

# Workshops

These Esports Workshops are geared to give learners an understanding of esports career pathways and other esports curriculum to improve their esports knowledge, skills, and experiences. They are built to be scheduled within existing academic curriculum and courses; around or within esports events and tournaments; or within esports clubs, esports organizations, or esports team meetings. Learners can also receive certification for their attendance or take an additional assessment to earn digital badges reflecting their understanding of the curriculum within the workshops.

**Asynchronous Workshops with Digital Badging now available to purchase in AA4E Marketplace.**

- WS001 **Workshop - Setting up a Scholastic Esports Club** (Free - No Badge)
  - This workshop provides a general overview of the key components involved when establishing a scholastic esports club and community. Focusing on the foundational and necessary structural elements and processes, this workshop will enable learners to develop and deliver a successful club and community implementation, including the key factors and roles necessary as well as stepping stones to growing the club/community over time.
- WS002 **Video - Benefits of Esports (Parents)** (Free - No Badge)
  - This short video helps parents better understand esports and illustrates the benefits of esports for their student. The information provided assists scholastic esports organizations in their outreach to parents and guardians of esports athletes and enthusiasts.
- WS101 **Introduction to Esports**
  - This workshop delivers an overview and understanding of the esports industry and its various aspects. Providing a clear and concise overview to the industry in North America as well as a global industry, this workshop will allow learners to gain an overall perspective to the industry. Furthermore, the workshop will touch on various other aspects such as the definition of esports, organizations and key stakeholders that are involved in esports, and industry trends.
- WS102 **The History of Esports**

- This workshop provides a historical review of the esports industry from its humble beginnings to its current exploding global infrastructure. Focusing on key milestones and innovations within the industry, this workshop will provide a look at the key moments, companies and individuals games which have impacted its growth and evolution.
- **WS103 [Introduction to Careers in Esports](#)**
  - This workshop provides an overview of the different roles and careers pathways available within in the esports industry. Focusing on the wide breadth of career pathways within esports, this workshop will provide a look at the overall esports industry career trends and outline key roles and career opportunities. Within the workshop, participants will develop a better understanding of some of the most prominent career pathways in esports, how to prepare for a career in esports, and where to search for esports-specific positions.
- **WS108 [Global Presence in Esports](#)**
  - This workshop provides a general overview of the global landscape of esports. Focusing on the global presence of esports, this workshop will touch on competition, revenue generation, organizational management, and other areas of the esports ecosystem around the world.
- **WS201 [Esports Event Management](#)**
  - This workshop provides a general overview of esports event management. General event management aspects will be discussed, as well as esports specific content for what makes esports events unique. This workshop will focus on areas of event management as they relate to esports event structure, marketing, broadcast production, contingency plans, and facility management.
- **WS401 [Information and Technology in Esports](#)**
  - This workshop outlines the different hardware and technology used within the esports industry. Concepts such as the basics of networking, key hardware for PC's and consoles, and the use of data in esports will be covered. Additionally, the workshop with provide a brief overview of some of the emerging technology relevant to gaming and esports.
- **WS404 [Business/Revenue Generation in Esports](#)**
  - This workshop discusses how esports operates as a business. Focusing on business management concepts such as esports revenue generation, marketing, organizational operation, and team management, this workshop provides insights into how esports operates as a commercial entity in the entertainment industry.
- **WS701 [Communication and Digital Media in Esports](#)**
  - This workshop provides a general overview of communication and digital media within the esports industry. Within the overview the best practices of esports communication, digital media, and

broadcast will be covered. Additionally, different digital media and livestreaming platforms will be identified and explained.

- **WS702 [Content Creation 101](#)**

- This workshop discusses the basics and best practices of content creation within esports. Focusing on topics such as livestreaming platforms, editing software, and how to best utilize content once it is created, this workshop will provide insight into how to create and leverage content within the esports industry. Additionally, revenue generation and monetization of content will be discussed.

- **WS801 [Esports in Education](#)**

- This workshop discusses the presence of esports in education as it relates to academic, competitive, and professional development opportunities at the K-12 and higher education levels. Esports educational opportunities are applied to pertinent concepts such as community, competition, and career aspirations.

**All workshops with Digital Badging will contain activities and implementations that attendees can carry forward, as well as a self-assessment they can use to check their knowledge on the curriculum shared within the workshop.**