included **14 exhibitors** demonstrating the intersection of business, nonprofits, and the esports space
- Donated **2.5% of revenue** generated from artists and exhibitors to provide to the Red Cross as the charity partner for this event to help demonstrate the impact this industry and community can produce.
- Gathered **6** academic institutions from across the province to meet and compete on the main stage. Institutions ranged from K-12 schools to Colleges, Universities, and Trade Schools.
- Connected this event to the top level of the industry by leveraging our tournaments as a qualifier for the **Get On My Level** event to be held later this year hosted by Red Bull
- Showcased what Alberta infrastructure is readily available to launch events of this size and scale in the future
- Highlighted local talent in our communities and within the academic institutions across Alberta
- Generated over **80 hotel stays** within the Edmonton area

The following survey data was obtained from a post-survey sent to event participants, vendors, sponsors and exhibitors. Participants and the remaining categories were separated and the data presented is from our event attendees providing 300 responses with 236 fully complete.

About Us

Alberta Esports Association (AESA) is a non-profit organization dedicated to fostering the growth and development of esports within Alberta, Canada. We work actively with our communities and stakeholders to connect, engage and celebrate the industry and highlight the incredible work of the volunteer communities that have helped bolster Alberta as an ideal esports hub in Canada.



Our Vision

To establish Alberta as a recognized esports leader by cultivating local talent, developing industry opportunities, and building cohesive governing infrastructure.

Our Mission

To foster the growth and development of esports within Alberta and facilitate the best events, communities, and players.



Our Values

1

COLLABORATION

A healthy ecosystem needs input from everyone.

We have a commitment to work with local communities and industry partners to create a unified Alberta Esports experience.

2

INCLUSION

Esports is for everyone.

We recognize and empathize with the unique experiences of all individuals. We are committed to fostering a diverse community and culture of inclusion and accessibility.

3

GROWTH

We strive to grow both as an organization and as a community.

We believe that the heart of esports is in bringing people together and creating opportunities to evolve both in scale and quality.

4

ACCOUNTABILITY

We are committed to quality, reliability, safety, and professionalism.

We believe in the integrity of our work and the safety of our communities. We are committed to ensuring our standards and best practices are met both by our organization and by our partners, while operating with transparency.

5

PLAY

We seek to create a safe, fun, and competitive environment for all.

We know how much fun gaming can be. We exist to share that sense of entertainment and celebrate the thrill of competition for players of all ages throughout Alberta in a safe and supportive environment.

Event Description

The Alberta Esports Expo is a video game and esports convention aimed at connecting communities and players with those around them, and promoting the amazing things that people in Albertan esports do. The diverse network of gaming enthusiasts is something to celebrate as people of all ages and backgrounds can enjoy video games. The event was designed from the ground up to be an experience that anyone can enjoy regardless of skill level or background.

By combining the talents of communities across Alberta, the fun of connecting through games, and diverse and inclusive educational programming, we created an esports event like no other. The Alberta Esports Expo is the evolution of more than a decade of community growth and collaboration, which has turned from club-based esports to the largest esports event within Alberta through the Alberta Esports Association and community support.

As the digital community has grown exponentially due to the pandemic, we are excited to launch this one-time event that will bring us all back in-person and gaming together!

Event Objectives

As this is the first federally funded event in Alberta, we wanted to achieve the following:

1. Bring attention to esports activity and communities in Alberta
2. Highlight career opportunities in the industry and all of the supporting roles needed for esports to thrive in the province
3. Explain the economic impact provided through esports (jobs, tourism, viewership, etc.)
4. Discuss and display the intersectionality between gaming, traditional sport, lifestyle, competition, business, and education.

We know that esports is more than just playing video games. It builds community through stories, experiences, and the thrill of the win, just like any sport. We need to ensure that we show how esports and gaming bring people together.

Success Criteria

Based on the reporting requirements from the federal government and our partners, we have listed the following as our metrics of success with this event:

1. Bring in over 400 in-person attendees and tournament participants
2. Reach over 1,800 total people by streaming our panels and tournaments online (Twitch & Youtube)
3. Achieve 85% satisfaction for post-event survey for both attendees and event participants
4. Sponsors, vendors, and partners provide an NPS score of 20 or above post-event
5. Reach new audiences and engage underrepresented groups (Women, Indigenous Peoples, members of racialized minorities, and LGBTQ2S+ individuals)

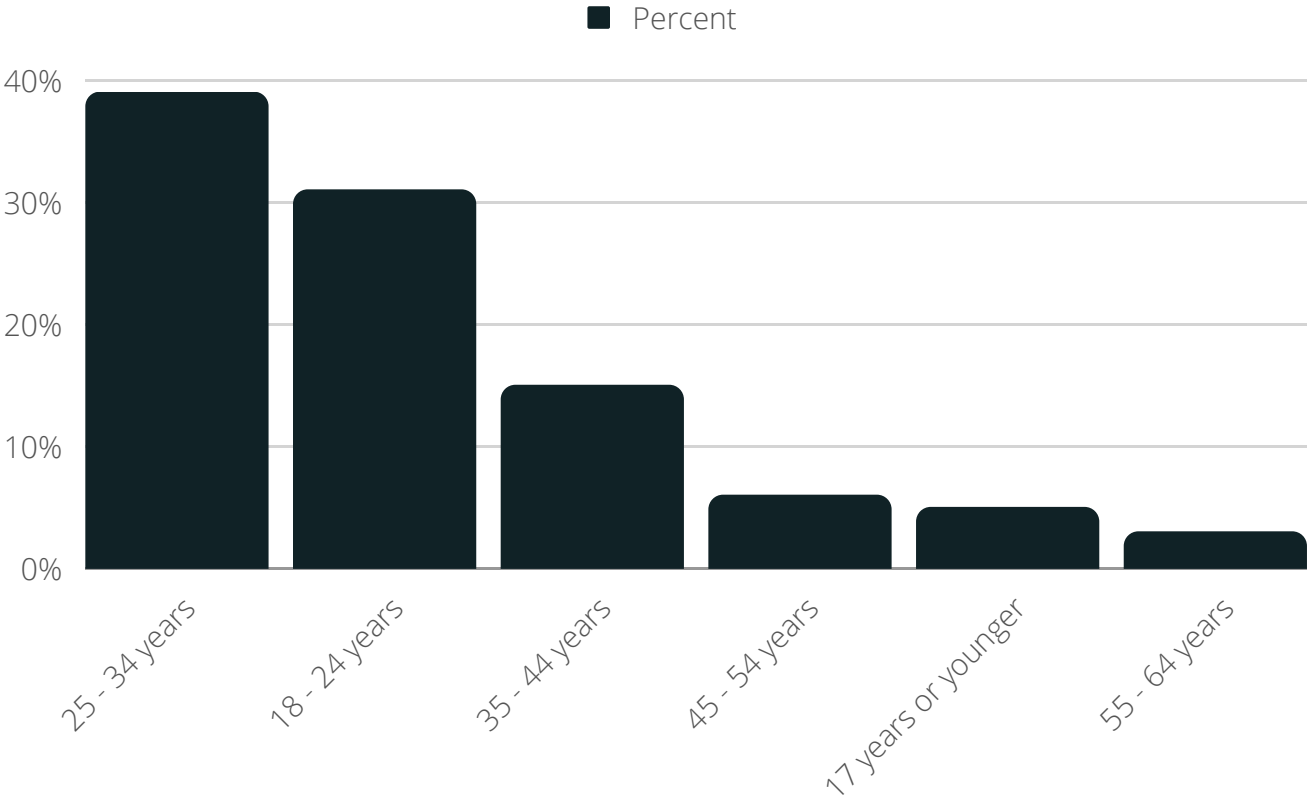
When our team initially sent in our application for the Commemorate Canada Fund, we had only previous event projections to work with meaning that our projections for staff, sponsors, and artists were based on these valuations.

Based on our final tally of attendees and additional metrics our final report can conclude the following:

- **3600 tickets sold by the end of the weekend with close to 3000 check-ins over the two-day period**
- **Reached over 2,000 total people by streaming our tournaments online (Twitch & Youtube)**
- **Achieved over 76% satisfaction for post-event survey for both attendees and event participants**
- **Received an NPS score of 20 or above post-event from sponsors and vendors/exhibitors**
- **Reached new audiences and engaged underrepresented groups (Women, Indigenous Peoples, members of racialized minorities, and LGBTQ2S+ individuals) and were able to work with local Indigenous streamers to highlight their work in the industry**

Age

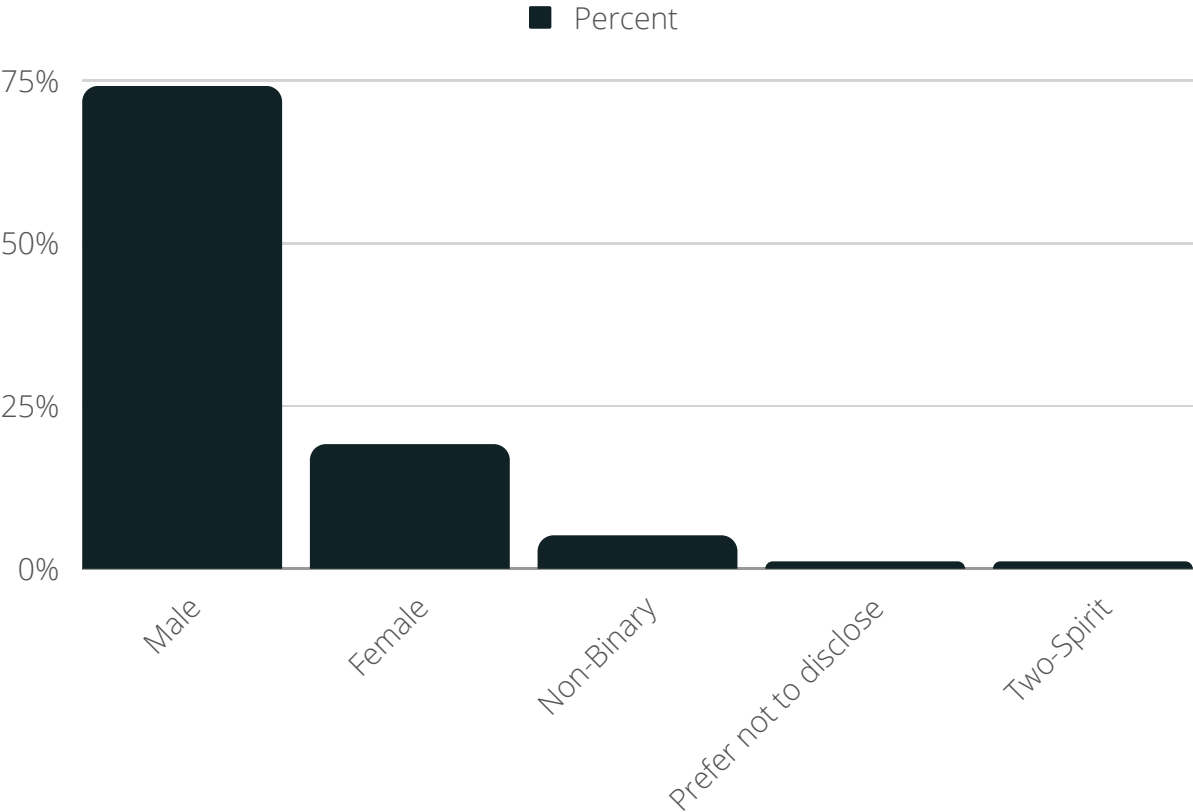
The primary age group of attendee respondents is 25-34 (39%) followed by 18-24 (31%), 35-44 (15%), 45-54 (6%), 17 years or younger (5%) and 55-64 (3%). There are at least two individuals from this sample size that filled the 65-74 age bracket for this event.



Esports and gaming do not have an age barrier. On the competitive side of esports, it is recognized that pro players are within a certain age group and hit a plateau later in their years, similar to traditional sports. At AESA we frequently discuss that this space is for everyone and there is no reason to discriminate based on age. The chart above helps identify that the age range for people interested and wanting to be involved in this industry are not limited to Gen Z demographics.

Gender/Identity

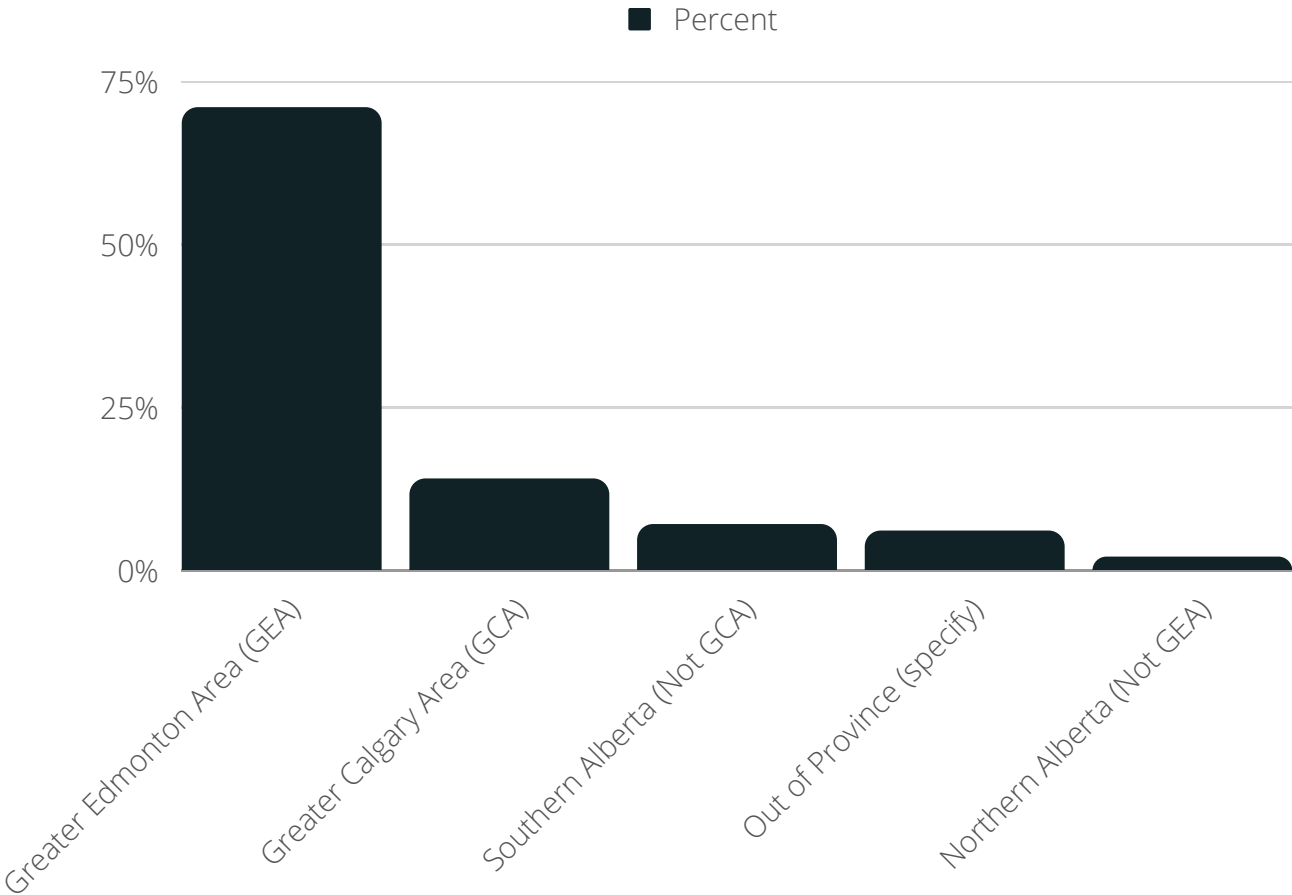
The major demographic reached with this event are those identifying as Male (74%) followed by Female (19%), Non-binary (5%), along with other individuals identifying as two-spirit and preferring not to answer.



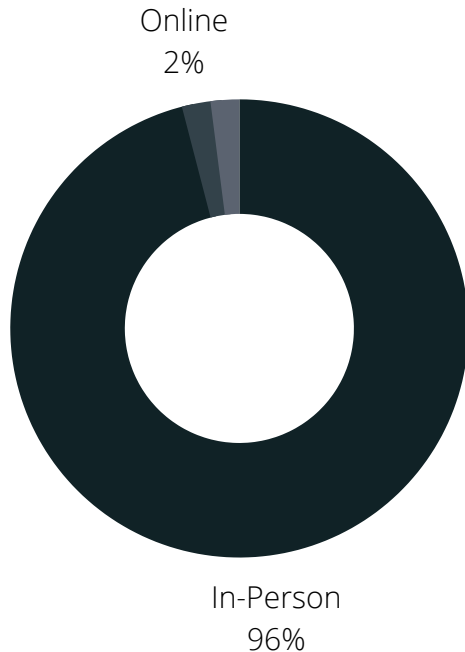
One of the unique aspects of the esports and gaming space is the various individuals that come to participate. The aim of esports and gaming is to be an inclusive space where everyone feels welcome and to understand that it includes people with different identities. This is a key message we highlight to brands and businesses when trying to engage these communities.

Attendee Location

For our event, we aimed to have as much representation from across Alberta as possible with a secondary goal of bringing people in from other parts of Canada. As this was the first event of this scale, we found that our attendees were from Greater Edmonton Area (71%), Greater Calgary Area (14%), Southern Alberta (7%), Out of Province (6%), and Northern Alberta (2%). From those outside of the province, we had attendees from Saskatchewan, British Columbia, Manitoba, and even a guest from Columbia. Leveraging data from ticket sales, 28% of attendees at the event were from outside of the City of Edmonton. With the right targeting and advertising in the future, we believe more attendees from abroad would participate.

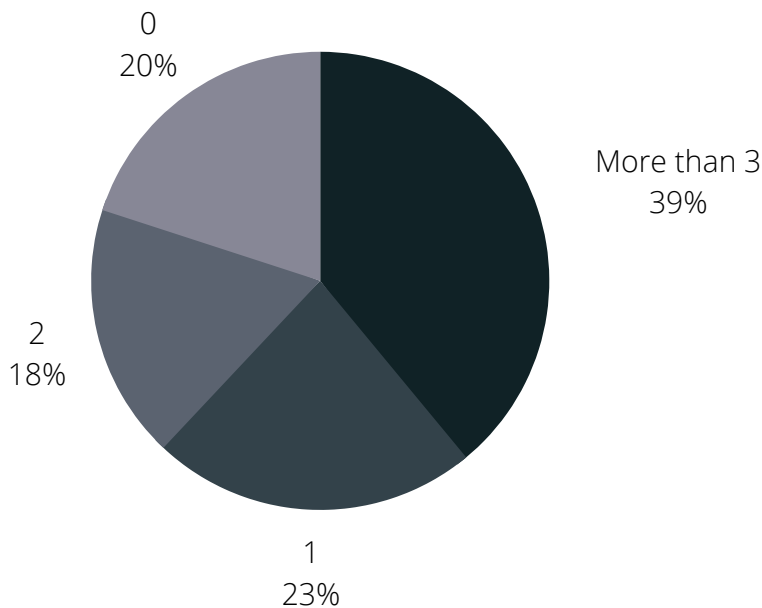


Attendance



Understanding how we reached our attendees was important as the event was streamed online to reach audiences unable to participate in-person. A majority of attendees came in person (96%) with the remaining 2% being online or hybrid. This displays that in-person events will drive foot traffic to cities and there is a strong preference for one over another.

Attendance Format

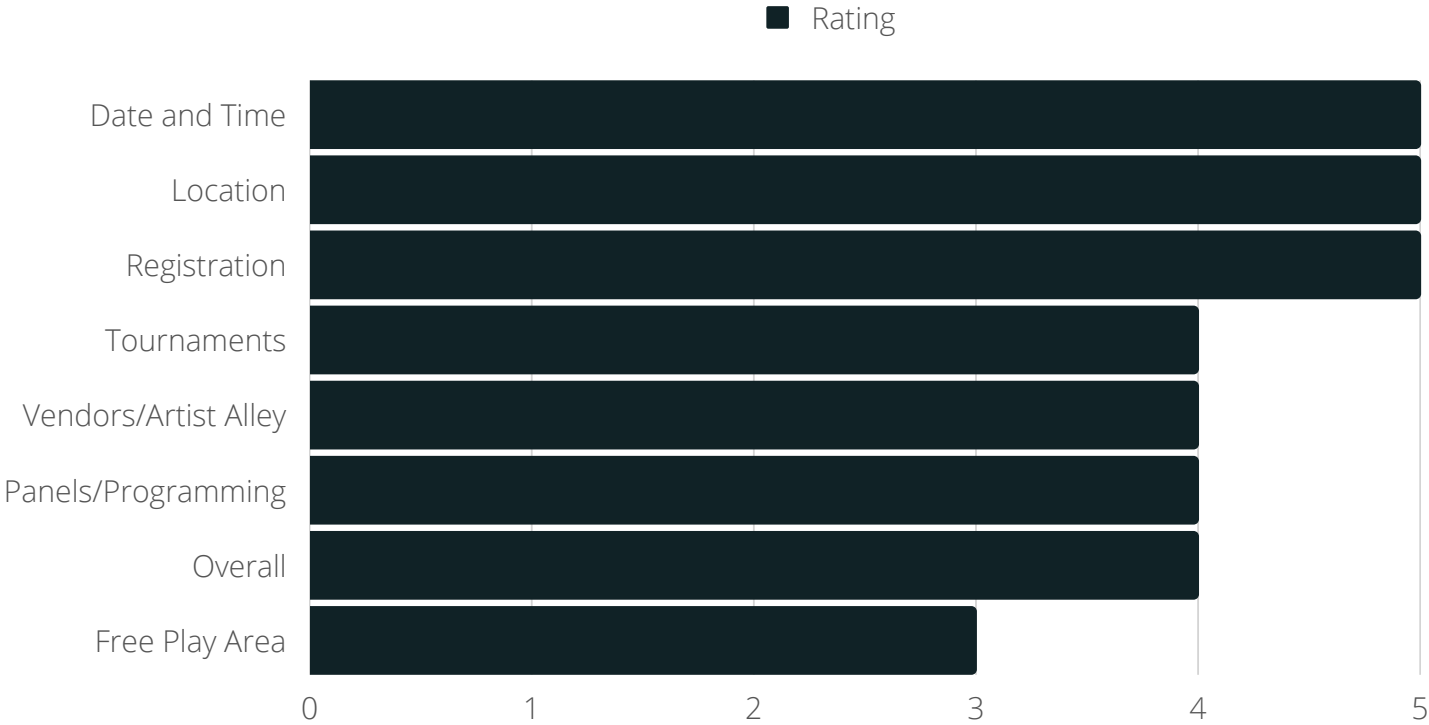


As the space continues to grow, understanding how attendees are coming to the event was important to capture. As the data dictates, most individuals came as a group or with a colleague. It is still important to note that 20% of attendees came alone which is an important measurement for any upcoming events in the future.

Number of Attendees Per Group

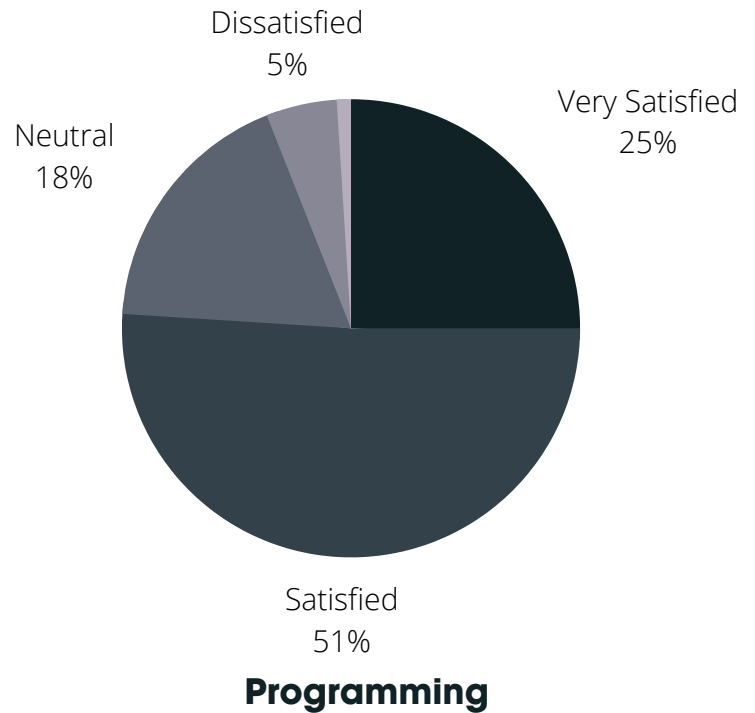
Event Experience

Following the completion of the event, participants were asked to provide a rating from 1 to 5 on the following categories. With this being the first event of this size to date, the AESA team was glad to see the high number of satisfaction from attendees. The survey also provided an open space to provide feedback on each of these areas to improve for the next event.

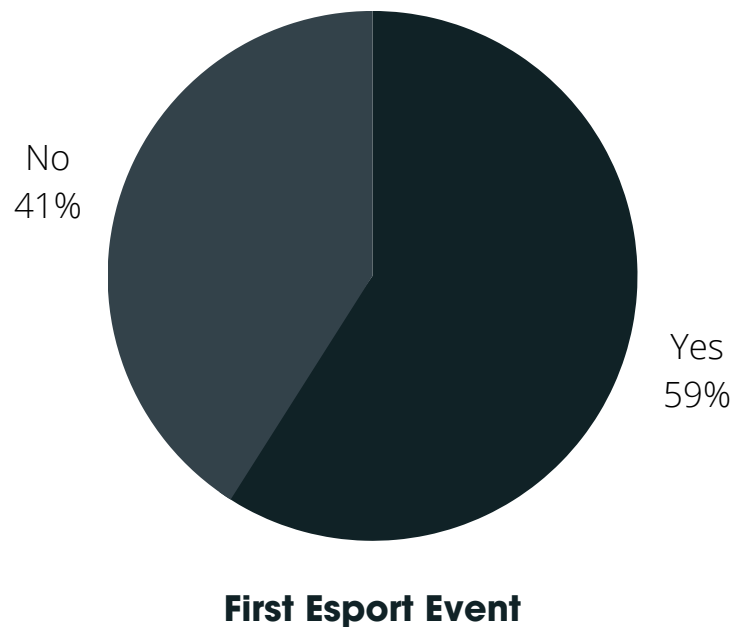


Most of the feedback received around improvements were in-house issues that the AESA team will improve. However, specific notes about the event experience focused on limited food and beverage options, the number of available PCs in the free-play area, and concerns with the programming components overlapping with one another reducing the quality of experience for attendees.

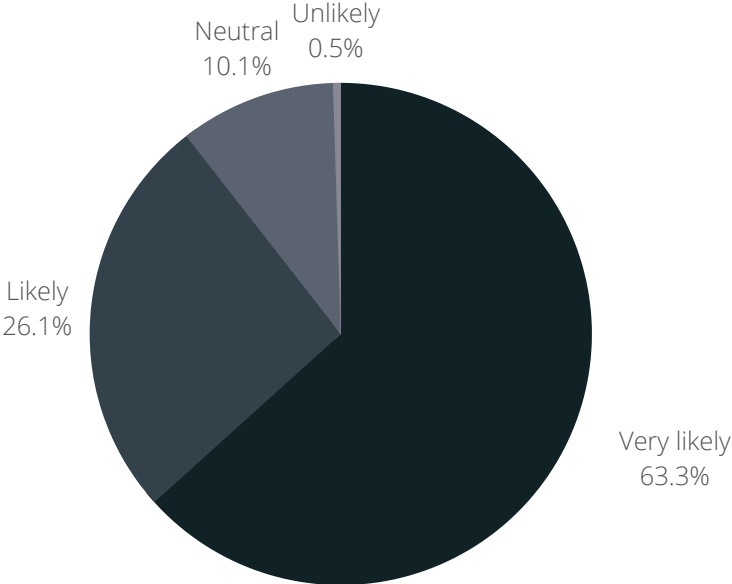
When the survey respondents were asked about their experience with the overall programming, we were happy to see over 75% percent were either very satisfied or satisfied with their experience. With over 23% of participants either neutral or dissatisfied with their experience, we will leverage their feedback to improve the next iteration of the event. For the next event, our aim is to have a higher attendee count and less than 15% for the Neutral & below answers.



One statistic that we are incredibly proud of is the number individuals that came out to our event for the weekend who had never been to an esports event to date. Many of the current large-scale tournaments rarely come to Edmonton or Alberta and instead go to Toronto, Vancouver, or Montreal. As such, having an event of this scale within a city that has been looking to have more of these events garners attention as it displays the amount of interest in the Alberta community for these engagements.

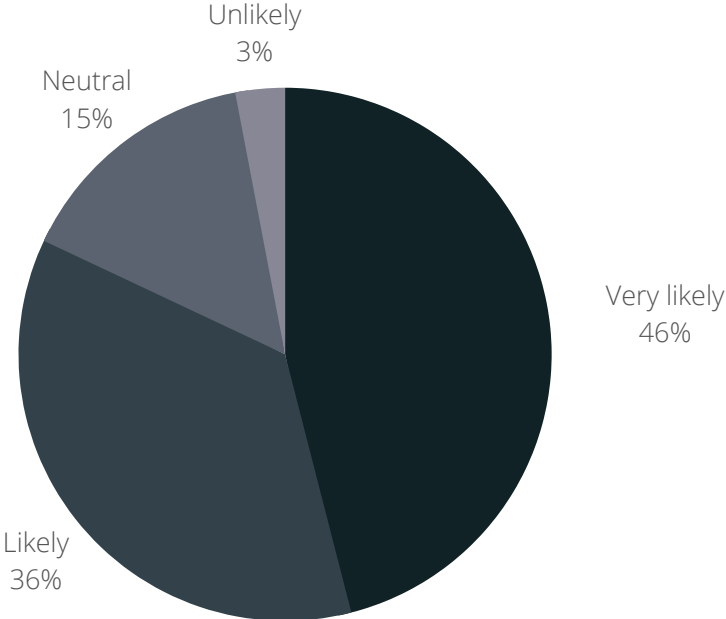


Participants were also asked based on their experience, how likely they were to attend future esports events with 63% of participants noting very likely as the top response.



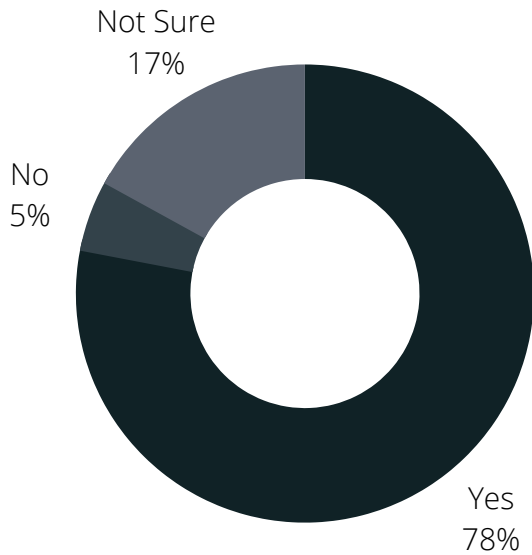
Willing to Attend AESA Future Events

Participants were also asked how likely they would be to recommend AESA events in the future with 46% indicating very likely and 36% stating likely. Although the neutral and unlikely categories were close to 18%, we believe with the right improvements we can decrease those evaluations to improve their experience with future engagements.



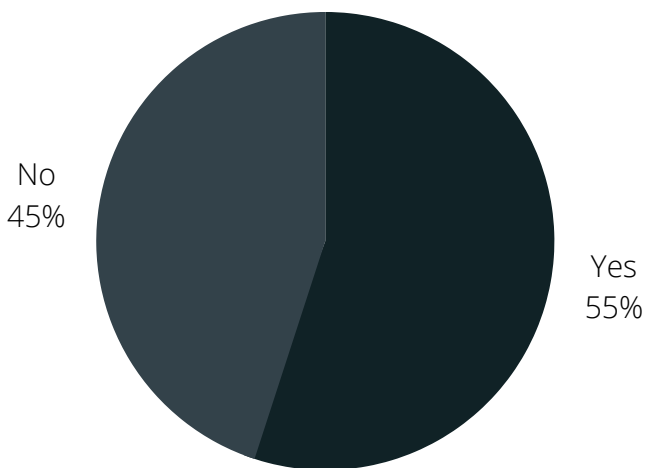
Recommend AESA Future Events

Access



Comfortability Accessing Esports and Gaming Events

A major aspect of this event was to bring people together to find new connections in person. When asked if participants feel more comfortable accessing esports and gaming events in the community, 78% responded Yes indicating that having these events helps the attendees feel more comfortable engaging with esports groups, clubs, and associations. As noted in the Alberta Esports Strategy, having the grassroots communities find more ways to connect and engage one another is a crucial requirement of success for the esports industry in Alberta.



New Community Connections

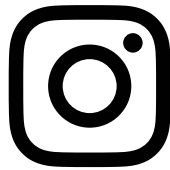
While the above chart demonstrates that people feel comfortable engaging esports and gaming events in the future, we believe AESA still has an opportunity to help our audiences build more interpersonal relationships. With over half of the sample size indicating that they made new connections at the event, there is proof that the Alberta Esports Expo was able to bring people together.

Marketing Tactics

AESA has had a long-standing relationship with many of the esports and gaming communities from across Alberta. The channel primarily used for communications was Discord. Subgroups within this platform were leveraged to help ensure our audiences were aware of the event along with all of the relevant details. AESA also has social media platforms on Twitter, Instagram, LinkedIn, and Facebook. All of these channels were leveraged to frequently touch base with our communities and the general public to keep our event top of mind.



Total Followers
1703



Total Followers
710

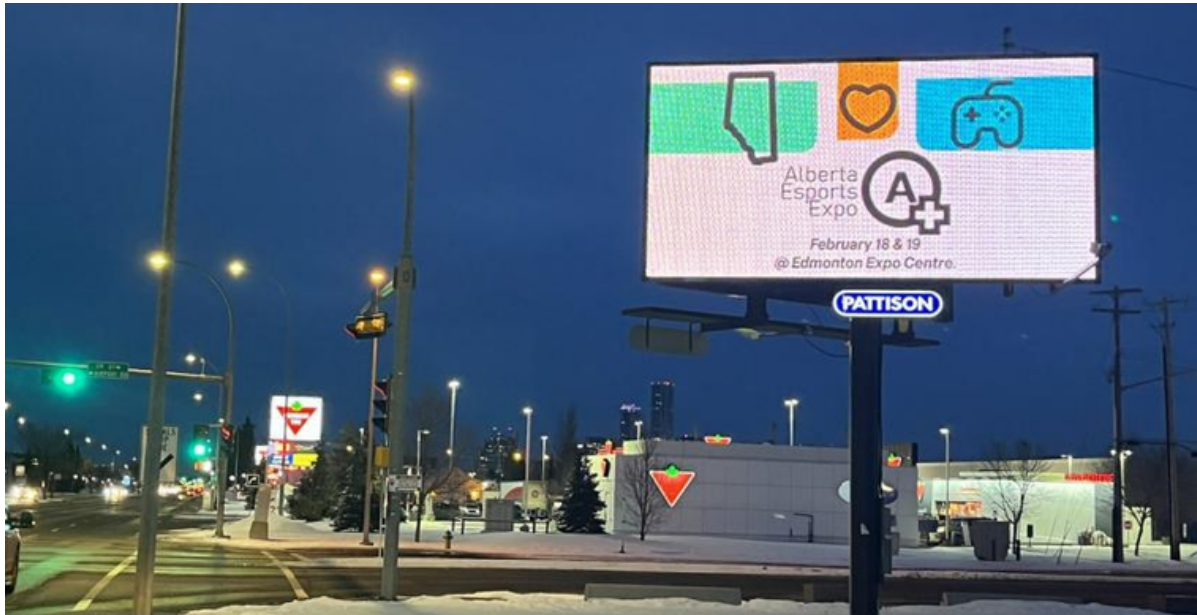


Total Followers
472



Total Followers
389

With the support of Pattison Outdoor, we were provided a number of billboards across the city along with strategic ad placements within the transit station network to get the event in front of more audiences that aligned with our target demographic. Curiosity also provided a combination of paid and in-kind sponsorship to support our social media platforms, getting the event in front of our digital audiences more frequently. Their storytelling approach was effective in creating hype with our target demographics and helped encourage a broader audience to participate and learn more. Being able to reach audiences online and offline prior to the event was a tremendous success and helped increase awareness and legitimize the event in our city.



PATTISON

OUTDOOR ADVERTISING

Total Impressions Generated - 3,083,204

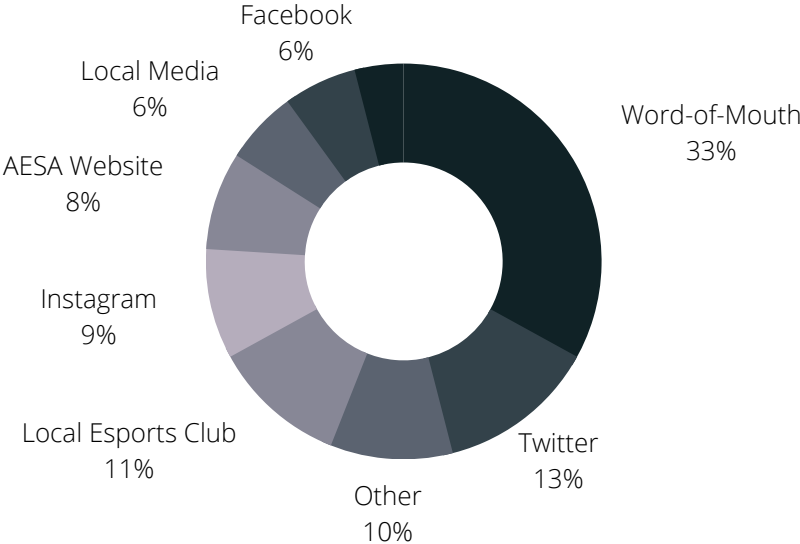
Campaign Run Time - February 6, 2023 - February 19, 2023

Digital Billboards - 6 across Edmonton

Transit Billboards - 17 split screens



Date	Market	Post Type	Impressions	Engagement	Reach
February 6	YEG	Convo Piece	29,798	699	26,807
February 6	YEG	IG Story	2,173	25	2,082
February 6	YEG	Sponsored Article	711 (Unique Reads)	-	-
February 8	YEG	Convo Piece	17,164	283	15,848
February 9	YEG	IG Reel	33,939	1,113	31,506
February 10	YEG	IG Story	2,598	36	2,491
February 13	YEG	Convo Piece	41,441	907	38,262
February 16	YEG	Convo Piece	18,810	227	17,865
TOTAL			145,923	3,290	134,861



Optimal Marketing Channels

Word-of-mouth was the leading channel for event awareness, with Twitter being a distant second. With local esports clubs being the third biggest contributor to how attendees found out about the event, it is a great sign that the community partners we engaged and willing to support the event. The remaining categories were Discord, LinkedIn, and other websites. As the event continued to gain traction a week leading up to the event, the support of local news media and interviews with members of the AESA team helped create greater attention through more traditional channels our team has not optimized in the past.

Future Considerations

The information above regarding how individuals heard about the event is a key indicator of how future esports events should consider their marketing and promotions. Recognizing that word-of-mouth, Discord and esports clubs were key drivers to building awareness helps back the importance of involving the esports and gaming communities in Alberta and ensuring they are equipped with the proper key messaging to communicate within their networks to gain traction.

As the AESA team leveraged the channels they had access to, and with a limited budget, it will be important for event organizers to recognize the power of communications within their community and consider the importance of frequency to ensure their promotions do not get lost within these channels that can be quickly overrun by other content, memes and irrelevant information.

Website Traffic

The following metrics were obtained from AESA's current website analytics which tracked unique visitors, page views, sources, and more. The date range used for this data was from January 1st to February 21st.

19K

Visits

16K

Unique Visitors

32K

Pageviews

2K

Guidebook Clicks

Traffic Sources

The main sources of traffic to the Alberta Esports Expo landing page were ranked highest to lowest by the following:

1. Direct (46%)

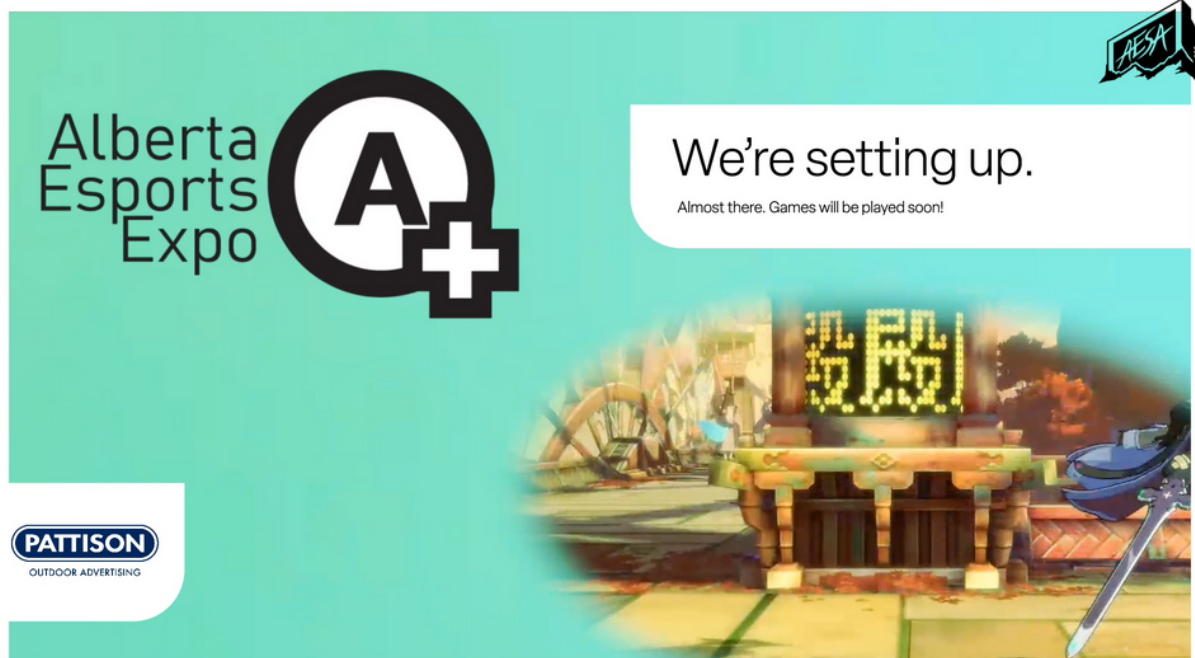
2. Search (32%)

3. Referral - Local media coverage (11%)

4. Social - Facebook, Twitter, Instagram, LinkedIn (7%)

5. Paid Search - Google Ad Grant Search Disp (3%)

Broadcast



The event programming were streamed via Twitch through TGS Esports's channel which has close to **10,000 followers**. The two-day stream produced over **2,200 views** and had an average viewership of **30 people per minute**.

A well designed stream overlay enabled us to have sponsors' logos rotate in the bottom left of the screen in between each tournament or between setups to ensure we provided greater visibility of their brand where possible on our live Twitch stream.

In between these rotations, we would also have sponsor videos advertisements and shared content from our communities that would be relevant to the audience, including upcoming events and future engagements. TGS Esports also helped engage the Twitch Chat to encourage conversation, live-dialogue and elevate the entertainment of the broadcast. This live, real-time ability to connect with audiences is critically valuable to connecting with esports & gaming audiences.

Media Coverage



Weeks leading up to our event, our team had sent out media advisories to a number of different media outlets in Edmonton and Calgary to help get the word out. Initially, the event was not garnering as much attention as we had hoped but, when we had reached over 1500 tickets sold a week prior, many different media bodies had reached out to learn more.

The smaller outlets, such as the NAIT Nugget and The Griff helped get the word out to the student population while the larger outlets such as CBC, Global News, or the Edmonton Journal, helped us reach the target demographic of parents and families who have seen or heard about the development of the esports and gaming within our province.

Summary

The Alberta Esports Expo was an event built from the ground up by the community, for the community. Based on the goals and objectives of this event, we believe we were able to meet the expectations we set out to accomplish and drove significant impact for our province by launching an event of this scale. The purpose of this event was to bring people together and get them connected with the right esports and gaming communities while being able to educate the public on what esports is really about. The post-event statistics we gathered not only validate our work but, provide clarity on the impact we can provide to our economy, provide insight into how future esports events in Alberta should engage with their audiences and, how we can continue to grow in the future.

We know that esports and gaming is an incredibly unique way to engage and connect people together and this event demonstrated the interest from people across our province and abroad. If you were able to attend, were a sponsor, artist, exhibitor or general enthusiast of esports, thank you for coming and for helping make this event a tremendous success.

What Next?

The impact of this event was more than we could have imagined and with the number of requests from our attendees and exhibitors, we will be reviewing plans to collaborate with our municipal and provincial tourism bodies to discuss how we can make the next event a bigger and better success for our communities to enjoy.



Sponsors



Contact Us

If after reading this report you are looking to gather more information about the event, how we produced it, or even more specifics about the data we gathered, please feel free to reach out to us for more information using the contact info below.

We are always happy to collaborate with local businesses and our communities so please don't be shy!



contact@esportsalberta.ca



www.esportsalberta.ca