



Learnings and Improvements

Pad Thai Padel Championship

Session 1 Review & Learnings → Preparation for Session 2

1. General Overview

Session 1 was a success in many ways but also exposed pain points we need to solve before Session 2.

- Too many **reschedules** made scheduling chaotic and unfair.
 - **Rain** caused further disruption and stress on organisers.
 - **Camera system** was unreliable, leading to frustration for players and poor content.
 - **Community participation** was inconsistent.
 - **Prizes and sponsors** were not communicated clearly from the beginning.
 - **Content/marketing** was limited.
-

2. Players

Issues noticed

- Too many last-minute reschedules disrupted fairness and annoyed both sides.
- Lack of clarity about prizes.
- Poor experience with video highlights (broken cameras, bad quality).
- Some didn't fully understand rules and format.

Improvements planned

- **Reschedules:** Only 2 per team *before* league starts. None after → only substitute players.
 - **Substitute pool:** Official pool of certified substitutes for each division. Players can opt in.
 - **Certification:** Head Coach validates levels → certified players get a badge.
 - **Prizes:** Clear structure from Day 1, updates shared in app + community.
 - **Rules:** Provide a “match rules” slide (best of 3 sets, silver point, 90 min limit, etc.) in app + community.
-

3. Staff (Pad Thai Team)

Issues noticed

- Reception and ball kids sometimes didn't know who was playing, what sponsors were on-site, or what tasks were expected.
- Some staff didn't refill water, provide towels, or pick up balls → negative experience for league players.

Improvements planned

- **Weekly briefing before match days:** who plays, which sponsors are present, tasks per staff role.
 - **Service mindset:** treat league players as VIPs.
 - Staff should:
 - Refill water.
 - Provide towels.
 - Pick up balls.
 - Support with sauna, ice bath, drinks, and shop discounts.
-

4. Host (Som)

Issues noticed

- Did a great job with setup (towels, balls), but lacked consistency with content and community activation.
- Did not always know all rules → couldn't answer player questions confidently.

Improvements planned

- **Clear job description:**
 - Be the community driver (post scores, schedules, reminders).
 - Share marketing content directly in community.
 - Know all rules → explain them to players.
 - Weekly sync with Marketing.
-

5. Referees

Issues noticed

- Arrived late.
- Many times host had to act as referee.
- Complaints from players about lack of referee presence.

Improvements planned

- Referees must arrive **30 min before matches**.
 - Their job: confirm scores, calls, and enforce rules → not host's responsibility.
 - Training before Session 2.
-

6. Marketing

Issues noticed

- Good IG videos, but disconnected from league communication.
- Players confused about schedules and scores not updated across all channels.

- Prizes and sponsors not visible enough.

Improvements planned

- **Unified content plan:** weekly schedule, scores, and highlights posted in IG, app, and community.
 - **Player graphics:** photos + country flags in every score update.
 - **Sponsor visibility:** clear booth, photos, interviews, content day.
-

7. Sponsors

Issues noticed

- Lack of clarity about what they get during league.
- Some didn't feel visible during match days.

Improvements planned

- Define sponsor activation for each match day.
 - Host + Marketing capture content (photos, interviews, sponsor mentions).
 - Communicate sponsor perks and prizes clearly in app/community.
-

8. Organisers

Issues noticed

- Too much manual work for reschedules.
- Delay in getting scores confirmed.
- Weak coordination between Ops, Marketing, and Referees (coaches).

Improvements planned

- Enforce "no reschedules after start."
 - Scores reported **same day** → verified before updating rankings.
 - Weekly sync: Ops + Marketing + Host.
-

9. Key Rules for Session 2

- **Match format:** Best of 3 sets, silver point at deuce, 90-min limit (golden point in 3rd set if needed or super tie break).
- **Reschedules:** 2 max before start → none during.
- **Substitutes:** Certified pool per division.
- **Rain policy:** Exceptions allowed → reschedule outside Wed/Sun only in special cases.