# WELCOME TO OUR WORLD.

Esports in Education Resource for Parents & Teachers

OUR

MISSION.

We have teamed up with BOP Industries to develop esports and gaming resources and workshops, designed for the next generation.

Our goal is to equip the next generation of gamers with the tools to start building their empire, today. You won't find our education in a book or lecture hall, because it's built on the knowledge taken from some of the most successful influencers and self-made creators in the industry. The result is a space where passions and monetization collide.
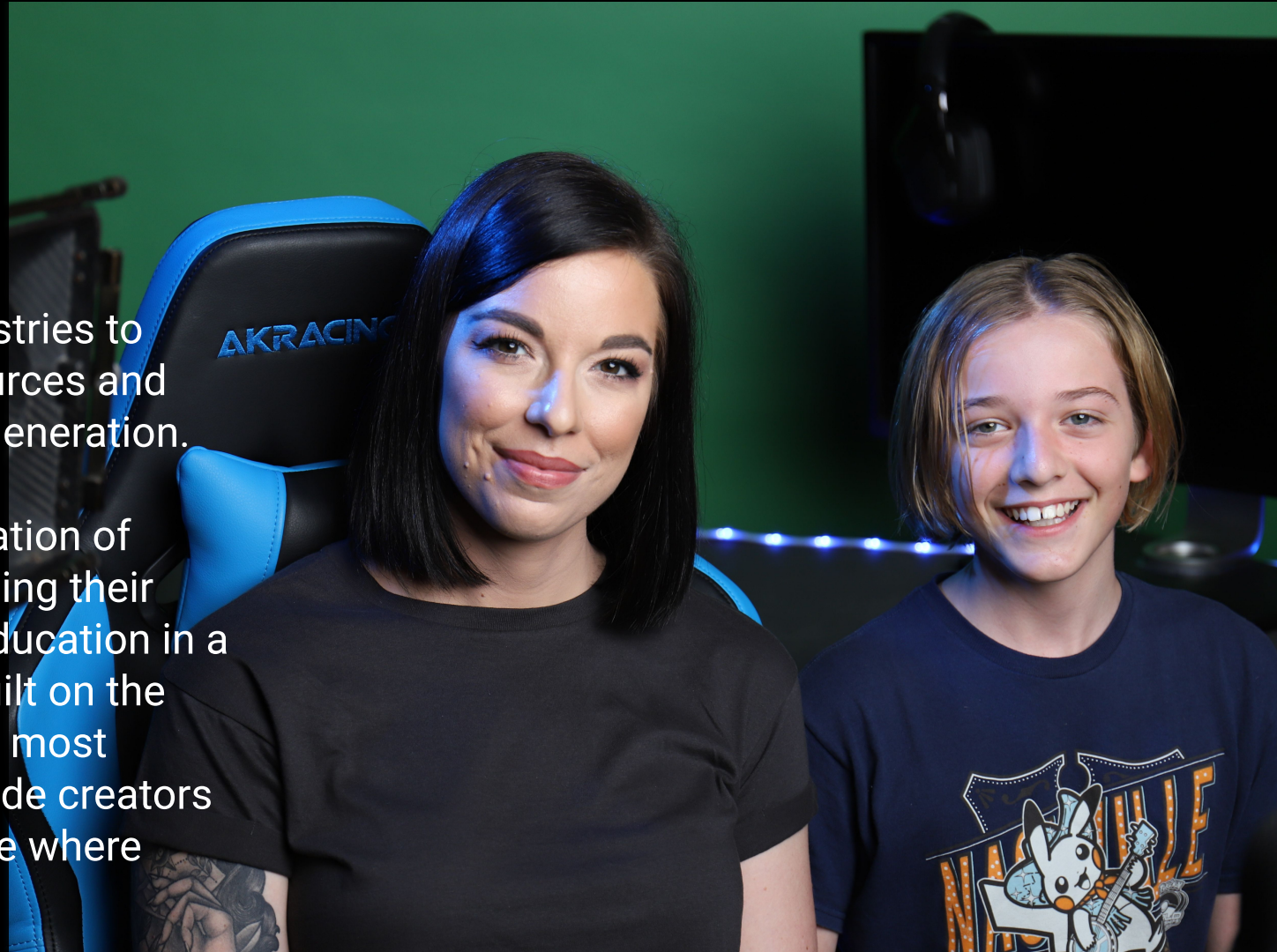
AN OVERVIEW.

Do your kids love gaming? It is no surprise esports and gaming make for an incredibly massive industry. What can be tricky to work out is how it can lead to a variety of careers and develop a number of transferrable skills.

This free resource is designed to show you an overview of the esports and gaming industry complete with statistics, examples of transferrable skills, the multitude of career opportunities, plus how to promote online safe beahviour tips as well as resources for how you can help support the young gamers in your life. Why not print off the pages and use them as posters?

WHY IS THIS IMPORTANT?

The esports and gaming industry is one of the fastest growing industries. With a massive 2.4 billion gamers across the world and a growth rate of 38% per year, the industry is not looking to slow down.

You have the opportunity to help young people in your life to navigate the gaming ecosystem and make the most out of the skills they are gaining, and to recongise the potential of job options available; within a safe environment.

THE NUMBERS DON'T LIE.

95 million gamers are trying to become influencers in gaming.

There are **2.4B gamers** worldwide.

The **Average Age** of gamers is between **14-35.**

The gaming industry sees an average of **38% Industry Growth** per year.

There is an **Audience** of **680 million** loyal, engaged esports fans.

74% of the next generation (aged 6-17) **want to become an influencer** of some description

ACQUIRED SKILLS.

There are many trafsferrable skills children can gain when learning gaming and etiquette. The skills below are seen across all areas of life and are highly valued in most professional fields.

Personal growth in terms of goal setting, professional communication and networking

Exposure to the wide range of career paths and opportunities available

Digital literacy skills and social media behaviours

Teamwork with diverse people and effective communication

3,000 - 5,000 new jobs every month.

Esports Specific
Player
Coach
Team Manager
Team Owner
Analyst
Esports Consultant
Esports Dietitian

Game Development
Engineers & Developers
Story Development
Art & Graphic Designers
Research & Development
Quality Assessment
Producer
Animater

Communications
Influencer Manager
Community Manager
Partnerships Manager
Social Media Manager
Marketing or Brand Manager

Other Roles
Sports Lawyer
Sports Scientist
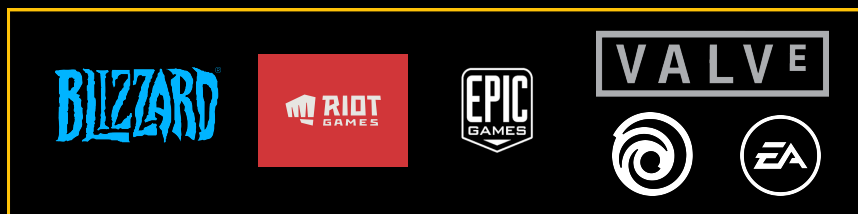Personal Trainer
Executive Roles
Business Development

GAMING ECOSYSTEM.

ESPORTS ECOSYSTEM.

GAMING COLLABORATIVES.

DIGITAL SAFETY.

You cannot always be with your child when they are online. Here are five tips to encourage your child to practise online safe behaviours.

Communication
Talk with your child about their gaming habits and views

Education
Help them to understand the online world better

Involvement
Make time to play games with them and observe their habits first hand

Review
Just like anything in parenting, it's not a "set and forget".

Support
When you support them, you can guide them. Help them do it the right way.

OTHER
RESOURCES.

Here are a few resources to help get you started teaching esports and gaming in the classroom and at home. The activity on the next page is to help remind your child of online safe behaviours.
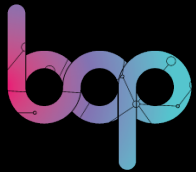
Creating real, relevant and relatable content through resources, workshops, and consultancy for parents, schools and government.

The FUSE Cup is an esports competition available to younger gamers across the Asia Pacific.

Specialising in esports and gaming. GGWP Academy is the first online learning hub built by gamers, for gamers. We teach how to build your brand and influence online.

Team Envy has put together this playlist of advice for gamers, and case studies.

BE SAFE.

Create a list of words that you're NOT allowed to say online (below). These should include words like; your surname, your street name, your town/city, school name, soccer/netball team name or anything else that would give away your location or identity. Fill it out, cut it out and put it next to your monitor whilst gaming online.

OUR WORKSHOPS.

In our Emerging Esports Influencers Workshop, we cover how to set SMART goals, build a brand, access your online footprint and image, as well as key steps to setting up a social media strategy. This is an example activity from the workshop.

Activity 5: Create a Social Media Schedule

What image or link would you use?
What would be your tone and voice?
What platforms would you post on?
Include an example hashtag
What is your call to action
What post types would you use?

OUR STUDENT TESTIMONIALS.

> " Such a great program and highly relevant and engaging topic. Great balance of talking, activities and helpful resources.
>
> Participant

> " They're going to be online anyway, it's great for them to learn how to be online.
>
> Parent

> " I really loved this workshop! It was super engaging, and I learnt so much.
>
> Particpant

> " This was a very great thing to do, with a popular topic that I really learnt about. Thank you!
>
> Participant

> " My son (17) recently completed your online school holiday workshop. I was so impressed with the content - it's exactly what I have been looking for as an educator.
>
> Teacher

> " I really loved this workshop! It was super engaging, and I learnt so much.
>
> Particpant