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Mind games: The inclusion of trivia as a sport in the Pan Pacific Masters Games

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ABSTRACT

This case follows Shane Walters, who was successful in his proposal to have trivia included as a sport in the Pan Pacific Masters Games. Shane is now tasked with planning, programming, and delivering a sport programme, as well as marketing the programme to potential participants. The case is particularly relevant for courses that cover event planning, event marketing, and event tourism. The case is applicable to both undergraduate and postgraduate courses.

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1. Teaching note and overview for class use

This case explores the complexities of marketing and promotion for a non-traditional sport. The case is focused on the inclusion of trivia as a sport in the Pan Pacific Masters Games (PPMG) and provides instructors with an opportunity to discuss and debate the fundamental definitions of sport (and whether trivia is a sport) before tackling more complex marketing issues that flow from it being included in the PPMG. The case narrative allows students to follow Shane, an advocate and stakeholder for advancing trivia as a sport, as he plans for, and prepares to host the first ever trivia event at the PPMG. The case could be used in either undergraduate or postgraduate courses that discuss sport or event marketing. The discussion questions included as part of the teaching note are applicable for either undergraduate or postgraduate students. It might be expected that postgraduate students provide more in-depth analysis and critique, and therefore additional readings and guidance for instructors to tailor the use of the case accordingly is provided.

The PPMG has approximately 12,000 participants aged 30 and over in 42 sports. After an email to various stakeholders soliciting interest in new sports to be added, the PPMG announced that trivia was to be included in the 2014 Games. Shane, a regular participant in the PPMG and board member of Quizzing Australia (the governing body for trivia), was elated, as he had successfully proposed the addition of trivia. As the case describes, after his successful bid, Shane was faced with many decisions on how to appropriately market and stage a trivia event at the PPMG. Shane's success hinged on securing at least 100 participants in trivia for the inaugural event, as it would be excluded from any future PPMG if the 2014 event (upon which this case is focused) was unsuccessful. Participation was therefore a key driver for any of Shane's marketing actions in planning and preparing for the event.

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Students are invited to assume the role of Shane as he develops a marketing plan to ensure trivia is successful at the PPMG. While it is noted that the case is written in an Australian context, the case could be used in international classrooms as trivia has similar contextual relevance in both the USA and the UK. For example, in the USA, trivia nights started in the 1980s after the success of the board game Trivial Pursuit. Currently, it is estimated that 2000 weekly trivia nights are held in the USA. Further, it is estimated that approximately 22,445 weekly trivia events are held in the UK (Pagels, 2014). Suggested readings are provided in the subsequent sections of the teaching note that instructors can use in order to further develop contextual relevance.

2. Understanding the product

One of the key tasks in developing a marketing or promotion plan is to understand the product that is being taken to the market. For Shane, this is a particularly challenging issue because trivia, which is not traditionally considered a sport, is to be marketed and hosted within a larger multi-sport event.

2.1. Understanding trivia in a sport context

In order to orient student thinking and engage them in the topic area, an activity for either undergraduate or postgraduate students that instructors can use this case for stems from challenging our assumptions and definitions of sport in order to understand trivia as part of the broader sport event (the PPMG). In this case, a practical background for initiating such a discussion about trivia as part of a larger sport event is provided. Instructors are encouraged to allow students to discuss and debate how Shane might define trivia given that it is an event within a broader sport context.

While a precise and universal definition of sport is difficult to find, as demonstrated in the case, many sport organisations have developed their own definitions. This provides an opportunity for instructors to facilitate discussion about who defines sport and who benefits or is disadvantaged by particular ways of defining sports, and for students to challenge their own underlying assumptions about what sport is or is not.

For both undergraduate and postgraduate students, it is useful to start with sport management textbooks that provide definitions of sport in introductory chapters. Instructors can use textbooks that are appropriate for their context or geographic location. Examples of texts might include, but are not limited to Hylton (2013), Masteralexis, Barr, and Hums (2011), Pedersen and Thibault (2014), Robinson, Chelladurai, Bodet, and Downward (2013), Shilbury and Kellett (2010), and Smith and Nicholson (2012).

For postgraduate students, further critical discussion can be encouraged by assigning readings such as Chalip, Schwab, and Dustin (2010) and Deery, Jago, and Fredline (2004). Specifically, Chalip and colleagues (2010) examine how sport is defined differently in sport management compared with sport recreation. The lens through which one views sport impacts which activities are included as important and legitimate sports and which are not – and ultimately how sports are supported in society. Deery et al. (2004) address defining sport in the context of tourism and events—which is important to discuss in the case of the PPMG.

The following questions could be used for either undergraduate or postgraduate students as a discussion guide for lessons related to defining sport. Of course, the depth of student analysis will depend on the student's education level and background knowledge. Questions include:

1. How do you define sport?
 - a. Does your definition of sport differ from the IOC's or SportAccord's definition? If so, how?
 - b. Does your definition of sport encompass trivia?
2. Many people (such as Ian in this case) are critical of trivia being defined as a sport. If you were Shane, how would you defend trivia as a sport to others?

Class activities can include:

1. Ask students to research different definitions of sport offered by various sport organisations. Facilitate a discussion on the commonalities and differences found among various definitions. If the instructor requires students to research definitions of sport prior to coming to class, it is estimated that the discussion would take 20 minutes. However, the instructor may also choose to have students research definitions during class time. In this case, it is expected this activity would take up to an hour.
2. Trivia was included in the PPMG as a result of Shane's written bid to the PPMG when it solicited interest in the inclusion of additional sports. Ask students to write a convincing letter to the PPMG proposing to include trivia or another sport of interest. Students should research the sport and provide participation rate data and facts that might convince an event organiser to add the sport to the event programme. This could be used as the foundation for a class debate. Students could debate the topic of "Trivia is a sport". Students could be assigned to a group either for or against the statement. Students should use their research and existing facts to debate the topic. The time required for the debate would be dependent on the number of students in the class. It is recommended that students be allotted no more than 5 minutes to state their position.

2.2. Designing and marketing the trivia event

Once students have developed an understanding of trivia, the next important task from a marketing perspective is to design and market the trivia event as part of the PPMG. Trivia, as an event, is the product on which Shane will be basing his marketing efforts; therefore, it is important to consider the target markets, and how to appropriately design the event in a way that effectively positions it with respect to the target audience. Further, the event design will impact how trivia is experienced by participants.

The case provides an opportunity for students to consider marketing for participation. As Shane must ensure that a minimum of 100 participants register for the inaugural trivia event, understanding his target audiences is crucial for planning and marketing. In this instance, Shane has internal and external target audiences for his marketing communications. Specifically, the internal target audiences include those who are already registered for the PPMG. This target market includes those who are already registered for the event and participating in another sport. External target audiences refer to those who are not already participating in the PPMG, but may have an interest in trivia. As the case describes, each event participant must be registered for the PPMG at a cost of \$100 per participant. Additionally, participants must pay a “sport fee” of \$25 for each sport in which they participate. Thus, a person whose only sport at the PPMG is trivia will pay \$125 to participate. This may be seen as an expensive alternative to trivia that is commonly held in pubs and clubs – an activity that is often free. If an individual is already registered for the PPMG and participating in another sport, the fee to participate in trivia will only be \$25 as they would have already paid the event registration fee. The internal and external target audiences challenge students to consider different marketing strategies.

In order to appeal to both the internal and external target audiences, Shane must effectively position trivia to appeal to them. Essentially, event positioning refers to the way in which the target audiences perceive an event. This concept is particularly relevant to the case of trivia within the PPMG, as trivia will need to effectively differentiate itself from other sport events in order to attract participants. Further, all marketing efforts implemented for the trivia event will need to align with existing PPMG strategies. This is known as co-branding, and emphasizes the importance of promoting similar marketing messages and positioning strategies. Shane must position trivia to the internal and external target audiences if it is to succeed and be included in future PPMGs. Allen, O’Toole, Harris, and McDonnell (2011) provide a basic overview of positioning within the wider setting of the marketing planning process. Positioning strategies must consider segmentation and targeting, the development of event marketing objectives, the selection of marketing strategies and tactics, and the selection of the event’s marketing mix. Specifically, Allen et al. (2011) discuss nine key approaches through which an event can position itself. In the case of trivia at the PPMG, effective positioning may be achieved through leveraging the existing reputation of the PPMG as the largest biennial Masters Games in the world, or perhaps the novelty of trivia being included as a sport in the PPMG event.

As trivia is not a traditional sport, students may consider alternatives to traditional sport marketing strategies. In terms of the event marketing literature, Green (2001), Getz (2005), and Preston and Hoyle (2012) would assist students when considering the trivia event from an event marketing perspective. In the context of sporting events, Green (2001) considers the role of subculture and identity when developing marketing strategies. It may be useful for students to reflect upon these concepts when identifying internal and external target markets and developing strategies in order to attract target markets to the event. Getz (2005) provides an overview of basic event management principles, which provides students with a greater understanding of the underlying concepts presented within the case study. Similarly, Preston and Hoyle (2012) provide a comprehensive examination of contemporary event marketing approaches. The book considers various aspects of event marketing, such as defining the concept itself, and information on sponsorship and branding across numerous event contexts.

In terms of enhancing the participant experience, Chalip (2006) discusses that events can be enhanced if the event managers (1) enable sociability, (2) create event-related social events, (3) facilitate informal social opportunities, (4) produce ancillary events, and (5) theme widely. Students should consider all of these concepts when positioning trivia as part of the broader PPMG multi-sport event.

The case also provides students with the task of planning the structure of the event, which should be considered in relation to how it will impact the event experience (Parent & Smith-Swan, 2013). While many of the logistical needs of the event such as transport, negotiating the venue contract, and the provision of the ancillary services such as food rest with the PPMG, Shane is obligated to outline the requirements of the tournament format. Students are tasked with determining a reasonable size and scope for the trivia event, as well as an appropriate format. While a minimum of 100 participants is necessary to meet the PPMG guidelines for annual continuation of the trivia event as part of the PPMG, Shane has the opportunity to set his own targets for participation.

Shane must determine the ideal format for the tournament. He has decided on both individual and group participation formats. However, thought is needed in regard to the ideal size of a group for the group competition, both in terms of what is best for competition, and also what group size will maximise participant numbers. Thus, Tsuji, Bennett, and Zhang (2007), Crowther (2010), and Allen et al. (2011) would be useful when considering event planning aspects in relation to the case. Tsuji et al. (2007) examined the satisfaction of attendees at a sporting event based on the service quality, and ultimately their intentions to attend the event in the future. Being the inaugural year of the event, it is arguably the most important period in which to develop customer satisfaction so as to ensure attendees continue to participate in the future. Crowther (2010) considers events as a means of delivering on strategic goals and objectives set by an organisation. Consequently, this paper

could assist students when developing realistic goals that need to be addressed through the planning of the event. Allen et al. (2011) provides a basic overview of the strategic planning process, from the initial steps in which the event concept is developed, through to the final stages of event shutdown, evaluation, and reporting.

The following questions should be used as a discussion guide for lessons relating to event planning and marketing:

1. Shane needs to ensure at least 100 individuals sign up for trivia at the 2014 PPMG. Identify potential target markets that Shane could aim to attract.
2. How might Shane position the competition in order to attract his target markets? Write a positioning statement for the trivia event. Allen et al. (2011) is a useful reference to assist in composing a positioning statement.
3. What strategies might be employed to attract internal participants (i.e., those already participating in the PPMG)? What strategies could be used to attract external participants?
4. How would you enhance the participant experience at the event? Students should be encouraged to think through how value can be added to the trivia competition given that this competition is essentially an expensive alternative to trivia events that are regularly held in pubs and clubs.
5. What is a reasonable number of participants to set as a goal for the event? What is the justification for this decision?
6. Based on your estimate of participants, what type and size of space would be required? Explain the benefits of selecting a space that is ideal. What are the potential repercussions of a space too big and/or too small?
7. Would the event be for individuals, pairs, teams, or multiple formats? Why? If the decision was made to use a team format, how would you decide on the number of participants allowed per team?

Class activities might include:

1. Students should be asked to write a press release announcing the addition of trivia in the 2014 PPMG. In doing so, students should consider how they can maximise the novelty of trivia being included in the PPMG, while also maintaining the seriousness of the trivia competition.

2.3. Marketing for tourism

Shane must also consider potential tourism implications of including trivia as part of the PPMG. From the case, it is clear that the state government provided funding to the PPMG given its significant tourism potential. Ensuring that trivia can add to the tourism impact of the event would be beneficial to its long-term inclusion in the event. The case highlights that the trivia event will be held on the last days of the PPMG. Targeting existing PPMG participants with events at the beginning of the PPMG could lengthen their destination stay and increase the tourism spend, thereby adding value to the PPMG and demonstrating the value of the addition of trivia. The following questions should guide discussion:

1. How might the addition of trivia impact tourists' spending, lengthen the time they spend at the destination, and increase their spending in the local economy?
2. What strategies should Shane use to increase tourist spend and lengthen participants' stay around the event? Specifically, given the timing of trivia in the concluding days of the event, how can Shane work with the organisers of the other sports in the PPMG to maximise tourism impact?

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Mind games: The inclusion of trivia as a sport in the Pan Pacific Masters Games

Case study

Shane Walters is a regular participant in touch football and athletics (track and field) in the Pan Pacific Masters Games (PPMG). The PPMG is a multi-sport Masters event for adult participants, held every two years on the Gold Coast, Queensland, Australia. There are no qualifying standards or times required for individuals to meet in order to participate in the PPMG; however, participants must be a minimum age, which, for most sports, is 30 years. Competition is then arranged into age groupings. In 2012, the PPMG attracted over 12,000 participants from over 20 countries. In 2014, the PPMG was held over nine days, consisted of 37 sports (including trivia), and attracted over 12,000 participants from Australia and overseas.

As a registered participant in the PPMG, Shane received regular marketing communications from the event organisers. In 2013, he received an email soliciting interest for additional sports to be included in the 2014 PPMG programme. Shane was an avid participant in trivia tournaments and was also a board member of the not-for-profit organisation of trivia events – Quizzing Australia. He was sure that trivia would be a good addition to the PPMG, so Shane developed a formal proposal for it to be considered for inclusion in the event.

After a review process by the board of the PPMG in February 2014, trivia was accepted into the PPMG programme for the November 2014 event along with four other first time sports including diving, equestrian-dressage, sailing, and fitness challenge. Shane was given the directive that they must plan, programme, and deliver the trivia event which would require substantial promotion to potential participants. Shane was a little overwhelmed that he only had nine months to complete these tasks. This case tracks the challenges and decisions that Shane faced from February 2014 until the event in November of that year.

Shane was advised that his sport must attract a minimum of 100 participants in the inaugural year if trivia was to be considered for inclusion in any future PPMG event. While Shane had hosted many trivia fundraisers at local schools and had presided over numerous trivia events at pubs and clubs, he had never marketed an event of this scale, and in particular had not had to grapple with trivia being part of a larger sport event context – in this case the PPMG. Shane was told that he had a budget of \$500 to market the event, and was advised that he was able to increase his budget through obtaining sponsorship, but only with the approval of the PPMG.

Before he started planning for this event, Shane knew that at best he would most likely face some mockery, and at worst some opposition to trivia being included as part of the PPMG event schedule. He knew he needed to do some work to define his product (the trivia event) and to understand the larger context within which it was to be staged. As a result, he began to gather information that he believed he would need to make trivia a successful part of the PPMG. This information included: what defines sport, the structure and management of the PPMG event, and the value of the PPMG to tourism in the host destination. The subsequent sections outline his deliberations.

1. Sport or not?

Shane was sharing his excitement of trivia being accepted as part of the PPMG event with his friend Ian who rather bluntly questioned whether trivia was in fact a sport. Ian noted that the Australian Masters Games (an event comparable to the PPMG in which he had previously competed) did not include trivia as a registered sport, and he did not believe that it should be included. Shane became defensive and justified the sport's existence but this challenge from Ian made him ponder the implications of including trivia in such an event. Shane reviewed some information on similar events to the PPMG and found the following information from the International Masters Games Association (IMGA):

“The HCOC [Host City Organising Committee] has the option of selecting additional sports to compliment the core program. Those sports should be selected on the basis of the facilities available and the strength of those sports at masters' level in that country and internationally. The optional sports must have the final approval by the Board of Governors.” (International Masters Games Association, 2010)

For a sport to be included in the IMGA it must be recognised by either the International Olympic Committee (IOC) or SportAccord. SportAccord is the union for both Olympic and non-Olympic international sports federations as well as organisers of international sporting events. Shane noted that trivia would not be recognised by the IOC, so decided to look further into SportAccord to see if he could find some legitimacy for trivia. SportAccord has developed a definition of sport to determine whether an applicant federation qualifies as an international sports federation. SportAccord's definition of sport is the following:

- The sport proposed should include an element of competition.
- The sport should not rely on any element of “luck” specifically integrated into the sport.
- The sport should not be judged to pose an undue risk to the health and safety of its athletes or participants.

- The sport proposed should in no way be harmful to any living creature.
- The sport should not rely on equipment that is provided by a single supplier (SportAccord, 2013).

Shane found that SportAccord also categorises the sports of its current member federations into five groups which include those sports that are primarily physical; primarily mind; primarily motorised; primarily coordination; and primarily animal supported. SportAccord recognises that these groupings are not independent.

Although some may still question trivia's place as a sport at the PPMG, other equally unconventional activities have been considered as "sports" and included in other Masters Games. For example, competitors at the New Zealand Masters Games have the choice to participate in a wine tasting event as part of the Games. Competing in teams of four, participants are required to taste wine and answer four multiple-choice questions in order to ultimately guess the wine tasted. Thus, after considering some of the other sports included in international events that are equivalent to the PPMG, Shane was encouraged as the idea of including trivia as a sport within the PPMG did not seem questionable after all. Shane explored the Masters Games movement next.

2. Masters Games

The Masters Games movement, which is targeted at mature-aged athletes, predominantly those over 30 years old, has seen considerable growth since the first documented Masters Games took place in Canada in 1985. Some sports, such as gymnastics, have a younger participant profile due to the nature and requirements of the sport and therefore, a younger definition of what constitutes a masters participant. For gymnastics, the age for the masters competition is 25, while for touch football the age is 30.

In Australia, the Masters Games have experienced great success. The first Australian Masters Games was held in 1987. This was followed by Brisbane hosting the World Masters Games in 1994, attracting 24,000 competitors from 71 countries. Given the significant success of the World Masters Games, the state of Queensland hosted the Queensland Masters Games in 1995. Significant interest was shown from the rest of Australia and its neighbouring countries, prompting the event to rebrand into the Asia Pacific Masters Games, and then the PPMG. The PPMG is now held every two years with the Australian Masters Games being held in the alternate year. Based on the participation growth, the PPMG has since developed into the largest biennial Masters Games in the world.

The PPMG and Great Barrier Reef Masters Games are both owned and operated by Events Management Queensland. They are not under a bid process and remain in their host cities of Gold Coast and Cairns, respectively. Alternatively, the Australian Masters Games are owned by the Confederation of Australian Sport (CAS). The CAS offers those Games to host cities through a bid process.

The World Masters Games and some world regional Masters Games are owned by the IMGA, who offer the Games to host cities in a bid process. While the various Masters Games are owned and managed under different structures, there is some collaboration among the various Games. While the PPMG is not under direct control of the IMGA, Shane knew, at least anecdotally that athletes participate in various events within the entire Masters Games movement. Thus, Shane examined the mandate of the different Masters Games events. The two he found were for the IMGA and the Australian Masters Games. The IMGA is recognised by the International Olympic Committee and partners with the International Paralympic Committee. The objectives of the IMGA include:

- To promote and encourage mature individuals, generally known as Masters, from all over the world to be active, with the awareness that competitive sport can continue throughout life;
- To strengthen and grow the Masters sports movement in partnership with its members, the international federations and other partners; and
- To promote friendship and understanding among mature sportspeople, regardless of age, gender, race, religion or sport status. (IMGA, 2010).

Similarly, the objectives of the Australian Masters Games are to provide an occasion to:

- Make the wider community aware of the benefits of sport;
- Encourage and engage the masters sport demographic in ongoing activity that is beneficial to their long-term health and well being;
- Encourage a positive active lifestyle in the community that is balanced with social outcome and opportunities;
- Reaffirm with all levels of sports administration the importance of mature-aged sports people who are seeking opportunities to participate; and
- Demonstrate the myriad of attractions of sport: skill, achievement, competition, social interaction, and satisfaction (Australian Masters Games, 2014).

Based on the IMGA and the Australian Masters Games mandate Shane noted that the Masters Games are not necessarily about competition, but are also about lifelong participation and social involvement.

Due to the minimum age requirement postulated within the PPMG guidelines, the PPMG is targeted towards individuals who are 30 and over, and interested in participating in sport at a competitive level. As the largest biennial Masters Game in the world, the reputation of the PPMG has assisted in strengthening its position as one of the premier multi-sport events for over 30s. In order to appeal to this market, a range of additional activities and entertainment is offered throughout the duration of the event. For example, the 2014 PPMG featured a sport and leisure expo, which expected to attract around 85% of the competitors and supporters registered in the competition (Jupiters Pan Pacific Masters Games, 2015). The Gold Coast Convention and Exhibition Centre is home to the official Games Village, and plays host to nightly entertainment, as well as offering a range of food and beverage options. Further, the PPMG is supported by five primary sponsors: Jupiters Hotel and Casino, Tourism and Events Queensland, the City of Gold Coast, 92.5 Gold FM, and NBN Television, each of which assist in targeting the desired audience. The PPMG is also active across numerous social media platforms, including Twitter, Instagram, and Facebook, in addition to their comprehensive website. Shane understood that in order to successfully promote the trivia event, it would have to align with the marketing and positioning of the PPMG as a whole.

3. Marketing trivia to participants

Drawing on his own past involvement and experiences in the PPMG, Shane was of the view that one of the most important things from participation was the social aspect, and he is certain that most of his fellow participants would agree. In addition to the sport programme, one of Shane's favourite parts of the PPMG was the extensive social and entertainment programme that was facilitated by the location of the event itself. The PPMG Village was always centred at the Gold Coast Convention and Exhibition Centre (GCCEC), which served as the hub of the event – playing host to both sport and entertainment. The GCCEC was also the venue where trivia was to be played.

As social engagement and involvement was a large part of his experience in the PPMG, he wanted to ensure that the way in which he designed and marketed the trivia competition would embrace and promote involvement beyond the competition. Shane recalled the PPMG event's slogan that was "Play it, Live it, Love it", and was heartened by the fact that there was some congruency between his desire for social involvement in trivia and the larger event.

Although Shane was clear that the trivia event needed to include elements to provide social opportunities for participants, he needed to further understand his target audience. That is, a crucial task was to identify who might participate in trivia as part of the PPMG. The rules of entry into the PPMG offer some insights into potential markets. In order to compete in the PPMG, participants must first register with the event organisation at a cost of \$100. For every sport in which an individual competes, the individual must pay an additional \$25. For example, if an individual participates in the sport of sailing, the individual pays \$100 to register for the PPMG and an additional \$25 for the sport, totalling \$125. If that individual then decides to participate in trivia as well, the individual pays an extra \$25 to total \$150. The first was internal to the PPMG and included existing PPMG participants. That is, Shane would need to market the benefits of trivia as an additional activity to PPMG participants. To better understand this target market, Shane accessed data from PPMG about their participants. He was interested in the breakdown of the state or country in which participants were from (Table 1), as well as the number of participants in each sport (Table 2). Shane reviewed the data and was left with some questions about how to position the event to appeal to the internal PPMG target market.

The second target market that Shane had identified was external to the PPMG and included individuals who might register for the PPMG to participate solely in the trivia event, or perhaps to add other events onto their trivia event experience. At a cost of \$125, Shane considered this may be a challenge to overcome as such individuals might view trivia in the PPMG as an expensive exercise when trivia events that are commonly held in pubs and clubs are often free.

Quizzing Australia has limited data on their participants; however Shane was able to find some data from a recent event. The majority of participants in the 2014 Quizzing Australia event were male (71%). Table 3 shows the breakdown of participants by age group. Shane noted that two-thirds of the participants for this event were aged between 51 and 70. Shane needed to consider carefully which age group or groups to target for marketing communications.

Table 1
PPMG participants by region.

Region	2010 Participants	2012 Participants
New South Wales	2736	2865
Brisbane	2363	2399
Gold Coast	1616	1687
Rest of QLD	1278	1473
Victoria	1221	1473
International	1001	1026
South Australia	296	440
ACT	308	358
Western Australia	205	296
Tasmania	98	194
Northern Territory	67	48
Totals	11,189	12,259

Table 2
PPMG participants by sport.

Sport	2010 Actual	2012 Actual	2012–2010 Difference	% Change
AFL	123	83	–40	–32.52%
Archery – Field	33	55	22	66.67%
Archery – Target	48	62	14	29.17%
Athletics – Beach Mile	n/a	64	n/a	n/a
Athletics – Track & Field	428	488	60	14.02%
Baseball	696	697	1	0.14%
Basketball	705	785	80	11.35%
Beach Volleyball	132	151	19	14.39%
Callisthenics	n/a	223	n/a	n/a
Cricket	73	69	–4	–5.48%
Cycling	n/a	188	n/a	n/a
Dragon Boats	762	835	73	9.58%
Football (Soccer)	1272	1245	–27	–2.12%
Futsal	198	251	53	26.77%
Golf	136	164	28	20.59%
Hockey	453	521	68	15.01%
Indoor Netball	358	320	–38	–10.61%
Indoor Rowing	81	94	13	16.05%
Judo	36	32	–4	–11.11%
Lawn Bowls	134	160	26	19.40%
Motocross	198	102	–96	–48.48%
Netball	902	1135	233	25.83%
Outrigger Canoeing	n/a	192	n/a	n/a
Polocrosse	87	78	–9	–10.34%
Rowing	198	209	11	5.56%
Rugby League	155	157	2	1.29%
Rugby Union	135	73	–62	–45.93%
Shooting – Clay	70	69	–1	–1.43%
Shooting – Pistol	20	n/a	n/a	n/a
Softball	1713	1814	101	5.90%
Squash	82	69	–13	–15.85%
Swimming	369	339	–30	–8.13%
Swimming – Open Water	145	135	–10	–6.90%
Taekwondo	92	80	–12	–13.04%
Tennis	154	177	23	14.94%
Tenpin	107	102	–5	–4.67%
Touch	805	796	–9	–1.12%
Volleyball	n/a	59	n/a	n/a
Waterpolo	50	66	16	32.00%
Totals	10,950	12,139	1189	10.86%

Table 3
Age of 2014 Quizzing Australia event participants.

AGE	Percentage
30–40	8
41–50	16
51–60	35
61–70	29
70+	12

4. Gold Coast tourism

For Queensland, the PPMG is the state's largest biennial multi-sport participation event. Consequently, the event attracts significant state government funding given its potential impact on tourism. Jan Stuckey who is the Minister for Tourism, Major Events, Small Business and Commonwealth Games stated that "The Queensland Government, through Tourism and Events Queensland [TEQ: the Queensland Government's statutory authority in charge of tourism and events], is proud to support the 2014 Pan Pacific Masters Games as part of our commitment to double annual overnight visitor expenditure from \$15 billion to \$30 billion by 2020." David Tyler, the PPMG Event Manager, suggested that the 2014 event would see 5000 tourists from interstate and 1000 from outside of Australia. This kind of data was very important to Shane's planning and strategic development of his trivia event. In order to be a permanent part of the PPMG, Shane thought that if he could show that people were coming uniquely to participate in trivia at the PPMG, it would ensure the long-term viability of its inclusion in the Games.

Further, Shane thought that as participants in other sports complete their events, they may be interested in participating in trivia as an additional sport if it were held towards the end of the PPMG programme. Shane negotiated with the board of

the PPMG to schedule the trivia event at the end of the nine days of competition at the PPMG. Four qualifying rounds were included – two on day 7 (Thursday), and two on day 8 (Friday). The winners from each of the qualifying rounds in both team and individual formats then competed in the championship round on the final day of the PPMG event (Saturday). Shane thought that it would be most strategic to position the trivia event at this time during the PPMG so that athletes from other sports who had finished earlier in the 9-day event may prolong their stay on the Gold Coast in order to participate in the trivia event and ultimately increase tourism impact. Shane decided to examine the Gold Coast tourism profile in order to ascertain information that may assist in his planning.

The Gold Coast is located in the South-eastern corner of Queensland, Australia and attracts over 12 million tourists a year which is estimated to provide \$4 billion in visitor expenditure. The Gold Coast is renowned for its sub-tropical climate, beaches, rainforests, theme parks, and sport venues and therefore it is not surprising that tourism is one of the fundamental drivers of the Gold Coast economy. While attracting significant domestic tourism, key international markets for the Gold Coast include New Zealand, China, and South-East Asia (Council of the City of Gold Coast, 2014).

It was clear to Shane that the PPMG event matched the Gold Coast's tourism strategy. He wanted to show the benefits of the trivia event to tourism as part of the larger PPMG event. He explored some further detail about Tourism and Events Queensland (TEQ). TEQ seeks to increase tourism and visitor expenditure to the state of Queensland with one strategy being the hosting of events. Some of TEQ's Key Performance Indicators include:

- Publicity and promotional value generated by TEQ activities;
- Direct and incremental spending generated by major events within the TEQ portfolio;
- Overnight visitor expenditure generated by major events within the TEQ portfolio;
- Visitors to Queensland generated by major events within the TEQ portfolio; and
- Direct visitor nights generated by major events within the TEQ portfolio (Tourism and Events Queensland, 2015).

From Shane's perspective, there was a clear match between TEQ's key performance indicators and the trivia event as part of the PPMG. His challenge was to demonstrate the links and symbiosis.

5. Quizzing Australia

In addition to the injection to tourism, the PPMG also benefits the clubs and sport organisations that host the sport competitions. Thus, Shane knew that there were potential benefits to Quizzing Australia. Revenue streams that are derived from the event include participation fees, food and beverage sales, merchandise sales, functions and event admittance, and traditional fundraisers such as raffles. An example of the flow on effects of the PPMG on local clubs is that of baseball. Baseball is one of the largest sports in the PPMG. A local baseball club in the destination – the Surfers Paradise Baseball Club – hosts the baseball event in the PPMG (which is akin to the way that Quizzing Australia, through Shane, will host the 2014 trivia event in the PPMG). In 2012, baseball attracted 54 teams from around the world and raised over \$62,500 from hosting the PPMG baseball event. This equated to 25% of the \$250,000 that the club needed to proceed with the development of new and upgraded facilities on their training grounds. Shane realised that his planning needed to encompass some strategic action to ensure that Quizzing Australia could capitalise on hosting the trivia competition.

Like many other sport clubs and organisations within Australia, Quizzing Australia is a not-for-profit organisation and is a member of the International Federation, the International Quizzing Association. Quizzing Australia was formed in 2011 by "serious" quizzers who were trying to move away from the "pub trivia" association – an activity that is a common marketing and social ploy used by pubs throughout Australia. The key goals of Quizzing Australia are:

1. To promote quizzing throughout Australia;
2. To foster quizzing as a competitive activity;
3. To run regular Australian quiz events;
4. To facilitate Australians' participation in the World Quizzing Championships;
5. To develop links with other quizzing associations; and
6. To encourage lifelong learning (Quizzing Australia, 2014).

The inclusion of trivia as an event in the PPMG provides Quizzing Australia with a platform to promote competitive trivia both within Australia and on an international scale. Shane's challenge is to consider planning an event that Quizzing Australia can benefit from in the same way that Surfers Paradise Baseball Club did. Further, Shane also realised that he had some added complexities conducting an international trivia competition as (a) trivia is often culturally dependent and, (b) not all participants in the PPMG are English speakers.

6. Tournament format

Shane was somewhat concerned about the format for the trivia event as part of the PPMG. He noted that there was no "typical" or "standard" format for trivia competitions. Quizzing at the national and international level can be played with

individuals, pairs, or larger groups. Further, the number of questions and rounds can vary. This left Shane with a range of issues to consider regarding the format for the event.

Shane was cognisant that perceptions were at the heart of any marketing communications. He was determined that the inaugural trivia event in the PPMG would be perceived as a serious competition rather than analogous to another form of “pub trivia”. He wanted to ensure that the trivia event in the PPMG was disassociated with alcohol—which is part of the social ritual of pub trivia.

Shane looked to other trivia events for some clues about format. In a recent Quizzing Australia national tournament event, 120 questions were used; therefore, he considered that this might be a good model from which to work. Shane also had access to a draft of rules from a recent trivia competition (see Fig. 1), and as a result, decided that there should be both an individual and a team competition. It was decided that participants could play in either the individual or team event, but not both.

With only nine months to promote and prepare for the event, Shane realised that he had much to consider. The successful execution of the inaugural trivia event at the PPMG would require the development of goals and strategies that aligned with the vision of both the PPMG and the city of the Gold Coast, while appealing to potential participants. Although the marketing of trivia needed to be implemented within the confines of the existing PPMG marketing strategies, Shane also needed to ensure that his event brought something new to the Masters Games in order to ensure its longevity. Without a moment to spare, Shane commenced planning for the beginnings of what he hoped would be the next successful inclusion in the PPMG.

Trivia Challenge: Draft Rules

The Trivia Challenge is conducted in accordance with the following rules.

1. Team size

- 1.1. Each team shall consist of a maximum of six players, one of whom shall be nominated captain.

2. Format

- 2.1 The Trivia Challenge will consist of 100 questions, comprising 10 rounds of 10 questions each.
- 2.2 Each round will conform to a theme (music, geography, sport, etc).
- 2.3 All teams play concurrently.

3. Points score

- 3.1 Each question is worth one point.
- 3.2 Questions will be marked as either correct or incorrect, i.e. there will be no part marks.
- 3.3 The team with the highest score is the winner.
- 3.4 Where necessary, an additional question will be used to separate the tied teams.

4. Answers

- 4.1 Answers must be both accurate and specific to be considered correct.
- 4.2 A surname alone is sufficient where the answer is the name of a person. It follows that an answer of an incorrect forename with a correct surname would be considered correct. In both cases, an exception is made where a question specifically requires both names.
- 4.3 Forenames alone are acceptable only where a person is universally known by that name (e.g. Dante, Napoleon, Madonna).
- 4.4 Kings, queens and popes must be identified by their regnal name (e.g. Henry V, Elizabeth II, Pius XII).
- 4.5 Spelling errors will not be penalised provided answers satisfy 4.1.
- 4.6 Phonetic spelling of answers is acceptable unless otherwise indicated in the question.

5. Appeals

- 5.1 Team captains have five minutes from the release of each round’s scores to lodge an appeal against any question or answer.
- 5.2 Appeals will be considered by a committee appointed by the event organiser for that purpose.
- 5.3 The appeals committee’s decision will be final and no further appeals may be lodged.

6. Prizes

- 6.1 Prizes will be presented to the three highest scoring teams.
- 6.2 Round prizes will be awarded to the team that wins each round.
- 6.3 No team may win more than one round prize.

Fig. 1. Example of Draft Rules for Trivia.

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