

Wolf Pack Demo Team Handbook



2006

White Wolf Game Studio



WOLF PACK DEMO TEAM HANDBOOK

WELCOME

Welcome to the Wolf Pack, White Wolf's official demonstration team. This handbook gives you guidelines for running demos at retail stores and conventions, helps you to understand the expectations of membership in the Wolf Pack, and outlines some of the rewards for helping to expand our territory and introduce new players to White Wolf.

Wolf Pack members actively educate people about White Wolf products—both current titles and future releases. As an ambassador of White Wolf, we'll rely on you to bring both enthusiasm and fun to the gaming table. Imagine the thousands of people out there starving for an intellectual, creative, and social release, and you are the one that holds the key to their current "Wolf-less" cage!

We believe in the worth of our fans as much as we believe in the strength of our products. Those loyal to us and willing to give (metaphorically) of their own blood and sweat for our cause deserve compensation. Through continued work as a Wolf Pack member you'll rise in the ranks and earn points that you can redeem for White Wolf products and special rewards.

JOINING UP

Once you've read through this manual and decided that you'd like to start your own demo team, download and complete the application form from [\[INSERT LINK\]](#). Once you send it in, we'll review it. We'd like to accept all comers, but the number of demo teams may be limited based on geography and the discretion of the in-house demo gurus.

DEMONSTRATING

The first and most hallowed duty of a Wolf Pack member is to run demo games for other gamers and personally interact with the local populace. You'll be sharing with other people what you love about White Wolf.

With great power comes great responsibility. Remember that when you are demonstrating a game, you are effectively a herald of our company and representative of the whole gaming industry. You will need to act responsibly and professionally throughout the event. Imagine how you would want to be introduced to the game.

Here are some **guidelines** for running the best possible demo.

1. Be friendly and outgoing. You want people to feel comfortable signing up for the event and taking part. A passive demonstrator isn't going to make friends or influence enemies. Take a proactive approach to try to make people at ease. Remember, during the course of the event, if someone looks confused, ask if there are any questions, or make sure to explain the steps in detail.
2. Please keep personal feelings of other companies to yourself. Bad-mouthing other companies or products will only backfire. Understand that the role of a professional teacher should be one devoid of biased rhetoric unless it is centered around praise for the game you are demonstrating.
3. Understand the game you are playing to the best of your ability. If you have to continually look up rules, use them incorrectly, or contradict yourself, participants will lose confidence in you. Wolf Pack members need to be well versed in the games they are demonstrating.
4. Be prepared before you get there. Read through the demo materials to make everything is included. Then, make sure you have a good understanding of them. It might be a good idea to try to think of possible questions that might arise during the demonstration so you have an answer brewing in the back of your mind. Also, make sure you have all the proper materials including: the demo materials, supplementary stuff (like office supplies), and any official store or convention information (directions, badges, etc...).
5. Remain in control of your temper. While it won't occur often, you might run into an antagonistic gamer who deliberately tries to disrupt the demonstration with a bad attitude or confrontational gameplay. Your reaction to such a person can leave a lasting impression. **Under no circumstances should violence be the solution to such a problem.**
6. Be patient. Encountering a new game or even scenario for the first time can be a daunting task, with many new rules and facts to remember and implement. Remember that the participants may not have any experience at all. More likely than not, there will be a disparity between gaming experience amongst the participants. Those on the more experienced side should understand that a demo will involve some "catching up" for the newer

players, and you should too. Keep in mind that you should probably throw a break or two in the middle of your demo if it is multi-hour.

7. Dress “well” and keep yourself clean. A messy appearance can leave a lasting impression, and lead to the loss of perceived “authority” and “professionalism” that you need to run a successful demo. Please remember to practice good hygiene before the event.
8. Get plenty of sleep the night before. Playing any game successfully requires a clear mind and plenty of energy. Adding onto that the responsibility of teaching it to others requires a good night’s sleep. At conventions this might be tougher, but just start the previous evening’s festivities earlier if you can.
9. Alcohol, tobacco, and other inappropriate things should be kept away from the gaming table. While not all White Wolf products are “rated G”, these things only distract from the demonstration. Young gamers should not be exposed to them at an official demonstration for obvious reasons. Mature gamers should be able to enjoy the experience without them.

Enjoy yourself, there’s no better teacher than someone who loves what they do. You signed up for the Wolf Pack because you love White Wolf products, and we can’t blame you. We are counting on you to infect others with your passion for our games.

If we get word of a demo team or member acting improperly, we reserve the right to remove them from the program.

EVENTS

We wouldn’t send you into the breach without arming you first. Here are some steps to take to set up and report your events.

Initial Contact

Before your event, contact the retail store or convention. Introduce yourself and the demo concept and make sure you figure out all the parties involved. Talking with them can help you better understand the demo environment, such as the hobbies and demographics of the customers. Schedule a convenient day for you to put on the demonstration, aiming for a time that might be popular among possible participants. The shopkeeper or convention contact should be more than willing to help you figure that out because they should want customers at the event as much as you do!

Advertising

If possible, try to do some advertising for the demo and try to enlist the store owner, manager, or convention contact to do the same. This could include word of mouth, announcement posters, inexpensive print media, or even calling specific people. The aim is to make sure people are there and excited so you can run the most effective (and profitable) demo possible. Even talking to your own gaming friends can help. It might take a few scheduled demos at a store and a few tries to get the ball rolling.

You should definitely **advertise on our forums**, as people all over check them.

Let Us Know

Let White Wolf know you are planning a demo event. A couple weeks or so ahead of your event, post your upcoming event on our online event calendar. Make sure to fill out as much information as possible. This might net you a couple more participants in the area, and will let us know you are hard at work.

The Event Calendar

You can find the calendar here:

<http://www.white-wolf.com/events/>

Using the calendar is straightforward. You will first have to login/register for the White Wolf website. Maintaining the same username for your demo team activities will help us track your progress.

Next, visit the calendar page. Scroll down to the bottom to the “Add Event” Link. Choose the type of game you will be demonstrating from the pull down menu, then the name of the game you will be demonstrating, and finally either “convention game” or “in-store demo” before you click the “Next” button.

Fill in the rest of the information and click “submit” to have it reviewed by our event calendar moderator. Up until the time of the event, you can log back into the White Wolf site and modify the information of your event by clicking on it in the calendar.

After your event is over, you can report a lot of information included in the forms to us through the event calendar. Just login and click your event. Follow the “report results” link that appears. The “participant questionnaires” can be filled out here and if you complete it on the calendar, you won’t have to send them in .

Extra Support

After posting your upcoming event, feel free to e-mail us at wolfpack@white-wolf.com and we might be able to send you some extra White Wolf

promotional materials to hand out at your event. Make sure the subject heading says something like “Requesting Demo Materials”. These will typically be things like posters and stickers and they are subject to availability. They are not a necessary part of the demonstration process, but we like to give you all the extra support we can.

The Day Of

Make sure you try to make the demo-space as inviting and intriguing as possible. Tasteful decorations are always a plus. Bringing along a friend or two might help, as their enthusiasm should spill over into the game, increase the perceived popularity of the demo, and make you feel more at ease.

Debriefing

When you’ve successfully run a demonstration, make sure you send back completed evaluation forms (*completed as legibly as possible*). They can be found online here: [\[INSERT LINK\]](#). This should include the demo team info sheet, the store verification form, and the participant questionnaires. The participant questionnaires can be filled out online through your event on the White Wolf event calendar, instead of having to fax/mail them all in.

See above for information on using the event calendar.

These forms help to give us an accurate understanding of the effectiveness and reach of the Wolf Pack program and expand our contact list for the community. *Without them, we can't give you the store credit you so richly deserve.* We also need the forms so we can follow up with the game store/convention contact—to see how the demo went and keep tabs on the retailer’s opinions and requests.

Please fax, mail, or e-mail them to us.

Fax: 678-382-3883

E-mail: wolfpack@white-wolf.com

Mail: Wolf Pack Demo Team Coordinator
White Wolf Publishing
1554 Litton Dr.
Stone Mountain, GA 30983

Frequency

All Wolf Pack members are expected to run a minimum of 8 events every year in order to be eligible for White Wolf credit. If you become inactive, you’ll have to run a “free” event to reactivate your accumulated credit. We want to keep active members who keep a current knowledge of White Wolf

products on our frontlines. While we certainly understand other commitments, we feel that this requirement is necessary to keep our Packs fresh and hungry.

REWARDS

We know you're a Wolf Pack member for the love of our games. We are proud of that fact and humbled by it.

ALL Wolf Pack members receive the following upon acceptance to the program.

- Access to the Wolf Pack Only section of the White Wolf Message Boards
- Addition to Wolf Pack e-mail lists
- Special info through Wolfpack News
- Notification about special event or convention volunteer opportunities
- Ability to purchase Wolf-Pack Printed T-Shirt

Below is a chart explaining the various rewards for participating in each event. When you complete an event you get experience points which accumulate to advance you as a trusted Wolf Pack member. You also can choose *either* Hardbound Credits or Electronic Credits to be redeemed for merchandise. Electronic Credits can be used to download PDFs at www.drivethrurpg.com. If international (non-U.S.) members choose Hardbound Credits, they will need to acquire enough credits to pay for the additional international shipping costs. This will depend on the order and the location being shipped.

EVENT AWARDS

| EVENT TYPE | Choose One Not Both | | Experience Points |
|---|---------------------|--------------------|-------------------|
| | Hardbound Credits | Electronic Credits | |
| Retail Store Demo | \$10 | \$15 | 5 |
| One Day Convention | \$15 | \$25 | 15 |
| Each Day of a Multi-Day Convention | \$15 | \$25 | 15 |
| Each Day of Gencon Indy, Origins, Dragon Con or Gencon SoCal* | \$20 | \$30 | 20 |

**One 4hr session minimum. Must be pre-approved by Convention Alpha and on White Wolf events list at booth.*

EXTRA AWARDS

| EXTRAS | Experience Points Earned | Extra Benefit |
|--|---------------------------------|----------------------|
| Send in a writeup and digital pictures of the event | 5 | - |
| Be demo team lead, convention point-of-contact, or organizer | 10 | Discount Coupons* |

*Can be used towards purchase of White Wolf Products.

Special Awards

There will be *quarterly contests* which will result in special prizes. They will be based around demonstrating new White Wolf releases each quarter. Information about these contests will be distributed through the forums and the Wolf Pack newsletter.

At the end of every year there will be *annual awards* in a few different categories. Winners will receive special prizes.

Advancement

In addition, Wolf Pack members can rise in the ranks through the point system. Below are the experience point levels needed to reach the next level and examples of next set of rewards.

EXPERIENCE POINT LEVELS

| Wolf Pack Level | Experience Required | Description | Bonuses |
|------------------------|----------------------------|---------------------|---|
| Packmate | 0 | Regular Demo Member | Demo Kit |
| Hunter | 50 | Lead Member | T-shirt iron-on, sticker, Hunter-level button |
| | 100 | Head Member of a | Alpha-level button, |

| Alpha | | City | coupon for free download† |
|-------------|-----|-----------------------------|---|
| Elder | 175 | Lead Member of a Convention | Elder-level button, free t-shirt* |
| Legend | 300 | Regional leader | Legend-level button, 10% discount‡ |
| Silver Pack | 500 | Guru at National Level | Silver Pack-level button, 10% discount‡ |

† Redeemable at www.drivethrurpg.com Good for one download less than \$40

* While all Wolf-Pack members can purchase shirts at any time, achieving Elder-level awards you a free t-shirt.

‡ Does not stack on other discounts. Cannot be applied with reward coupons.

IMPORTANT: The bonus program is still a work in progress. Depending on a wide variety of factors, they are subject to change.

Redemption

When you are ready to use those well earned credits and coupons, send the order to wolfpack@white-wolf.com. We will verify your order and forward it to the shipping department.

THANKS

We at White Wolf love our fans. We REALLY love our Wolf Pack members. You do us proud.

We're always open to suggestions or comments regarding demos, so please don't hesitate to contact us at wolfpack@white-wolf.com.

Version 1.2 of the Wolf Pack Demo Team Handbook
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