

# KEY



**New Player:** No knowledge of how to play Magic



**Interested Player:** Basic understanding of Magic, ready to learn more about strategy and game play



**Engaged Player:** Competence in Magic game play, eager to invest in the game on a regular basis

**Not discussed:** Superfans, who have completed the event path and are committed to Magic for the long term.

## MAGIC OPEN HOUSE

**Goal:** Acquire new *Magic* players.

**Next step:** Prerelease

**How to get from Open House to Prerelease:**

- ✓ Personally invite Open House players to preregister for Prerelease.
- ✓ Suggest Open Dueling with Planeswalker Decks as a new-player friendly alternative to the main event.
- ✓ Make preregistration for Prerelease simple: use a sign up sheet, match slips, or anything that will reduce the effort required for players.

**PRIMARY AUDIENCE**



*New Players*

**SECONDARY AUDIENCE**



*Interested Players*



*Engaged Players*

## PRERELEASE

**PRIMARY AUDIENCE**



*New Players*



*Interested Players*



*Engaged Players*

**Goal:** Put on an unforgettable gaming experience.

**Next step:** *Magic* League, Friday Night Magic, or Draft Weekend

**How to get from Prerelease to *Magic* League, Friday Night Magic, or Draft Weekend:**

Prerelease brings your entire community together at once, which makes it the best opportunity guide players along the event path.

After Prerelease, new and interested players need clear direction on where to go next. Your job is to provide that direction: usher them toward *Magic* League, Friday Night Magic, or Draft Weekend.

## MAGIC LEAGUE

**Goal:** Get newcomers into the habit of in-store play.

**How to get from Prerelease to League:**

- ✓ Focus messaging on League's low cost and low barrier to entry.
- ✓ Plug League in your announcements.
- ✓ Make joining League "effortless"—as simple as checking a box.

**PRIMARY AUDIENCE**



*New Players*



*Interested Players*

**SECONDARY AUDIENCE**



*Engaged Players*

## FRIDAY NIGHT MAGIC

**PRIMARY AUDIENCE**



*Interested Players*



*Engaged Players*

**SECONDARY AUDIENCE**



*New Players*

**Goal:** Provide a dependable night for friends, fun, and battles.

**How to Get From Prerelease to Friday Night Magic:**

- ✓ Include new player-friendly options in your FNM event lineup (Sealed, for example)
- ✓ Run deckbuilding workshops to help newer players make the most of their budding collections.
- ✓ Use surplus promo items to incentivize new players to try FNM.

## DRAFT WEEKEND

**Goal:** Fire as many drafts as possible.

**How to Get From Prerelease to Draft Weekend:**

- ✓ Teach interested players to draft, perhaps at a learn-to-draft event.
- ✓ Prepare new drafters with essential strategy: deck size, land to spell ratios, minimum number of creatures, and so on.
- ✓ Share info on the current draft environment.

Ideally, a player at this point is comfortable with draft and Standard. They're joining your events regularly and updating their decks with each new expansion. They're ready for the next step.

**PRIMARY AUDIENCE**



*Engaged Players*

**SECONDARY AUDIENCE**



*Interested Players*

## STANDARD SHOWDOWN

**PRIMARY AUDIENCE**



*Engaged Players*

**SECONDARY AUDIENCE**



*Interested Players*

**Goal:** Keep attendance up until the event cycle recurs.

**How to Get from Intermediate Events to Standard Showdown:**

- ✓ Know the metagame so you can pair players with decks that use strategies they're drawn to.
- ✓ Use surplus promo items to reward players for trying Standard Showdown.

## STORE CHAMPIONSHIP

**Goal:** Close out the season with a capstone event before new draft and Standard environments take over.

**How to Get from Intermediate Events to Store Championship:**

- ✓ Remind players that FNM and Standard Showdown all culminate with Store Championship.
- ✓ Drive Store Championship sign ups all season long at FNM and Standard Showdown.

**PRIMARY AUDIENCE**



*Engaged Players*

**SECONDARY AUDIENCE**



*Interested Players*