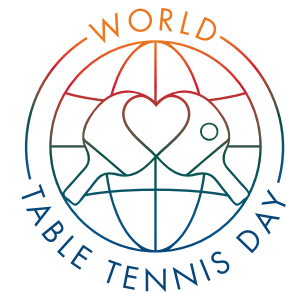
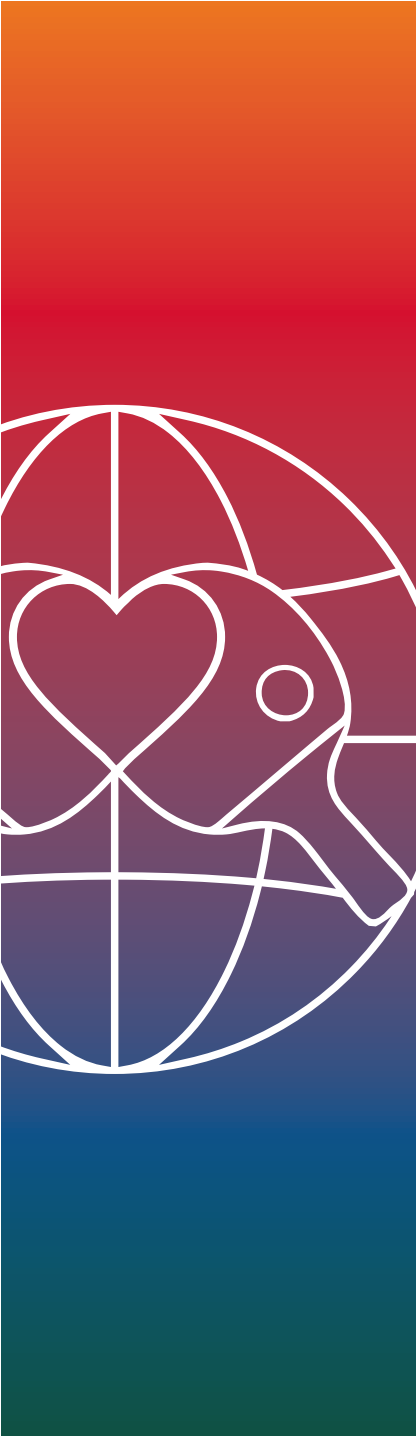




World Table Tennis Day official toolkit

Ideas for celebrating, inspiring and building a better world





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**Moving the table
tennis world since
2015**



A few words from our leaders

Official greeting from ITTF Group



Petra Sörling
ITTF President and ITTF Foundation Governing Board Member

Dear table tennis friends,
Our sport has great power and a high grade of attraction. Each April 6, we unite forces and celebrate all together. It is proved that sharing in all its forms is a truly powerful way to bring happiness. Join us, share your passion for table tennis and invite others to grab a racket and play. Table tennis is so much more than finding the best. We can use table tennis for multiple purposes, such as improving our health, networking, empowering people, finding friends, or just having fun. I strongly invite you to use the power of April 6 and share your benefit with your community, not only for the day but engaging them in the long term, **because Table Tennis is for All. For Life. Forever!**



Official greeting from TAFISA, the world-wide Association for Sport for All

Wolfgang Baumann
Secretary General

*Dear Friends,
On behalf of TAFISA I am delighted to offer my praise and support to the ITTF Foundation on their fantastic initiative, World Table Tennis Day, which celebrates the essence of Sport for All across the world on 6 April. The Global Sport for All Movement is only as strong as its members and the ITTF Foundation, through WTTD, is setting a prime example of what can be achieved when we think outside the box and offer fun and creative solutions to get people active. I urge families, friends, colleagues and communities to join in the action and celebrate Sport for All on WTTD 2022. Together, lets create a better world through Sport for All!*





A day to celebrate our favourite sport and a symbol of social inclusiveness with more than 200.000 participants involved since 2015

Essentials of WTTD:

A celebration of table tennis, bringing people together and raising awareness on multiple SDGs

History:

The first WTTD took place on April 6 2015. This date holds its importance as the International Day of Sport for Development and Peace, announced a year earlier by United Nations and the International Olympic Committee. Since 2020, WTTD celebration is based on one specific theme that raises awareness of important social issues.

Purpose:

WTTD gathers table tennis enthusiasts, attracts people who are not yet table tennis fans to promote the love for our sport, and its ability to bring people together.

Focus:

The ITTF Foundation believes that table tennis is a vehicle for positive social change, a healthy hobby and an opportunity to bring people together for social inclusion.

The uniqueness of table tennis

can be described in these 3 principles:



Universal: It can be played everywhere, in every corner of the world.

Popular: It's fun and has no borders, it's a sport for life!

Inclusive: It's a sport for everyone, regardless of age, gender, skills or physical conditions.

TABLE TENNIS FOR EVERYONE, EVERYWHERE

Whom is this toolkit for

WTTD selected promoters:

By 2021, the ITTF Foundation invites and supports change-makers worldwide to join the WTTD Promoters Initiative. The Promoters will help organise various actions, inspiring and reaching a wider audience. The Promoters are also the ambassadors in each location strengthening the core principles of WTTD.

Individual event organisers and organisations:

Anyone who is willing to challenge the status quo and wishes to celebrate table tennis and make it accessible to more people.

THIS TOOLKIT IS FOR:

Table tennis associations at all levels, National Olympic Committees, clubs, NGO's, youth centres, schools, universities, governmental bodies at all levels, companies or any working environment, a group of friends.



Structuring your event

An inspiring, fun and joyful event will be remembered forever, driving the society towards the positive changes you are advocating for.



6P Model for a good WTTD event

There are 6 essential components for an impactful and inspiring event. The better decision you made for those components, the bigger your impact will be.

Purpose

The dimension where you are aiming a change.

Partners

People with the potential to influence and amplify your efforts.

Place

The stage of the celebration.

Performance

The unique kind of event that will make a difference

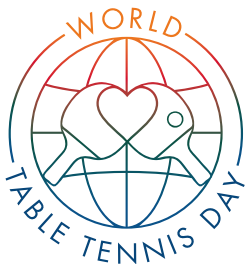
People

Minority groups that need to be included to fulfil the inclusive approach.

Promotion

Channels to promote your impact.

Tip:
The most important thing is to let people play, especially those that usually do not play or have never tried.



For a great event, you pick at least one of the key elements in each of the 6Ps

Purpose

- Health and well-being
- Social inclusion
- Gender equity
- Economic impact
- Development and peace

People

- Refugees
- People with disabilities
- Gender equity
- Elderly
- Homeless persons
- Indigenous groups
- Prisoners
- Slum dwellers

Partners

- Business level
 - *CEOs*
 - *Sponsors' brand managers*
- Sport level
 - *Managers*
 - *Coaches*
 - *Professional players*
- Education level
 - *Principals*
 - *Leaders of the student councils*
- Public level
 - *Majors*
 - *Ministers*
 - *Politicians*
- Influencers
 - *Tiktokers*
 - *Youtubers*
 - *Artists*
- Media
 - *Journalists*
 - *TV anchors*
- UN Agencies
- Community leaders

Place

- Sport clubs
- Educational institutions
 - *Schools*
 - *Universities*
- Private spaces
 - *Malls/Shopping centres*
 - *Skyscrapers*
 - *Pubs and bars*
- Public spaces:
 - *Parks*
 - *Beaches*
 - *Squares*
 - *City council*
 - *Iconic streets*
- Historical sites
- Workplace
 - *Offices*
 - *Factories*
 - *Virtual*

Performance

- Short Exhibitions
- Tournaments
- Friendly tournament
- Festival
- Lessons or workshops
- Show professional table tennis matches
- Crowdfunding ideas
- Activations using table tennis:
 - *BTLs*
 - *Flash mobs*
 - *Choreographies*

Promote

- Social media
- Word of mouth
- Traditional media
 - *TV*
 - *Radio*
- Free press



3 “out of the box” ideas

1

A memorable place makes a difference.

- Iconic sites such as historical places, squares or monuments
- Rooftops with wonderful views

2

Creative and impactful atmospheres are a must

- Creative t-shirts
- Theme costumes
- Music, dance and arts

3

Table tennis fun adaptations

- Use of giant rackets and adapted tables
- Mix with other sports. For example table football
- Participants challenging elite players. For example return 3 services from an elite player to get a prize
- Mixed gender tournaments
- Generation Games (grandparents – parents – children making teams)
- Tournaments in wheelchairs
- Lottery with table tennis equipment
- Fun skill games.





Creative location and venues

TIPS:

- The more out-of-box the event the bigger the impact.
- Highlight moments: A succesful and inspiring event must have something unique, unforgettable and interesting for your target groups

Do you want to go virtual?

As impactful as an onsite event, there are plenty of options to celebrate WTTD through virtual platforms. Moreover, online streaming brings the opportunity to raise the impact of WTTD to different levels

Take a look at these some recommendations when going online

Ideas for Streamings

- Workshops
- Expert talks
- Trivia games
- Tik Tok challenges
- Podcasts

When going online

- A good streaming requires some technical support:
 - Good equipment: laptop,
 - Sound equipment: mics, interfaces
 - Basic staff: at least two people
 - Connectivity is a serious factor of success
 - Decide whether it is convenient or not to stream in real time. Facebook and other platforms give the chance to schedule the streams
- Facebook live, Twitter Spaces and Youtube studio are powerful tools, there are also professional streaming platforms such as streamyard or OBS studio
- Link streaming platforms to your social media accounts



Keys for a successful event

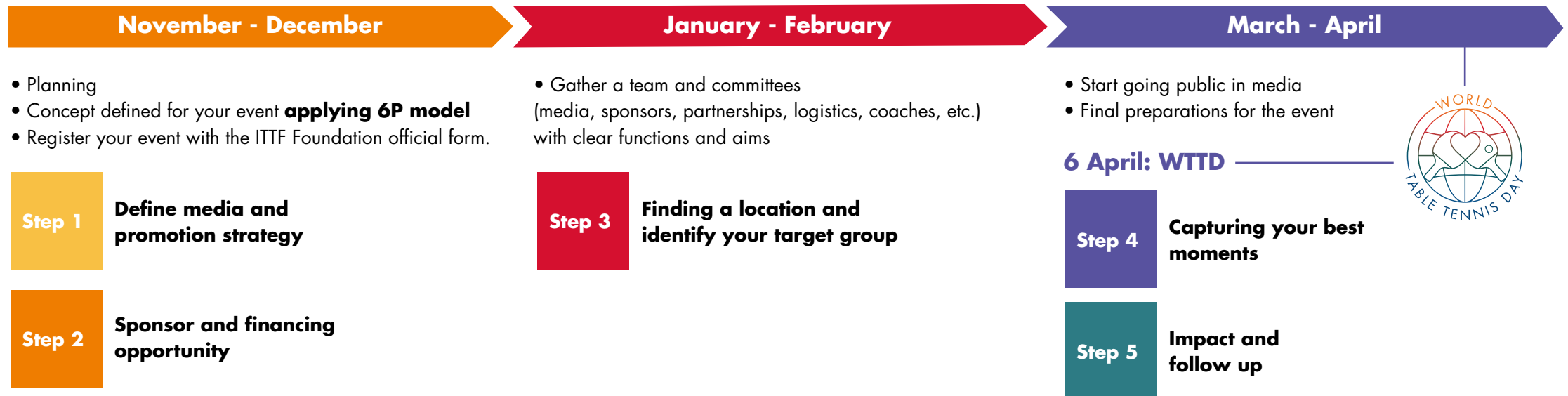
Timeline

Once you have successfully structured your event, it is time to implement and execute. The earlier you begin, the better your results are.

Tips:

- Your plan should be ready at least 15 days prior to the event
- Your event should take place ideally on April 6th, but if you are not able to do it that day, it can be done the weekend after or before, or even a working day.
- Once you have all this inputs it's time to put all this ideas in a nice poster or brochure. Do not forget to include WTTD Logo
- Free poster templates: **Canva, Piktochart, Adobe Spark Post**
- [Click Here](#) to download **WTTD logo**

Suggested Timeline



The most important point thing is to DO IT.

Step 1

Define media and promotion strategy

With internet and social media, people are connected nowadays more than ever. Engaging your partners through a good communication plan will ensure good impact in terms of participants, and attract potential sponsors for your event.

Tip: A quick 360 media and promotion plan

- Marketing material: Posters, flyers, banners.
- Free Press: Send press releases regularly and engage the media.
- Social media: Minimum one post per week and two on the days before. Involve your participants with challenges and other forms of interaction. Use all your social media channels.

Tips for attracting media

- Consider media channels such as online radios, blogs, etc.
- Involve journalists as part of the event.
- Every opportunity to spread a message should be used.
- Press releases before and after the event are determinant success factors.

Step 2

Sponsoring and financing search

A good event requires financial resources to secure the equipment, branding materials, transportation and many other resources. Some ideas to secure the financing of your event are sponsorships and other creative ideas.

Tips for reaching sponsors

• What does a sponsor expect?

What does a sponsor expect?

- Visibility and enhancement of its image.
- Expanding circle of its buyers.
- Demonstration of its goodwill and attachment with CSR goals.
- Possibility of being directly involved, for example corporate volunteering.

Other Tips:

- As most corporate sponsors are limited to providing financial support, others are willing to give in-kind resources.
- Involve local small businesses.
- Map all your potential sponsors and hand in briefs, letters and sponsorship packages to approach them.
- Provide an event report acknowledging their support after the event.

Other ideas to fund your event

- Lotteries, raffles.
- Selling event merchandise such as rackets, t-shirts, stickers, baseball caps, etc.
- Skills drills
- Food and drinks placement.
- Tournament with an economic contribution.
- Auction of historic objects related to table tennis.
- Use of crowdfunding platforms such as: **Justgiving.com**; **Gogetfunding.com** and **Pledgesports.org**.



Step 3

Getting the place and the people

The location of your event is an essential factor to the success of your event. It also plays an important role in securing your participants and guests.

Tips:

Location

- In case of an event in a public space, please consider if a formal permission for female participation is required. Attaining the permission can be a lengthy procedure so plan early.
- Think of a plan B in case of emergencies.
- Observe local Covid-19 regulations and other sanitary requirements.
- Be aware of the weather if you are planning an outdoor event.

Participants

- Confirm the participation of your VIPs at least three weeks before the event.
- Create an online register form to understand your event reach.



Step 4

Capturing your best moments

April 6 has finally arrived. Now is the time to enjoy the experience and to share the unique moments of your day. Do not forget that we live in a visual age, with easy access to information: what is not seen at the right time does not exist.

Tip 1: How to take good photos

- Be as artistic as possible: your photos should capture moments, smiles, details and stories that inspire.
- Your photos should reflect diversity depending on your target group.
- Be sure that the image of your event (banner/flags, etc) is seen.
- A group photo with all the guests and participants.
- Choose good angles with adequate lighting.
- Always use your device (cell phone/tablet) in horizontal format.
- The photos can be taken by cell phone, but please make sure they are in HD:
 - *At least Full HD 1920 X 1080. Each photo should be bigger than 3 mb, with 300 dpi or more.*
 - *Don't send the photos via WhatsApp or other social networks. Those channels compress and lower the photo quality. Always send them by email or upload them to a server.*

Tip 2: Recording video and testimonials

Normal videos

- Keep your camera/cell phone horizontal.
- To ensure good quality, you should record with the rear camera instead of the selfie cam.
- Use tripod, stabiliser or selfie sticks to have firm shots.

Videos with audio (voices)

- Keep your camera/cell phone horizontal.
- When recording testimonials or stories from your participants, it is important to have the support of someone else.
- If you do not have an independent microphone, please record the audio separately using the voice recorder of a second cell phone
- Record audios in places with little ambient noise.
- Start recording audio after 5 seconds to secure the complete speech is recorded.



Tip 3: Editing tools

- Place the WTTD logo in all your communication materials (pre and post-event).
- Use music, clapperboards, and graphics to upgrade your visuals.
- Free mobile video editing tools: **Youtube studio, Filmora Go, Vida Video, among others**

Tip 4: Posting in social media and other platforms

- Use official hashtags and key talking points defined by ITTF Foundation:
#WorldTableTennisDay, #April6
- Be active in all the social media you are on.
- Always include @mentions:
 - *@ITTF Foundation social media: Facebook, Instagram, Twitter and LinkedIn*
 - *All your sponsors and partners*
 - *Other Sport for Development networks such as: @sportandev.org;*





Step 5

Impact and follow up

Measuring impact:

Track the key metrics:

- Number of participants/attendees.
- % of female participants and other minority groups (people with disability, refugees, etc).
- Indirect impacts: people interacting on your social media.

Building your own legacy through a WTTD event

What is the legacy of an event?

The legacy of an event ensures short and long-term benefits of the event in host communities, throughout the event life-cycle: before, during and after. An event's legacy brings positive contributions to the well-being of its surrounding communities, natural environment and institutions.

Important:
A WTTD event should never cause "harm"!

Examples of the legacy of a WTTD event



- Offer free memberships to your club.
- Serve as a mentor for future changemakers using table tennis.
- Enable inclusion in your institution.



- Be eco-friendly. Don't use disposable items during your event.
- Combine your event with an eco-friendly action, such as clean up the park, if you are celebrating in a park.



- Establish long-term partnerships.
- Create socially fair conditions (low-income people pay less, disadvantaged people get particular advantages to join).

World Table Tennis Day 2022

“Ping Pong Diplomacy”

**“Peace on the Table”,
WTTD 2022 seeks to reconcile, create dialogues, and build
bridges around table tennis tables everywhere.**

What is Diplomacy:

- It is the art of obtaining agreements between governments, international organisations, nongovernmental actors (New Diplomacy) and even individuals who need to cooperate to produce results in an area of interest
- It only makes sense when a purpose is clearly stated. It may transcend cultural differences and achieve a variety of changes in a community or elite level: promote social inclusion, prevent conflict, create mutual understanding and peacemaking in developed and developing countries.

16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



**SUSTAINABLE
DEVELOPMENT
GOALS**

Aims to promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

50th biennial anniversary of Ping Pong diplomacy

Sport is a powerful vehicle to influence diplomatic, social, and political relations. Therefore a powerful advocacy tool in the highest levels.



Did you know?

During Cold War, on April 10, 1971, 15 table tennis players from the US, team officials and spouses crossed a bridge from Hong Kong into China. Table tennis helped in relieving the existing tension between both countries.



Some ideas for Ping Pong Diplomacy 2022 WTTD

The importance of advocacy

- Political support may bring funds and applicable laws that benefit clubs and other practitioners.
- An event like WTTD Provides ideal atmosphere networking opportunities between individuals and organisations.
- Sport raises attention it will always have a space for media.

Formats that could contribute to spread Ping Pong diplomacy: Involving decision-makers with high profiles

- Consider formal protocols to reach and address high-level people.
- A preliminary work is often required with advisers of high level profiles.
- People with high profile have very little time. Events should be as concrete and specific as possible.
- When approaching politicians it is important to measure the political atmosphere surrounding this person and even their background.
- Follow up is vital. After a diplomacy event is important to keep the contact and immediately submit relevant information regarding the topic of interest.

Tip: Ideas of diplomacy events

- Signing rackets in public places
- Handing over a pledge
- Posting short videos with key message
- Fundraising
- Official visit to local authorities
- Forums with experts and decision-makers
- Public demonstration in a symbolic place

“Out-of-the-box” suggestions can be considered but with better planning considering the profile of your invitees.



US President Barack Obama and UK Prime Minister David Cameron playing table tennis in 2017 (Source: The Daily Best)

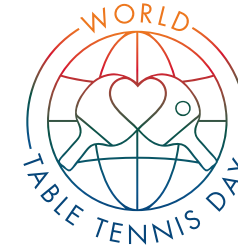
Summary of recommendations

DO's

- Bring a charismatic master of ceremony.
- Maximize participation.
- If you have a limited number of tables, organise also games where no table is required (for example relays) or where large numbers can participate on one table (for example round the table).
- Unusual combination of tables in different positions (for example double table or mini tables, or tables on different angles).
- Games with non-table tennis related equipment such as hoops, cones, plastic cups, etc.
- Games with robots if available.
- Bigger or smaller rackets and balls.
- Use banners and a website to promote the clubs in nearby areas.
- Associate WTTD with a (non) related event for a win-win situation.
- Promote partnerships!
- If it is an outside event, be ready for a plan B if bad weather occurs.
- Link to national campaigns of sport, health, Olympic values or other related areas.
- Show table tennis matches on screens.
- If you don't have enough table tennis tables, improvise ("Every table is a table tennis table").
- Get the media attention.
- Use social networks.
- Engage volunteers.
- Offer water.
- Document the event.

DON'Ts

- Focus on competition.
- Long exhibitions.
- Passive spectators.
- Long speeches.
- Leave anything till the last minute.



More information on:

<https://ittffoundation.org/programmes/tt4all/world-table-tennis-day>

april6@foundation.ittf.com

    [@ittffoundation](https://www.instagram.com/ittffoundation)

