

Guidelines for Game Technicians

The Golden Rule (of demoing)

When you run a training mission, the goal is to make sure all the players have fun. You want everyone to walk away feeling like they could have won and can't wait to play again. The point is not for you to win, but rather to make sure that all the players have fun while they learn the game. This makes for a positive event experience.

You are giving players their **very first impression** of a game. So remember...

1. **Don't read the rules to the players.** Make sure you know the rules before you start. Describe how to win, and what you do on your turn, and then set the game up and start playing slowly, explaining as you go. This keeps the players engaged throughout the entire demo.
2. **Play Multiple Times.** After teaching the game slowly for one game, players will catch on and want to play again. Play at least a two more times to allow the players to really learn the game using their own strategies.
3. **Don't always try to win.** It may sound silly but when teaching new players, nothing is as demoralizing as getting defeated in a game by someone who knows the game well and wins all the time. Create a positive play experience for new players, give them hints on game play and help *them* win!
4. **Let the Cadets play.** If there are enough players to allow for multiple games and you don't need to play, allow the Cadets to learn and play. But feel free to jump in if another player is needed and observe rule #3 above.

Personal Event vs Public Event

We encourage all Game Technicians to run the sorts of events that best fit their own level of commitment and time constraints. You can run a **Personal Event** with your friends and family, at work or in the comfort of your own home. Or you may decide to hold a **Public Event**, which will take place in a public area such as a library, bookstore, or best of all, your friendly local game store. Here are some guidelines you will want to follow:

Personal Event: Here are a few key things to remember when hosting an event with friends, co-workers or family.

1. **Observe the Golden Rule above...**especially when holding a demo.
2. **Follow the Syllabus.** Andy created it to make sure the path to Starship Captain is fun and easy!
3. **Tell the players where they can get the game.** Recommend a local game store, the Looney Labs web-store or another way to purchase the game.
4. **Encourage them to sign up for the Fan Club** at www.looneylabs.com/fanclub to collect their Starship Captain membership card and tell them about the cool Starship Captain Challenge Coin!

Public Event: Advanced preparation is key here...Use the guidelines above for a personal event, with these important additions.

1. **Plan:** Make arrangements with the host of your venue (store owner, manager, etc.) at least three weeks in advance. This allows time to gather participants, make sure there is space, and for you to do a little networking yourself to create a buzz about the event.
2. **Promote:** Once the time and date and location are set, download a handy training day flyer at www.looneylabs.com/cadettraining to create an announcement describing the details of the event. Ask permission to put up the flyers to promote your event at the location.
3. **Post:** Create an event listing at www.looneylabs.com/fanclub with details of your event. Since training days will occur on multiple dates, make sure to update it with new training day information as the events occur.
4. **Professionalism:** Dress well, speak well, be polite and represent yourself and Looney Labs games with professionalism. Have a great time, but be sensitive to the fact that you are in a public venue with many types of people around. The better impression the owner or manager has when you leave the location, the more chance to run future events and attract more interest.

Always try to make the experience one your play group will never forget! Any questions, comments or suggestions? Please contact us at: fan-support@looneylabs.com **Thanks for helping us promote our games!**