



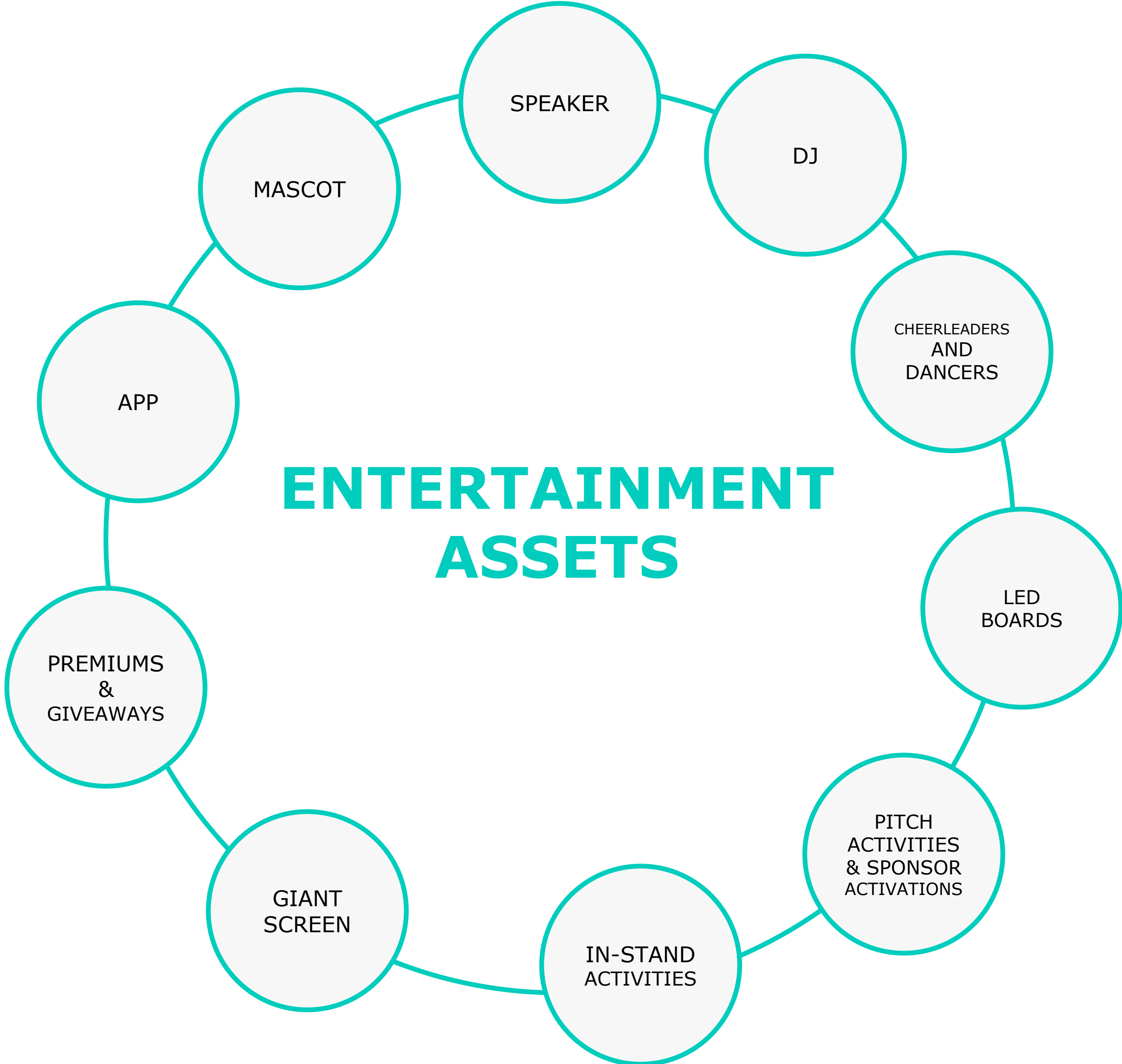
ENTERTAINMENT MANUAL

Beach Soccer Worldwide has developed an Entertainment Manual so that all stakeholders can **successfully run the entertainment programme.**

The following document is intended to give event organisers an overview of the set of activities that can be implemented to enhance the entertainment program of a given event.

The event organiser, together with the BSWW entertainment manager, will decide which activities are most relevant and convenient for a given event. The BSWW entertainment manager, after agreeing with the organiser, will draw up a plan of which activities are performed and schedule when they will take place. See a sample of an Entertainment Schedule in the Annexes Folder.

Event organisers, entertainment managers, DJs and speakers, cheerleaders, giant screen and LED boards content managers etc are all expected to carefully go through this document before any event.



At any beach soccer event, our **speaker** must complete two roles: institutional and entertaining.

Institutional

BSWW will provide in advance a Protocol Script to be used by the speaker at the beginning of every match as well as a script for the Awards Ceremony. You will find one example of each in the Annexes Folder > Speaker/DJ Script Examples.

Entertainment

The speaker is expected to be the leader of the entertainment program from the spectator's point of view. In that sense, the speaker should:

- Cheer up the crowd: clapping hands, different types of waving etc.
- Present the cheerleaders: the beach soccer dancers, the "Sponsor" dancers, etc.
- Run pitch activities (see pages 13-17)
- Entertainment Jingles: act as a reference point for the public. Catch their attention and perform the choreo or sound.
- Link with the content on the giant screen
- Announce the features of the App (once the new App is available)
- Increase Fan Zone attendance and participation by announcing activities, sponsors involved, give-aways, etc.

You will find one example of an Entertainment Schedule in the Annexes Folder > Entertainment Schedules.

DJs play a key role in gaining successful interaction with fans thanks to their musical selection and cooperation with the speaker.

Beach Soccer Worldwide provides **pre-set playlists** with songs that fit our events atmosphere and have been proven to cheer up crowds. You will find the lists in the Annexes Folder > Playlists under categories:

- I AM BEACH SOCCER (a collaborative playlists by the BSWW community)
- House/Dance
- Latino/Spanish
- Brazilian/Samba
- Motivation (for warm-ups, penalty shoot-outs, high intensity moments, pre-match protocol, etc.)

When available, the giant screen is a great tool to inform and entertain spectators. BSWW will provide all necessary content whilst the organiser should provide the software (incl. switcher), the live feed from the TV and a dedicated person to run the content.

Content provided by BSWW

- Sponsors TV commercials (local sponsors have the right too)
- Infotainment videos: rules of the game, best moments, history of the FIFA Beach Soccer World Cup, cheerleaders highlights etc.
- Videos of certain choreos: mascot/cheerleaders perform the choreo —> coordinated with the DJ
- Social media wall software (subject to agreement with the organisers)

Other content

Flex cam, Dance Cam, Kiss Cam, Drums cam, etc.

To be agreed with the TV Producing company

For a better coordination of the Entertainment Program, we suggest the different stakeholders are positioned as follows:

