

Esports, level 1

Smarter
technology
for all

Lenovo

LET LENOVO HELP YOU BUILD A SUCCESSFUL ESPORTS PROGRAM.

To build a competitive esports program for your school, you don't need to be an avid video gamer yourself. But you'll need a good strategy and some support to make it happen.

Not every student is cut out for competitive sports. But esports is an inclusive way to help students gain solution-finding and team-building skills, boosting self-confidence along the way. Some students can even earn scholarships as colleges and universities are now building varsity esports programs. Businesses too are starting to see what skills gamers can bring to the workplace.

With all the potential that esports offers, you'll want an approach that helps you get the most out of your program. Lenovo is here to help as your knowledgeable and trusted advisor. Here are a few pointers to help you get started:



WHERE TO START:

- List your esports program goals
- Research which games you want at your school
- Decide to start as a recreation, club, or varsity program
- Pick a location where you can set up your esports area, and design it accordingly
- Choose a PC that fits the games you want to play



WHAT TO AVOID:

- Throwing a program together and assume it will succeed
- Picking a game to focus on because you've heard your child talk about it
- Jumping right into competitions without preparing your participants
- Thinking that gaming is just for the stereotypical gamer
- Assuming you have to buy the most upgraded, tricked-out PCs

As you put your plan into action, your Lenovo consultant will be ready to help along the way.

REACH OUT TO YOUR LENOVO REP FOR MORE INFORMATION.