



SMASH SISTERS

Fostering Camaraderie from the Ground Up

Lilian Chen & Emily Sun



BEGINNINGS

What is Smash Sisters?



PHOTO CREDIT | ROBERT PAUL



1

BRANDING

Prep & Groundwork

2

COMMUNITY

**Landscape of
women demographic**

3

ITERATION

Feedback



BRANDING

Prep & Groundwork

BRANDING: PREP & GROUNDWORK

Be a part of your community

Started competing in 2007

Organized tournaments in
Dallas

Organized tournaments and
head of Nebulous eSports in
NYC



BRANDING: PREP & GROUNDWORK

Be a part of your community

Started competing in 2006

Traveled nationally for events

Transitioned into raising awareness on gender in competitive gaming

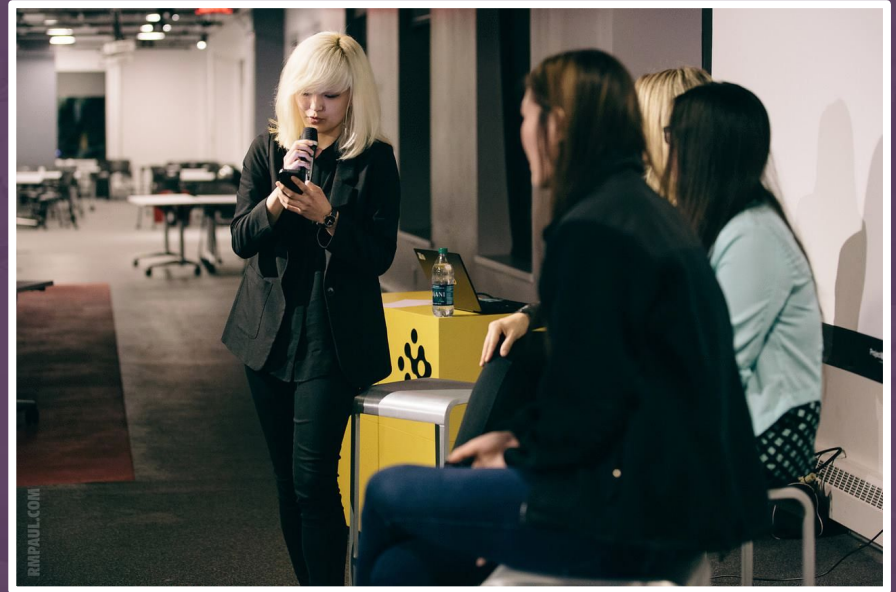


PHOTO CREDIT | ROBERT PAUL



BRANDING: PREP & GROUNDWORK

**Learn the history of your target
demographic specific to your scene**



“Who’s the best female Smasher?”

BRANDING: PREP & GROUNDWORK

Core philosophies

Crew battle

Side-event

No prizes

Participants safety first

Inclusivity

Focused on gameplay

BRANDING: PREP & GROUNDWORK

Crew battle



PHOTO CREDIT | "THE SMASH BROTHERS" DOCUMENTARY

BRANDING: PREP & GROUNDWORK

Side event

Feeds back into overall
competitive community



BRANDING: PREP & GROUNDWORK

No prizes

Incentives via
other methods

Raffle format



**TEMPO STORM
LEGGINGS GIVEAWAY**

Smash Sisters @ Genesis 4

Only those who participate in **casual** crews may enter. 1 entry per individual.

Raffling away 1x Small, 1x Medium, 1x Large.
Three separate raffles. 1 prize per individual.

Saturday, January 21st, 2017



BRANDING: PREP & GROUNDWORK

Participant safety first

[JOIN GROUP](#)

Join this Facebook private group if you're interested in participating in any of the above! **Participants only.** Membership approval will be moderated.

BRANDING: PREP & GROUNDWORK

Inclusivity

Anyone who identifies
as a Smash Sister is
welcome to play



BRANDING: PREP & GROUNDWORK

Focus is on gameplay

Goal is not to solve all harassment issues

Focus is on game, not social justice

Smash is a competitive community



BRANDING: PREP & GROUNDWORK

Prepare your community mentally

Stop hypothesizing and
bickering

Many posts on women in
gaming



BRANDING: PREP & GROUNDWORK

Prepare your community mentally

Feedback IRL vs online

Responding to criticism
constructively

FAQ

What is Smash Sisters?

Crew battles for women to promote more women in Smash! Sometimes it feels a bit weird being the only chick in a room full of dudes, so we like to host this side event at majors for a fun way for women to get to know each other and make friends, get hype, and have a ton of fun! We hope to see the number of women participants at tournaments increase and maybe even the first goddess of Smash :3

What do you get out of Smash Sisters?

I personally like it because I get to make more female friends. I've never had many since most of mine are smashers, NYC can confirm plz. I also hope it can one day invigorate the inner competitiveness in women so we can see them become top players. Smash Sisters isn't necessary for this, but maybe it can help. And if it doesn't, well at least we had fun doing it.

This is segregation/women can't get better if they don't play men

It's just a side event to get more girls interacting with one another or to show women outside the community that they're welcome too (just in case they're not used to being in a sea of dudes, not all girls are like me or Lil). But it's for 45 minutes out of a tournament, so it's not like women don't interact with the male community during the other 95% of the tourney. Plus, we def want to see this feed into the overall coed scene.

Why don't women just enter the main bracket

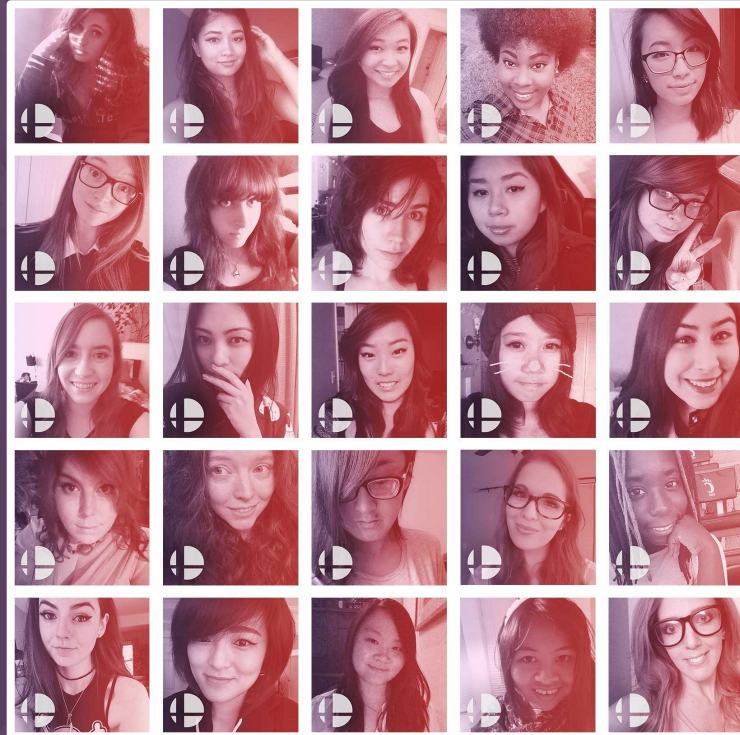
They do.

I hate Smash Sisters

Well that's alright :(, Smash Sisters doesn't have to be for everyone. If you would like to participate and have fun, that's cool! If you don't believe in our methods/goals, that's cool too. I believe if you want something done, you should do it yourself, and Lil and I are flexible and reactive enough to change it up as needed. If you have different ideas of how to balance the gender ratio - do them! If you don't give a fuck...well...uh...why are you in this thread....

BRANDING: PREP & GROUNDWORK

Brand yourself carefully



BRANDING: PREP & GROUNDWORK

Smash Sisters is a series of women's crew battles featuring the Super Smash Brothers games. These events are designed to bring new and veteran Smash gals together in order to boost overall competitive participation. This is a **progressive organization and format that is excited to adapt** to the needs of women in a community that is always changing.

BRANDING: PREP & GROUNDWORK

Be careful about media outlets you work with, and curate

Explain yourself as clearly as possible.

Ask for their intentions prior.

Ask if you can review and advise.



COMMUNITY

Landscape of the female demographic



COMMUNITY

Dealing with the preconceived notions of being a women's organization

As long as they don't stuff all the toxic aspects of modern feminism into competitive smash, I'm mostly for this.

I thought this would be a "Sirens" thing going in, but looks like its actually really good. From what Ive seen, it has none of the sexism or sectionalism. While of course it helps promote female players and get more of them into smash, I think its trying to show people outside smash that we do have female players and we dont treat them much different than male

[Read more](#)

I was somewhat sceptical when I first heard about Smash Sisters but I think it's great for the community. Full support to anyone who wants to be part of the Smash community honestly.

Reply • 2  

I'm just gonna copy her statement from above so it's in the comments, cause it always shows up

This is segregation/women can't get better if they don't play men

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I didn't like the idea of Smash Sisters before but I guess I had got all of my facts from people who were against it anyways. Glad I came to read this

A diverse group of people, including men and women of various ethnicities, are seated at a long table. They appear to be in a meeting or a classroom setting, with some looking towards the camera and others looking slightly away. The image is overlaid with a semi-transparent purple filter.

COMMUNITY

**Learn to embrace true diversity as
you scale**

A group of people, mostly young adults, are seated at a long table in what appears to be a meeting or classroom setting. They are looking towards the right side of the frame. The image is overlaid with a semi-transparent purple filter.

COMMUNITY

**We promote camaraderie, but we
are not a cult**




ITERATION

Listen to and filter feedback

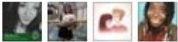


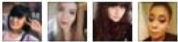

ITERATION: LISTEN TO AND FILTER FEEDBACK



Always ask for feedback


 **Emily Sun** created a poll.
January 8, 2016 · 📧

Streaming/recording the crew battle discussion here. We have a few options:

1. No stream/recording
2. Big Blue ESports (they run Boston/New England Smash) has volunteered to stream the crew battle. We would have all female commentators, chat is limited to subscribers only (about 20 people), and people are allowed to chat 1x per 2 minutes
3. Local recording to be uploaded as a private video on my personal Youtube page - can be removed immediately upon request and comments deactivated

<input type="checkbox"/>	Big Blue ESports Stream with limited chat function	 +18
<input checked="" type="checkbox"/>	Local recording only	 +6
<input type="checkbox"/>	Stream/record all you want	 +3
<input checked="" type="checkbox"/>	No stream or recording at all	
<input checked="" type="checkbox"/>	No Cam Stream	
<input data-bbox="108 958 131 971" type="button" value="+"/>	Add an option...	

 Like  Comment

 **Emily Sun** shared a group.
January 26 at 2:46pm

Sup girls. Couple things (sorry no vids yet)

1. Please give us your feedback! We super care about these events and making them better. If you had a blast or maybe you've had something on your mind let us know! You can even submit anonymously if you'd like to send us (preferably Lil) some hate mail!

Feedback form: <http://bit.ly/2j9xH4I>

ITERATION: LISTEN TO AND FILTER FEEDBACK

Accept help



ITERATION: LISTEN TO AND FILTER FEEDBACK

Empower others



A group of people, mostly young adults, are seated at a long table in what appears to be a community or gaming event. They are focused on playing video games using controllers. The image is covered with a solid red semi-transparent overlay. Centered over this image is the text 'BRANDING', 'COMMUNITY', and 'ITERATION' in a bold, white, sans-serif font, stacked vertically.

BRANDING

COMMUNITY

ITERATION



Thank you.

facebook.com/SmashSisters

twitter.com/Smash_Sisters

hello@smashsisters.com