



POKÉMON CLIENT: PUMPHOUSE PRODUCTIONS

DATES

2nd June – 2nd July 2011

EVENT VENUES:

NEC, Birmingham
Fiera Roma, Rome
IFEMA Hall, Madrid
Espace Grande Arche Eiffel, Paris
Expo XXI, Cologne

EVENT DETAILS

For the second year running, Blackjack teamed up with Pumphouse Productions to staff the 2011 Pokémon Video Game National Championships. This years event kicked off in Birmingham before heading to Italy for the first time ever, Spain, France and finally Germany.

The top eight finalists in each division from each of the five European locations will earn guaranteed competitor slots at the 2011 Pokémon World Championships.

This years event showcased the two newest Pokémon video games, Pokémon Black Version and Pokémon White Version for the Nintendo DS™ family of systems.

Blackjack interviewed and recruited specifically for this event, organizing teams of staff to match the required skills at all locations.

BLACKJACK TEAMS PER LOCATION

CORE TEAM

16 language specialist Events Assistants
1 Event Manager

Number of staff per live event: **64**

Number of staff in total: **320**

LOCAL TEAMS

35 Local Brand Ambassadors
4 Costume Characters
2 Costume Character Chaperones
1 Data Capture Staff
4 Demonstration Staff
1 Event MC