



# Winning eSport Strategy Certificate

Sports Tourism Learning Institute

## Course Description

eSports, or competitive video gaming, has increased in participation through the pandemic. This billion-dollar industry typically attracts a younger audience, who is more likely to make purchases from brands who support the industry, and are ready to travel to tournaments and eSports events when available. In the Winning eSport Strategy Certificate course, you will learn how to approach the eSports industry with a business lens to build a strategy for your organization.

### STLI Certificate Playbook Course

**STS Credits:** 4

**Format:** Online, Self-Paced

**Length:** 4 sessions - approx. 4 total hours

**Sports ETA Member Price:** \$399

**Non-Sports ETA Member Price:** \$499

## Meet the Industry Experts Leading this Course

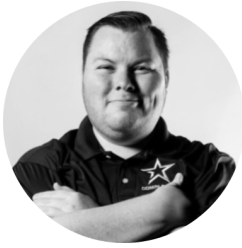


**Jackie Reau**, CEO of Game Day and Founder of Game Day esports

Jackie Reau, CEO of Game Day Communications, has more than 25 years of experience and specializes in strategic communications planning, social media strategy, and crisis management. Jackie is an adjunct professor at the University of Cincinnati, where she teaches Sports PR, and at Xavier University, where she teaches in the sports administration graduate program.



<https://www.linkedin.com/in/jackiereau/>



**Kyle Bautista**, Chief Operating Officer, Complexity Gaming

Esports professional with extensive experience in management, talent acquisition, brand strategy, marketing, business development, content creation, event organization, and more.

 <https://www.linkedin.com/in/kyle-bautista-1a08b0a3/>



**Jeff Jarnecke**, Executive Director for Venues, South Bend, Indiana

Jeff Jarnecke has more than 20 years of leadership and management experience, including his recent role as executive director of venues for the city of South Bend. Previously, Jarnecke worked for the NCAA, where he oversaw the championship division's \$171 million budget while providing leadership on strategic and operational issues facing each of the organization's 90 championship events.

 <https://www.linkedin.com/in/jeff-jarnecke-76a1a57/>



**Jarred Sammons**, Professional eSports Gamer

Jarred is the Director of Esports Operations with Virtual Reload. Where he works on developing and implementing a slew of Youth & Education initiatives. He is also the current VP, of Strategy & Operations at Epyon Holding Company. There he works on identifying investment opportunities in Tech, Gaming, and Esport sectors and lends his industry knowledge on multiple projects, both internally and to other underlying organizations.

 <https://www.linkedin.com/in/jarredsammons/>

## Course Learning Outcomes

After completing this course, you will be able to:

- Create an eSports business strategy for your organization.
- Identify promising sponsorship and revenue opportunities to bolster the eSports business in your organization.
- Describe the influence eSports can have on tourism activity and economic growth.
- Recognize the potential of working with professional gamers in developing eSports events.



## Course Content

This is a fully online, self-paced course consisting of four sessions. Each course session includes informative video lectures with interactive questions throughout. This course takes approximately four hours to complete.

### Session 1

#### **eSports Winning Strategies**, with Jackie Reau

In this first session, Jackie will provide an overview of the eSports industry. This session will also explore the findings of research done on eSports gamers and their intention to spend. These are the building blocks for creating a business strategy around eSports for your organization.

### Session 2

#### **eSports Winning Strategies**, with Kyle Bautista

Kyle will introduce Complexity Gaming, owned by the Dallas Cowboys, and explain how to capitalize on sponsorship and revenue opportunities. He will also discuss how all of these components play into the business side of eSports.

### Session 3

#### **Sports Tourism Conversation**, with Jeff Jarnecke

In this session, Jeff will introduce South Bend's strategy for promoting eSports at their facilities. He will also share how eSports has played into their tourism activity and economic impact, and the future of eSport facilities.

### Session 4

#### **eSports Winning Strategies**, with Jarred Sammons

In session four, Jackie interviews Jarred Sammons, a professional gamer. They discuss what it is like to develop a working relationship with professional gamers to engage them in tournaments and online events. They also brainstorm ideas for new eSports events and destinations.

## Upon Completion

Successful completion of the course materials will earn you a Certificate of Achievement from the Sports Tourism Learning Institute and four credits towards your [Sports Tourism Strategist Designation](#).



Having completed this course, you will also gain a deeper understanding of the topic, real-world application strategies, and numerous professional resources and connections to reference during your career.

## Questions?

If at any time you have questions about this course or any of our other courses, please contact us at [info@sportseta.org](mailto:info@sportseta.org). Because this course is self-paced, please do not try to contact the course content providers (instructors) with your questions.

If you need technical help with the course, please email us at [support@sportseta.org](mailto:support@sportseta.org).

