



WORLD
MIND
GAME







INDEX

WHAT ARE THE WORLD MIND GAMES?	4
THE SPORTS AND COMPETITION	6
VENUES	13
PARTICIPANTS	14
OPENING CEREMONY	15
TV STRATEGY	16
MEDIA PROMOTION	17
CULTURAL PROGRAMME	18
BENEFITS	19

WHAT ARE THE WORLD MIND GAMES?

Strategize, Deceive, Challenge

The power of the human brain in action

Launched in
2011 in Beijing,
China

A combination
of the world's
most popular
mind sports

Provide
Worldwide
Exposure

Feature the
world's best
athletes in
high-level
competition

Promote the
values of
strategy,
intelligence and
concentration

In cooperation
with interna-
tional sports
federations



SPORTS

5 MIND SPORTS

 BRIDGE

 CHESS

 DRAUGHTS

 GO

 XIANGQI



FEDERATION
OF
GO
GAMES



250+

PLAYERS & OFFICIALS

150+ players from 37 countries
ranked in the top 20 of their
sport worldwide

550+

PARTICIPANTS

15+

DISCIPLINES

25+

CATEGORIES

COMPETITION

7 DAYS OF COMPETITION



Example of schedule during the 2013 Beijing World Mind Games

	DAY 0	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
Opening Ceremony								
Bridge								
Chess								
Draughts								
Go								
Xiangqi								



北京2013

BEIJING 2013

BRIDGE

Team
Pairs
Individual



Bridge is a trick-taking card game using a standard deck of 52 playing cards played by four players in two competing partnerships with partners sitting opposite each other around a small table.

For purposes of scoring and reference, each player is identified by one of the points of the compass and thus, North and South play against East and West. The game consists of several hands (or deals), each progressing through four phases: dealing the cards – generally done by computer in competitive events, the bidding (also referred to as auction), playing the hand, and scoring the results.

Dealing the cards and scoring the results are procedural activities while the bidding and playing the hand are the two actively competitive phases of the sport.



Chess is a two-player board game played on a chessboard, a square-checked board with 64 squares arranged in an 8x8 grid. Each player begins the game with sixteen pieces: one king, one queen, two rooks, two knights, two bishops and eight pawns.

Pieces move in different ways according to their type, and accordingly are used to attack and capture the opponent's pieces. The object of the game is to checkmate the opponent's king, whereby the king is under immediate attack (in "check") and there is no way to move or defend it.

CHESS

Rapid
Blitz
Basque System



DRAUGHTS

Rapid
Blitz
Super Blitz
Checkers



FÉDÉRATION
MONDIALE
DU JEU
DE DAMES

The game of draughts is played between two opponents who move their pieces alternately on a square board with 100 dark and light squares called a 'draughtboard'. Only the dark squares are used. The player with the white pieces commences the game. A player is said to 'have the move', when his opponent's move has been made.

The objective of each player is to capture all the pieces, or to prevent the opponent from making a move by encapsulating all his pieces. The player who achieves one of these situations wins the game. If neither player can possibly achieve the game objective, the game is drawn.

A move consists of moving a piece forward diagonally to an adjacent unoccupied square. If the adjacent square contains an opponent's piece, and the square immediately beyond it is vacant, the opponent's piece must be captured and removed by jumping over it. Jumping can also be done backwards. In case of multiple capture possibilities, the majority capture must be chosen.

When a piece reaches the rank furthest from its starting position, it is crowned king. The king can move over multiple squares on the same diagonal and it can move forwards and backwards.

Go is an ancient board game for two players that originated in China more than 2,000 years ago. The game is noted for being rich in strategy despite its relatively simple rules.

The game is played by two players who alternately place black and white stones on the vacant intersections of a grid of 19 x 19 lines. Other board sizes are possible; beginners often start out on a 9 x 9 board. The stones act as markers, representing one's occupation of a particular point. Once placed on the board the stones cannot be moved. The object of the game is to use one's stones to surround and control a larger part of the board than the opponent. This can include capturing or killing the opponent's stones, although that is not the main purpose. Captured stones are removed from the board immediately. Other dead stones are removed by agreement at the end of the game.

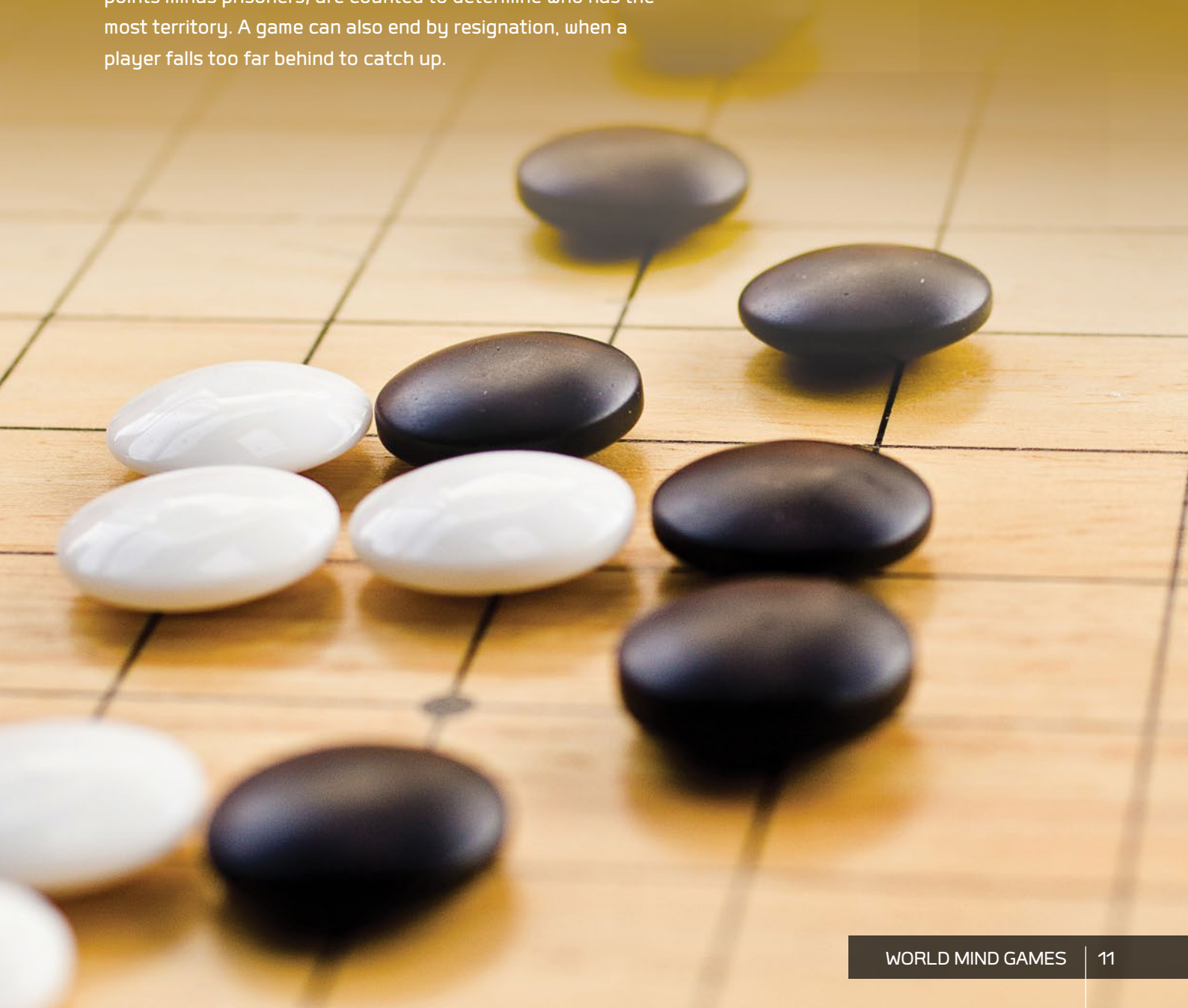
When a game concludes, the controlled points (or surrounded points minus prisoners) are counted to determine who has the most territory. A game can also end by resignation, when a player falls too far behind to catch up.

GO

Team
Pairs
Individual



THE INTERNATIONAL
GO FEDERATION



XIANGQI

Individual



Xiangqi (Chinese: 象棋; pinyin: Xiàngqí) is a two-player Chinese board game in the same family as Western chess, chaturanga, shogi, Indian chess and janggi. The present-day form of Xiangqi originated in China and is therefore commonly called Chinese Chess in English. Xiangqi is one of the most popular board games in China. Besides China and areas with significant ethnic Chinese communities, Xiangqi is also a popular pastime in Vietnam.

The game represents a battle between two armies, with the object of capturing the enemy's "general" piece. Distinctive features of Xiangqi include the unique movement of the pao ("cannon") piece, a rule prohibiting the generals (similar to chess kings) from facing each other directly, and the river and palace board features, which restrict the movement of some pieces.



VENUES



1 Indoor Venue
(ie. Convention Center)



5 fields of play (one per sport)



Viewing rooms for spectators
(ie. Amphitheatre)



PARTICIPANTS

700+
PARTICIPANTS

AMBASSADORS

ATHLETES

OFFICIALS

VOLUNTEERS

STAFF

MEDIA

TV

SPECIAL GUESTS



OPENING CEREMONY

A grand ceremony for the opening of the event. Unveiling the participating sports and athletes as well as sports personalities and local celebrities.



北京2013年世界智力精英运动会
BEIJING 2013 SPORTACCORD WORLD MIND GAMES

TV STRATEGY



30+ hours of content produced in HD



TV broadcast in 36 countries



In 4 key territories, 110 hours of broadcasting time and 101 million event contacts

* Repucom 2013 World Mind Games, TV Analysis Dec 2013

DISTRIBUTION:



Live Broadcast



Daily Highlights



News Clips



Event Highlights

PRODUCTION:

5

Simultaneous production points

4

HD cameras per production point, can produce one or two signals in parallel



Linked to International Broadcasting Center, where international signals are mixed with commentary



Mobile ENG crews for news collection



MEDIA PROMOTION

MULTICHANNEL MEDIA PROMOTION IN LOCAL MARKET AND GLOBALLY:



Digital (event website, social networks, YouTube channel):

- Live streaming
- Clips, teasers
- Newsletters



Media partnerships



PR initiatives (sports ambassadors)



Domestic media promotion campaign (TV, radio, print, outdoor, social media)



International federations' media networks



Sponsors' activation



650 articles in press and internet



100,000 page views on the Event website



13,000 video views of Youtube World Mind Games channel (190,000 video views over 2 years)



象棋，又称中国象棋，在中国有着悠久的历史，于中国宋代改造成现在的中国象棋。近几十年来，象棋在全世界日益普及，现已有2亿爱好者，遍布四大洲的26个国家和地区。

象棋可以培养孩子思维的条理化，增强记忆能力、判断能力和独立思考能力，激发孩子灵感和创造力，有助于孩子形成良好的心理素质，培养良好意志品质。

象棋是中华文化之瑰宝，最能体现中华名族传统的仁、义、智、礼、信、忠，以及中国人对待事物的中、正、仁、和。2008年被中国定为“非物质文化遗产”。新中国成立之后，象棋进入了一个崭新的发展阶段。

1956年，象棋被列入国家正式开展的体育竞赛项目，同年举行首届全国象棋锦标赛。以后，几乎每年都举行全国性的比赛。1962年成立了中国象棋协会，之后各地相应建立了下属协会机构。40多年来，由于群众性棋类活动和比赛的推动，中国选手的象棋棋艺水平提高得很快，优秀棋手不断涌现，其中以杨官璘、胡荣华、柳大华、赵国荣、李来群、吕钦、许银川等最为著名。

Xiangqi, also called "Chinese Chess" has a long history. Modern Xiangqi was developed during the Song Dynasty (10-12th century). Xiangqi is mostly popular in China, however the number of enthusiasts around the world keeps on growing and is now 200 million in 26 countries.

Xiangqi enhances the memory, ability to judge situations and independent thinking. The game also stimulates creativity in children and forms character. Xiangqi is a Chinese cultural treasure; it reflects the Chinese ethics of kindness, righteousness, wisdom, health, and harmony.



2008年世界智力运动会象棋比赛
1st World Mind Sports Games in 2008 Xiangqi Competition



国家体育总局棋牌中心主任刘思明为2012年全国象棋团体赛开幕式
Director of Chess Center of General Administration of Sports of China Liu Siming opened Xiangqi for 2012 National Chess Mixed Doubles Tournament



象棋大师胡荣华
Xiangqi great master Hu Ronghua



世界体育总会...
President of World Mind Games Association...



2010年广州亚运会前中国象棋队在上海集训
Chinese Xiangqi delegation team training camp in Shanghai before 2010 Guangzhou Asian Games



亚运会赛场
Asian Games



2012年...
2012 Shanghai...

CULTURAL PROGRAMME



Ambassador Programme



Demonstrations/
Animations



Youth
Masterclass



Cultural Exhibitions



Local Community Projects



Fan Fest

Key component of the event programme featuring activities for the fans and local communities.



BENEFITS



World class competition featuring the sports' best players



Worldwide multi-channel media exposure



Association with the culture and values of mind sports



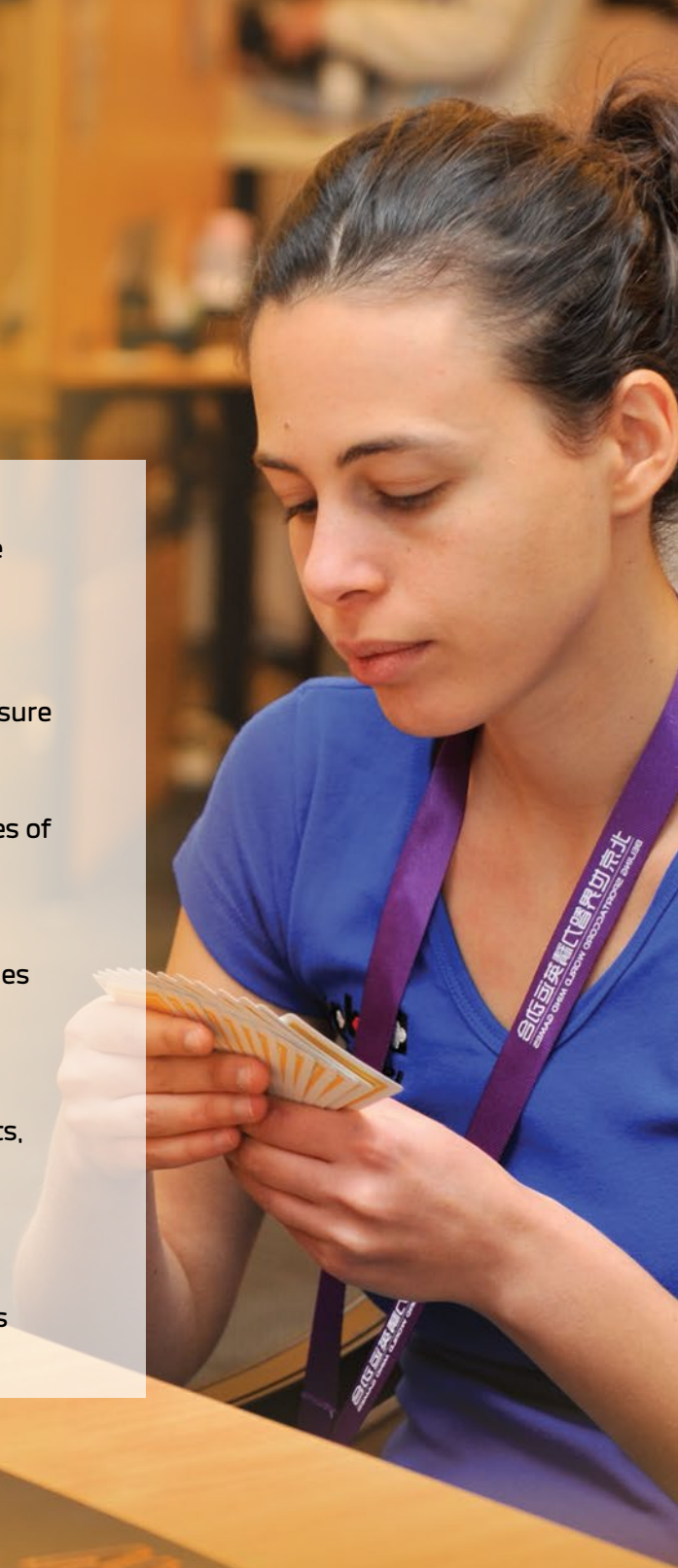
Reaching out to unified fan communities from multiple mind sports

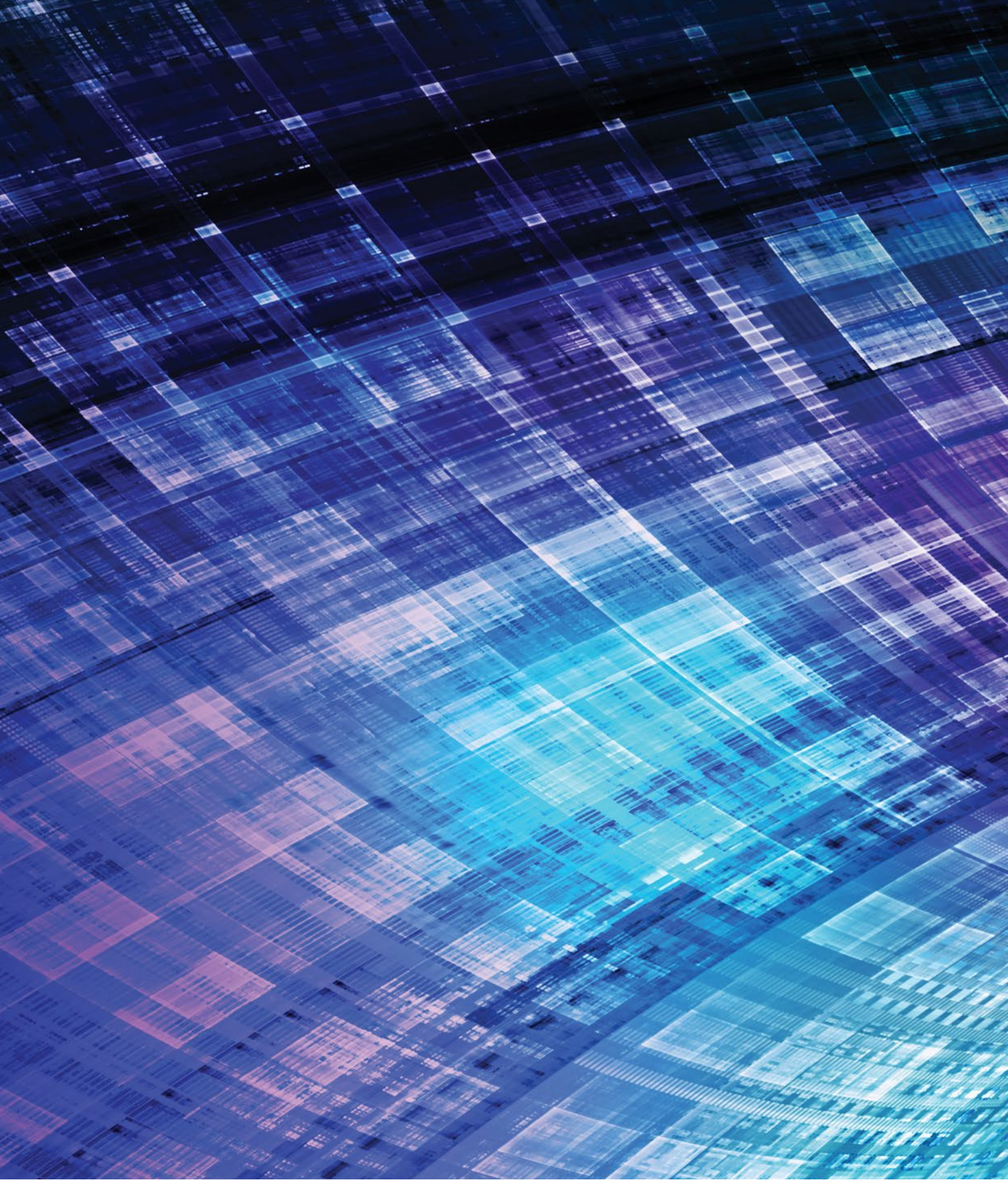


Stimulating participation in mind sports, especially among the youth



Implementing CSR programmes in partnership with the local communities





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