

TABLE TENNIS FOR EVERYONE, EVERYWHERE

POPULAR, UNIVERSAL & INCLUSIVE



WORLD
TABLE TENNIS
FOR ALL
DAY

6 APRIL 2015

INTRODUCTION

As an International Sport Federation, the ITTF is the governing body of Table Tennis worldwide and one of the fundamental missions is to promote our sport globally to be played in each corner of the world. How to do it? How to make Table Tennis accessible to everyone? This has been done through the ITTF Development Program since 1999, but now there is new approach.

The ITTF is developing a Table Tennis for ALL program with the aim to make our sport **Popular, Universal and Inclusive**. The term "ALL" means more people, but not only that, also different kinds of people in terms of age, gender, social status, culture and physical ability.

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This program includes the establishment of **World Table Tennis Day**.



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WHAT IS THE WORLD TABLE TENNIS DAY (WTTD)?

It is a celebration of the joy to play Table Tennis for fun, bringing people together where the focus is less on the competition and more on participation and fun.



WHAT IS THE PURPOSE OF THE WTTD?

To gather Table Tennis enthusiasts, attract people that usually don't play, promote the love for our sport and ideally engage new players to the practice in the long term.



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WHEN IS THE WTTD? WHY THAT DAY?

APRIL 6, because that day was established by the United Nations and the International Olympic Committee as the **International Day of Sport for Development and Peace**.

The first WTTD will then be April 6, 2015.

"Sport has become a world language, a common denominator that breaks down all the walls, all the barriers. It is a worldwide industry whose practices can have widespread impact. Most of all, it is a powerful tool for progress and for development."

—Ban Ki-moon, UN Secretary-General



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LET'S CELEBRATE OUR PASSION FOR TABLE TENNIS



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The ITTF firmly believe that table tennis is not only a matter of competition; it is also a vehicle for **positive social change**, a **healthy** worthwhile use of leisure time and an opportunity to **bring people together**, an excellent tool for **social inclusion**.

Table Tennis has a unique value where people from different ages, gender, skills or physical condition can play together. It is sport for life and It's FUN!

LET'S SHARE OUR PASSION WITH OTHERS



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WHO CAN ORGANIZE WTTD?

- Continental, National and Regional Table Tennis Associations
- National Olympic Committees
- Clubs, NGO's, Youth Centers
- Schools, High Schools, Universities
- Governmental bodies at all levels, related to sports, health or education
- Factories, Companies or any working environment
- A group of friends
- YOU!

DOES IT HAVE TO BE EXACTLY ON THE APRIL 6?

IDEALLY, but if you are not able to do it that day, it can be done the weekend after or before, or even a working day. The most important point is to DO IT.



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WHAT CAN BE DONE ON THE WTTD?

It can be done in very different ways and combining some of the activities listed below but the most important point is to let people play, especially those that usually don't play or never tried.

- Games
- Short exhibitions
- Participants challenging elite players (1 or 3 points)
- Short lessons
- Tournaments mixing genders
- Generation Games (grandparents – parents – children making teams)
- Tournaments in wheelchairs
- Bring celebrities
- Show professional table tennis matches during the day
- Play music, live or recorded
- Make a choreography with table tennis strokes and dance
- Lottery with table tennis equipment
- Regular table tennis tournament
- Be creative!



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You can find simple games and system to organize a competition in these links:

http://www.ittf.com/ittf_development/Breaking_Down_Barriers/css/Breaking%20Down%20Barriers_compressed.htm

http://www.ittf.com/ittf_development/Tops_Manual_org/css/Tops_Manual_org.htm

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WHERE CAN IT BE DONE?

- Parks
- Beaches
- Schools
- Universities
- Shopping Malls
- Pedestrian Streets
- Factories
- NGO's
- Clubs
- Stadiums
- Iconic places (nationally recognized spot, i.e. Eiffel Tower)
- Non-traditional place for a sport event like in the roof of a skyscraper
- Pubs or bars
- Everywhere, be creative!



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DO'S & DON'T

DO'S

- ☺ Bring a charismatic master of ceremony
- ☺ Maximize participation
- ☺ If you have a few tables, organize also games where no table is required (i.e. relays) or where large numbers can participate on one table (i.e. round the table)
- ☺ Unusual combination of tables in different positions (i.e. double table or mini tables, or tables on different angles by raising the legs on one side)
- ☺ Games with non-table tennis related equipment such as hoops, cones, plastic cups, etc.
- ☺ Games with robots if available
- ☺ Bigger or smaller rackets and balls
- ☺ Use banners to promote the clubs in the nearby area or a website to find them
- ☺ Associate the WTTD with a (non) related event for a win-win situation
- ☺ Promote partnerships!
- ☺ Plan in advance
- ☺ If it is an open air event, be ready for a plan B if bad weather conditions
- ☺ Link to national campaigns of sport, health, Olympic values or any related area
- ☺ Show Table Tennis matches on screens
- ☺ If you don't have enough tables improvise ("Every table is a table tennis table")
- ☺ Get the media attention!
- ☺ Use social networks!
- ☺ Engage volunteers
- ☺ Offer water
- ☺ Document the event with photos and videos

DON'T

- ☹ Focus on competition
- ☹ Long exhibitions
- ☹ Passive spectators
- ☹ Long speeches
- ☹ Leave anything for the last minute!



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TIMELINE



DECEMBER

Start planning

Organize a team and committees (media, sponsors, partnerships, logistics, coaches, etc.) with clear functions and aims

Define your target group(s) and location

Make partnerships and engage organizations and individuals

Register your event with the ITTF using the following link: to be advised

December

January - February

March

6 April

MARCH

Make posters, flyers, banners
Send press releases regularly
and engage the media

Come'n'try

During the weeks prior to the WTTD it is recommended to encourage the clubs to **open their doors** as part of the strategy. That means giving the possibility to anyone to **play for free** during the period. You can do use the condition that the users should commit to come to the WTTD and bring 5 people more.

JANUARY - FEBRUARY

Start promoting

through related websites (Table Tennis Association, National Olympic Committee, etc.) and Social Networks

APRIL

Review your **checklist**
Do it and HAVE FUN
playing **TABLE TENNIS!**

EVERY
TABLE
IS A
TABLE
TENNIS
TABLE

Please don't forget to send pictures, clips and a report to the ITTF! We will publish them ALL!

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BASIC EQUIPMENT YOU NEED

- Tables, nets, rackets, balls
- Audio system
- Surrounds
- WTTD Banner
- Poster with the list of clubs nearby or a link to a website to find them

FINANCING THE EVENT

There are multiple options to finance the WTTD, some of them could be:

- Governmental agencies
- Private companies
- Lotteries, raffles and other fundraising
- Selling merchandising of the event like t-shirts, stickers, base caps, etc.
- Renting booths
- Tickets to participate in a particular game:
Example, return 3 services from an elite player to get a prize

PROMOTIONAL PACKAGE

Registered organizers will receive from the ITTF a digital package containing the WTTD logo, editable poster, editable banner and design for T-shirts.

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POPULAR UNIVERSAL INCLUSIVE
ALL PING PONG CREATIVITY EXHIBITIONS OPEN TARGET PARTY
ALL AGES PLAY FUN GAMES ENGAGEMENT RACKETS BALLS DIVERSITY
MIX GENDERS MUSIC COME 'N' TRY ENJOY ADAPTIVE PASSION SOCIAL MEDIA
TEAM WORK DANCE DEVELOPMENT PROMOTION POSTERS FLYERS BANNERS
MIX AGES SOCIAL ACCESSIBLE CELEBRATION MINORITY GROUPS

SCHOOLS PUBS FACTORIES STADIUMS ROOFS
 CLUBS UNIVERSITIES SHOPPING MALLS
EVERYWHERE!
 ICONIC PLACES PARKS
 PEDESTRIAN STREETS

GOVERNMENT CLUBS EMBASSIES FAMILIES MEDIA NGOs
 PRIVATE SECTOR SOCIETY
ITTF MUNICIPALITIES PARTNERSHIPS
NATIONAL FEDERATIONS

Thanks to Pongathon.com for the pictures (www.nadiaelphotography.com)



Comments, questions, advise, feedback?
 Please contact:
Leandro Olvech - ITTF Development Director
lolvech@ittfmail.com



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