

Technical Specs

Booth/Activation Specs

Use this area to cover established specs (square footage, utilities capacity, etc) around the primary activation.

Floor Specs

Use this area to cover overall requirements around brand presence on the floor, possibility for guerilla-style moments, and general technical issues around connectivity.

Costume Specs

Use this area to cover requirements around costume shipping and storage, as well as general requirements around length of actor time in suits, and required changing areas.

Babka Experience

Core Event Narrative:

Use this area to cover elements of Babka narrative that will be revealed through ARG-like interactions around the event, any specific drops that can be accessed, and the interactions with Babka universe characters.

Key Event Mechanics:

Use this area to cover key interaction mechanics for the event as enabled by the Babka universe character actors and the ARG-like elements.

Key Event Touchpoints:

Use this area to cover key touchpoints/moments of interaction enabled specifically for this event. Link out to the run of show for time-sensitive interaction moments.

Conference Floor	Conference Booth/Activation	Online

Agenda/Run of Show

Use this area to cover logistical considerations around load-out and load-in for the event, as well as time-sensitive experience moments/participant interactions during the event itself.

Key Logistics

Open Tasks

Use this area to cover key tasks to complete and tag relevant stakeholders to assign the task to them



Timeline

Use this area to cover key milestones around design, creative, production, and logistics related to the event.

Budget

Use this area to cover key budget asks, and to link out to more detailed budget considerations.

Key Xsolla/Babka Team Members

Use this area to list key stakeholders related to the production and execution of the event, as well as the event elements they can be contacted with regards to.

Babka Events Template

Event Details:

Event Name	
Website	
Dates	
Event Run Time	
Location and Venue	
Format	
Target Audience	
Number of Attendees	
Primary Contact	
Xsolla Sponsorship Level	

Consumer Overview

Event Atmosphere

Use this area to cover general notes on event atmosphere, crowd types, and pitfalls to avoid given the history of this event and attendee type.

Attendee Profile

Use this area to build consumer profiles around primary attendee types, focusing on the types of engagement that they prioritize.

Event Goals and KPIs

Use this area to cover event goals and specific, trackable KPIs around product, brand, and narrative.

Which elements of the product are we socializing? ie. Which product features are integrated into key event mechanics?	How is the brand represented and publicized? ie. What are social media tie-ins that build the scale of the event? What number of impressions/reach are we targeting?	Which narrative elements are in play at this event? ie. Are there any narrative reveals or narrative content drops happening associated with this event?

Product KPIs	Brand KPIs	Narrative KPIs

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Vision for GDC from Shurick

Please send Babka to GDC, @Ishan Shapiro and @Berkley Egenes . Even if it is not a business-to-business show, it is the largest in America. The entire world is watching.

Here's the scenario I'd like you to play out. It means to be a visionary rather than a micromanager. If it sounds like micromanagement, I insist it's a crystal-clear vision 😊

Place Babka at the entrance to the Moscone Center. Make Babka pose for photos with all strangers. Everyone in the industry will wear a badge with their name and company name on it. I want a photographer with the latest corporate iPhone, not a camera, to take a few good pictures and also take pictures of the badges. Offer to take pictures on strangers' iPhones as well. I want you to configure iPhones so that they automatically upload photos to the corporate Google Photos cloud, even if it means having two or more iPhones and someone running to a hotel room with wifi every hour. Photographers should be sweetes people you can hire who are comfortable offering strangers a photo, scanning their badge, and promising them a free picture. After all, having a real photographer who is paid for shots and leads for xsolla may not be such a bad idea with a big camera.

The office team should receive materials from the show and post them on all social media platforms, including linkedin, twitter, facebook, instagram, snapchat, tik tok, and youtube shorts in real time like news co. Post from Babka, tagging people and their company names, congratulating them on their previous game success, sharing excitement about upcoming games, and making appropriate entertaining comments. Featuring #GDC23 and #babka.

I believe that when you tag people's names, they may appear in their friends' feeds, and when you tag games, there is a good chance that gamers who follow will notice it as well. Especially if the social media team retweets these good pictures. That could be a nice mystical first impression. and immediate industry validation.

Something happened to me as a child, and I am very frustrated when I see waste or sloppy work. What I'm saying is that hard work and trustworthiness are required. I want you to have enough people and coordination to carry it out. I'd like to have Babka from 8 a.m. to 8 p.m. every day. I want every good photo to be shared on every social media platform. Thats something what humble hero would not do but That is totally acceptable for Babka, but and each post is handcrafted, so it is not a spam it a scale. and that is what we wants. You can make up to three babkas at the same time; simply make an instruction that no one should see two babkas at the same time or be able to photograph two babkas together. You can also get an expensive badge a scanner device from Berkeley and collect all emails from strangers, after which you can send them emails about babka pay and other products powered by Xsolla with their pictures with babka.

A bonus would be to create a Snapchat filter so that anyone can take a picture with virtual babka.

Additional improvements would be babka music or sounds.





photo: @zachgrosser



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I Babka Charity

Related Confluence Space: [Charity Round-Up in Babka Project Space](#)

Raising awareness to programs providing assistance to those in need. Babka charity utilizes the “auto-round-up” function at checkout to raise funds for vetted international charities.

 INITIATIVE-835: Babka Charity [REVIEWING](#)

 BABKAPAY-1427: Babka Charity round-up [DONE](#)