

A nighttime aerial view of Hangzhou, China, featuring the illuminated WCA stadium and the Oriental Pearl Tower. The city lights reflect on the water, and the sky is a mix of blue and purple.

2020WCA HangZhou

Asian Championship 2020

Basic information of the event



Time: August 7,8,9, 2020



Events:All events of WCA



Venue:Zhejiang People's Great Hall



**Organizer: Hangzhou Rubik's
Cube Organizing Committee**



Number of participants: 1500



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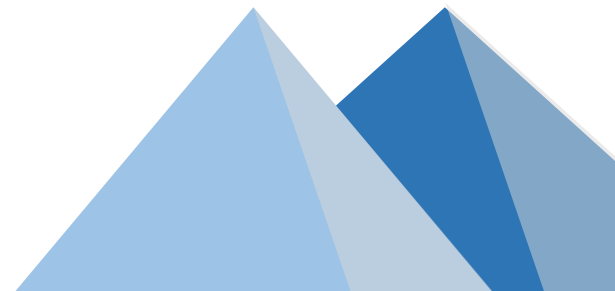
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Publicity Programme



Part

City Introduction



City Introduction • Hangzhou



Hangzhou is famous for its beautiful scenery and is known as the "paradise on earth". There are many cultural relics in the city, including the West Lake and its surrounding areas. Hangzhou is one of the birthplaces of wu-yue culture, with profound historical and cultural accumulation. Among them, liangzhu culture, silk culture, tea culture and many stories and legends passed down become the cultural representatives of hangzhou.



G20 summit in Hangzhou

Hangzhou, China G20 summit 2016 refers to the G20 summit held in Hangzhou, China on September 4-5, 2016. The G20 leaders, eight guest heads of state and seven heads of international organizations -- foreign leaders and heads of international organizations attending the Hangzhou summit -- have conducted intensive bilateral and multilateral diplomatic activities.



19th Asian Games
Hangzhou 2022

Hangzhou Asian games

Following the successful hosting of the 1990 Asian games in Beijing and the 2010 Asian games in Guangzhou, Hangzhou will host the 19th Asian games in 2022, which will enhance Hangzhou's international visibility, promote the overall economic and social development of Hangzhou, and further promote the development of the Olympic movement in China .



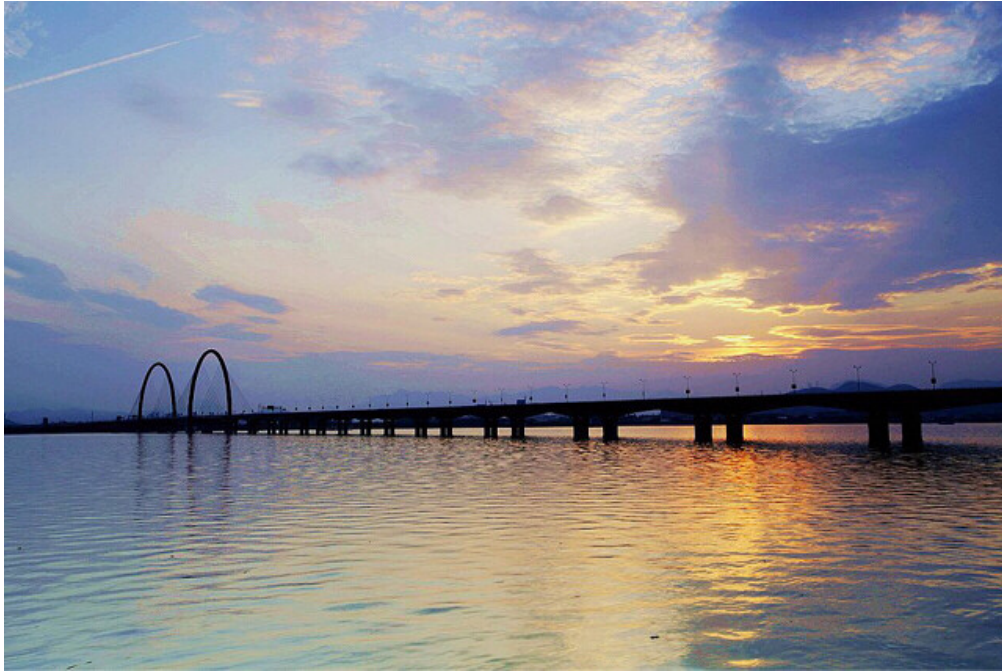
West lake exposition

The west lake exposition was first held in 1929. It became famous in the world with the Chicago exposition in 1893, the Paris exposition in 1900, and the Philadelphia exposition in 1927. The first expo exhibited a total of 147,600 pieces of domestic and foreign articles, which could be called the total collection of Chinese articles at that time.



West Lake

The west lake has more than 100 park attractions. In 2007, Hangzhou west lake scenic area was rated as "national AAAAA scenic spot". On June 24, 2011, "hangzhou west lake cultural landscape" was officially included in the world heritage list.



Qiantang River

Qiantang river tide is known as "the first tide in the world". It is caused by the gravity of celestial bodies and the centrifugal effect of earth rotation.



Wulin Square

There are telecommunication building, hangzhou building, hangzhou theatre, hangzhou international building and hangzhou department store near wulin square. It is a landmark building and downtown of Hangzhou.



Hangzhou Metro

As of June 2019, Hangzhou metro has four operating lines: Hangzhou metro line 1, Hangzhou metro line 2, Hangzhou metro line 4, and Hangzhou metro line 5.



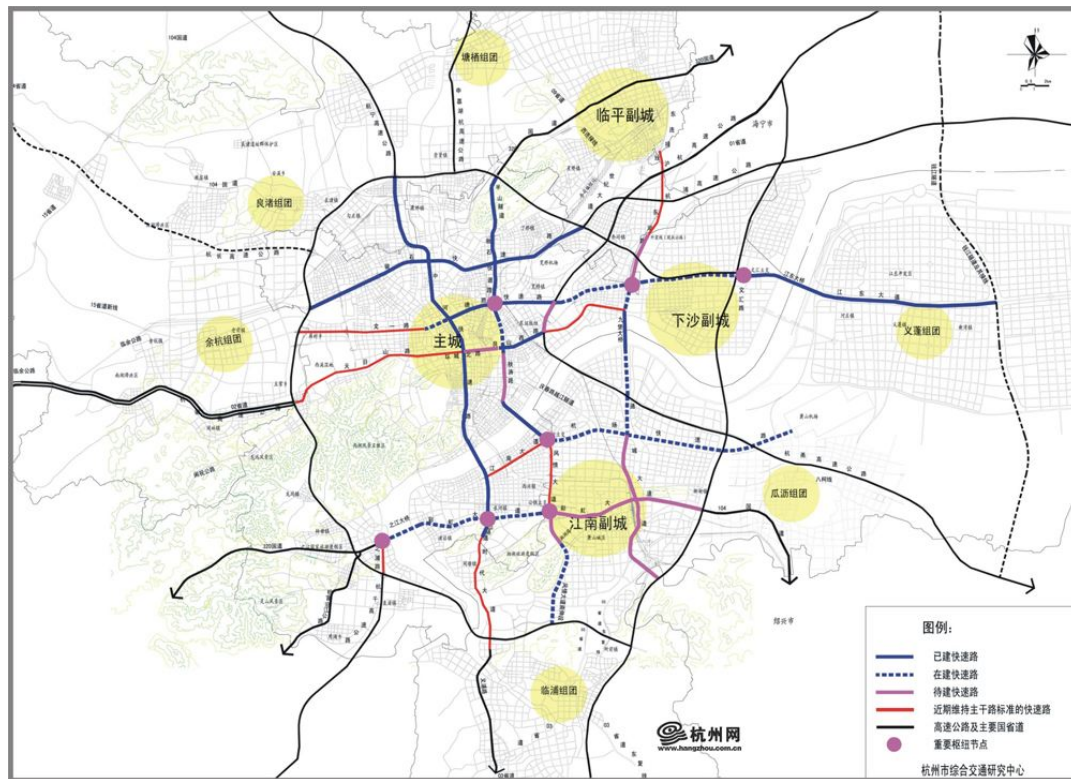
Railway Traffic

Hangzhou east railway station, located in Hangzhou city, zhejiang province, China, is one of the largest railway hubs in China and one of the largest transportation hubs in Asia.



Hangzhou Xiaoshan International Airport

Hangzhou Xiaoshan International Airport is located in Xiaoshan District, Hangzhou City, Zhejiang Province, 27 kilometers away from the city center. It is a 4F civil transport airport, one of the 12 main airports in China, an international scheduled flight airport, a Class I aviation port and an international flight diversion airport open to the outside world.



Highway traffic

Hangzhou road network in all directions, walk village to village. Key infrastructure projects, such as Qianjiang channel and connecting lines, extension of Hangxinjing expressway and Xixing airport highway, have been completed, forming an expressway network consisting of 11 skeletons, namely, "one ring, nine shots and one ring"



Part

Venue Introduction



Zhejiang People's Great Hall



Zhejiang People's Great Hall is located at the west lake of Hangzhou, adjacent to the Shandong Foot of Gemstone, and located in the administrative center of the province. The main building of the hall consists of three parts, namely, the south building, the middle building and the north building. It is equipped with the main hall, the international hall, the people's hall, the banquet hall, 11 local halls, several VIP halls, small conference halls, multi-function halls and various auxiliary facilities with complete functions and advanced facilities. It is an important activity center of politics, economy, culture and science and technology in the whole province.

Main Venue

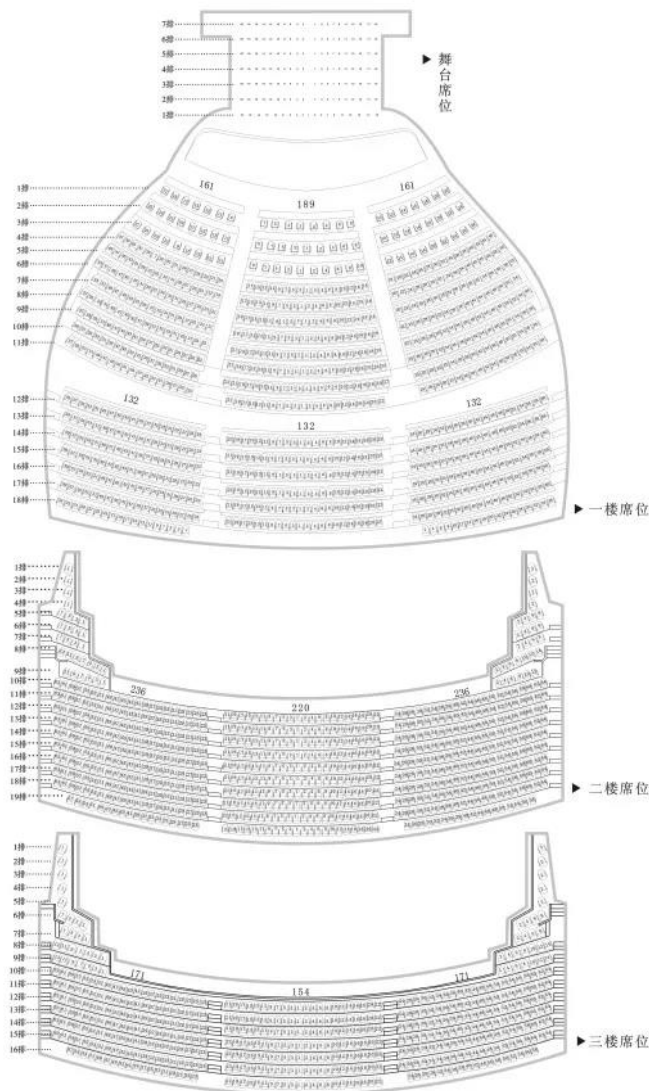


The main venue is located in the 1st to 3rd floor of the south building (about 1044m² in area), with 2051 seats, with second-floor and third-floor gazebo, 907 seats at the bottom, 871 seats with conference table, 75 VIP seats in the first 3 rows, the seat adopts bottom air supply, and is equipped with cushion slow standing device, mainly for conference function. At the same time, it also has the function of holding large-scale variety shows, especially the main stage is 30 meters wide and the stage mouth is 20 meters wide. It is 11 meters high, 24 meters deep and 18 meters wide on both sides. It is equipped with multiple lifting platforms, rotating platforms, car platforms and lifting music pit. Advanced and modern stage facilities, lighting and sound effects enable people to enjoy unparalleled audio-visual.

Venue Introduction

Main Venue

浙江省人民大会堂主会场座位平面图



舞台139座 主会场2095座 (其中一楼907座、二楼692座、三楼496座)

Venue: banquet hall



The banquet hall is located on the third floor of the middle floor (the area is about 2000 m² and the height is 6 meters), which can accommodate more than 1000 people for dinner.

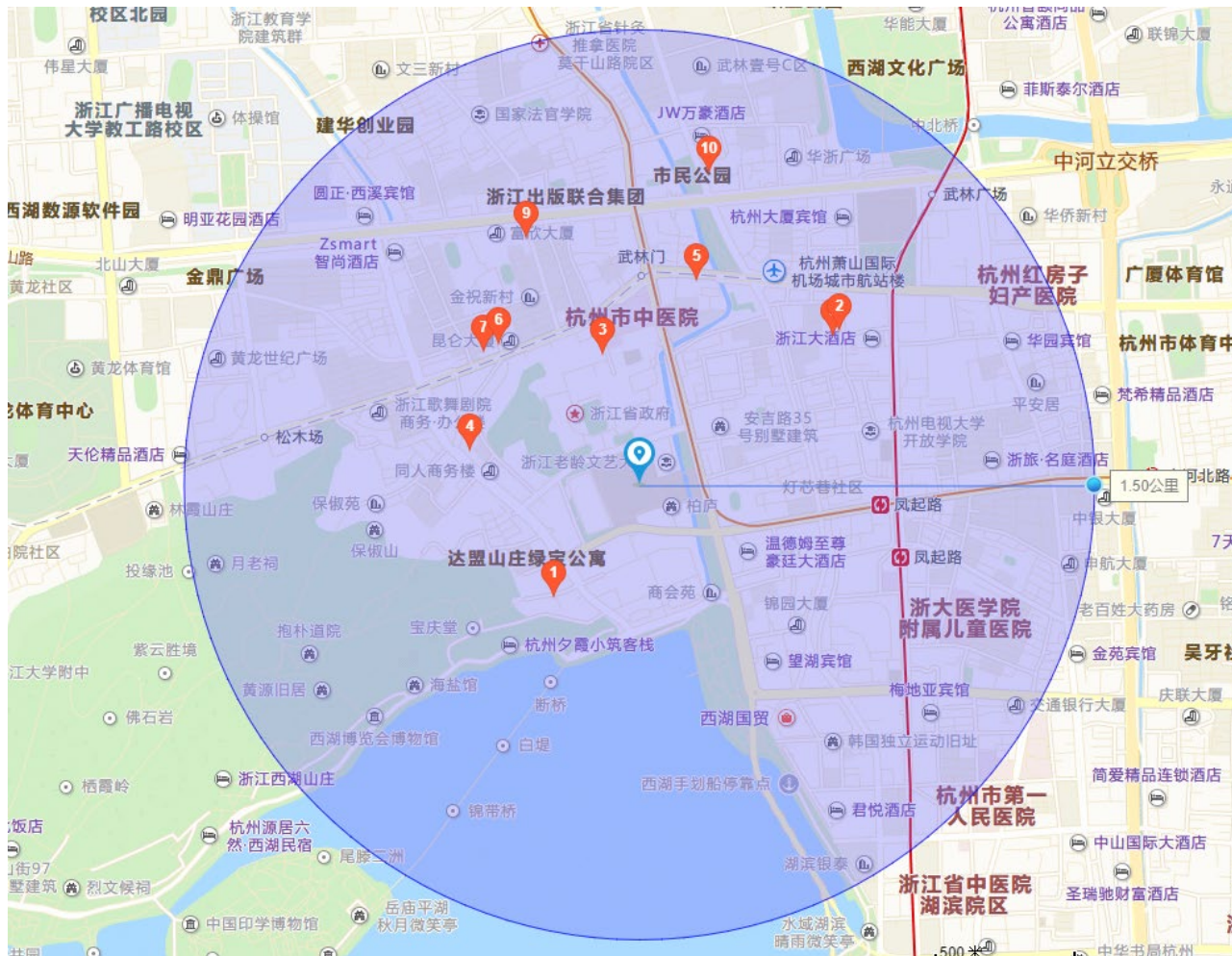
Subsite Stadium: Multi-function hall



The multi-function hall is located on the 2nd floor of the north building (about 220m²), which can accommodate 60 to 100 people.

Venue Introduction • Hotel

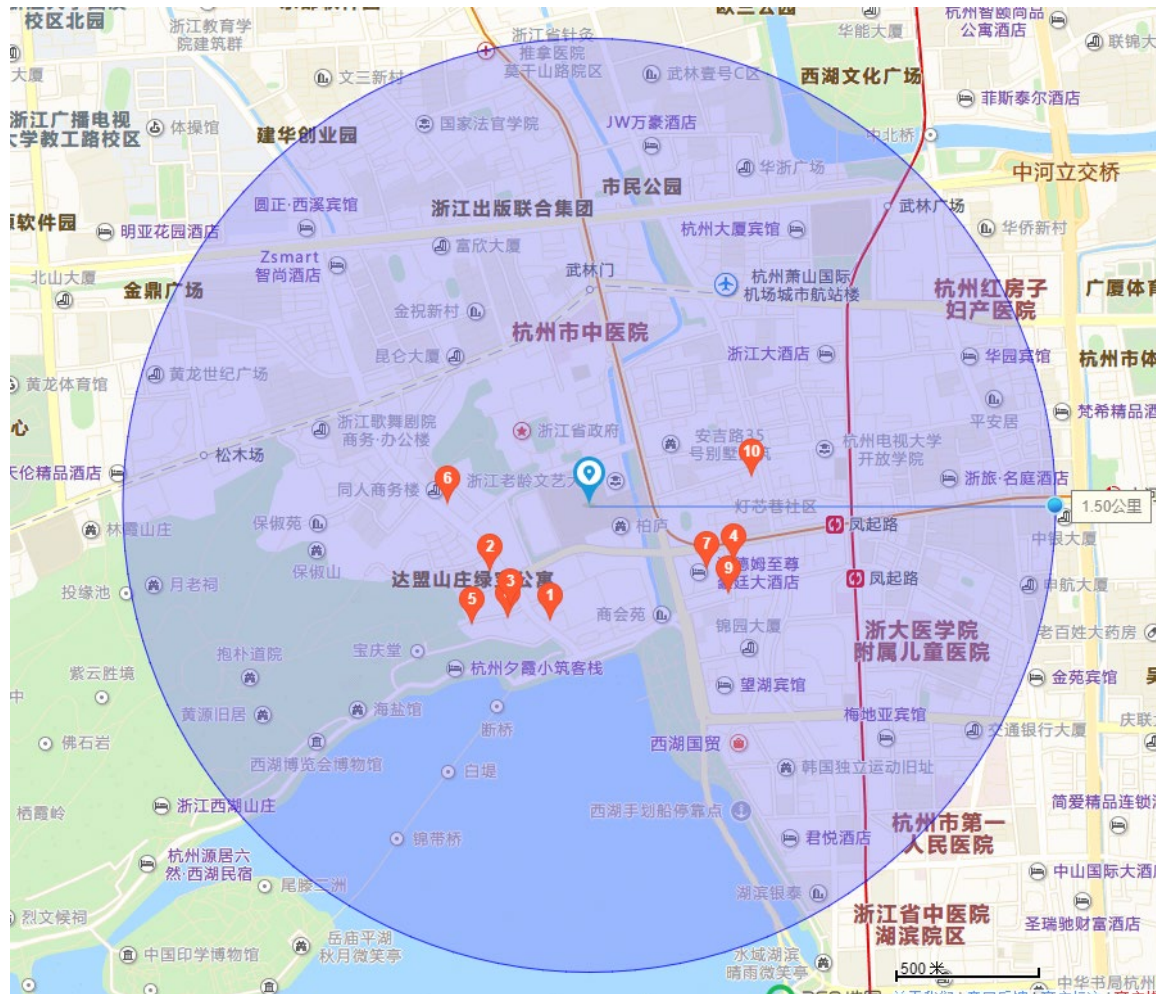
Hotel distribution map below 200 yuan



(备注: 1.5公里范围内)

Venue Introduction • Hotel

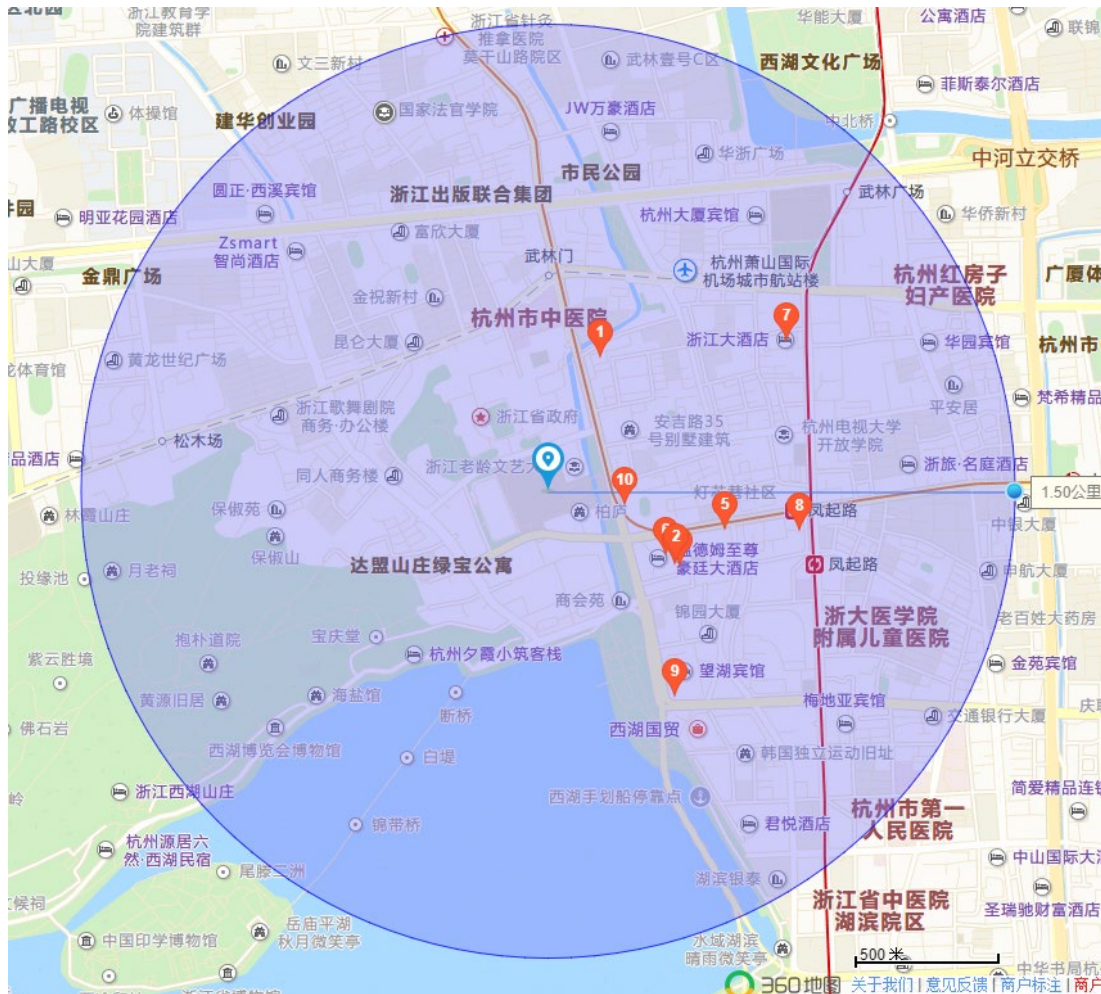
**Hotel distribution
map 200-500 yuan**



(备注：1.5公里范围内)

Venue Introduction • Hotel

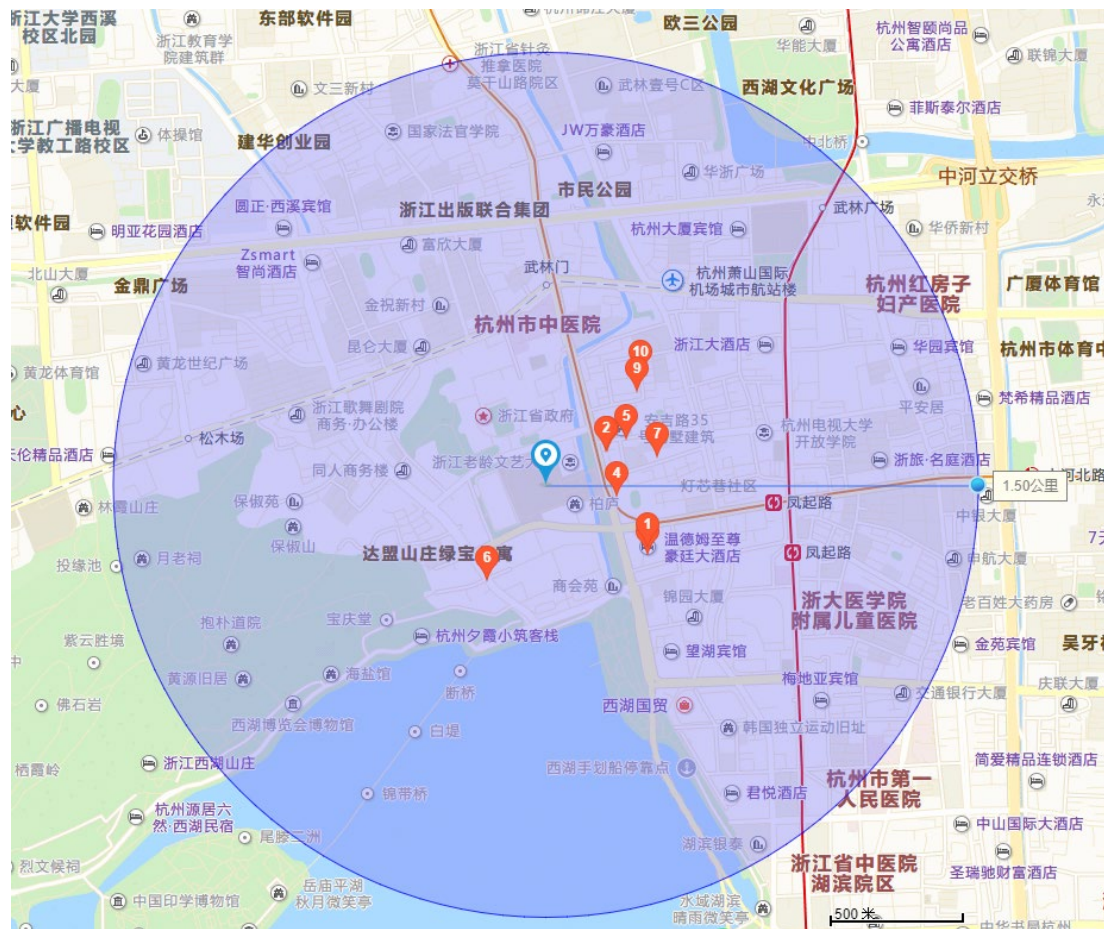
**Hotel distribution
map 500-800 yuan**



(备注：1.5公里范围内)

Venue Introduction • Hotel

Hotel distribution
map above 800 yuan



(备注: 1.5公里范围内)

Alternative venue

Intercontinental hotel Hangzhou



Intercontinental Hangzhou hotel is located in the central business district of Qianjiang new city, Hangzhou, no. 2 Jiefang east road, nearby are the civic center, wave culture city and Hangzhou grand theater, etc. The 2,000-square-meter pillarless super banquet hall is the ideal place to host the event. More than 30 meeting rooms can provide you with suitable meeting space.

Intercontinental hotel Hangzhou



1780m² pillar-free grand banquet hall
(main competition area)



Theatre-style lecture hall can hold 936 people
(sub-venues)



Part

Personnel Arrangement



Staffing -Core member introduction

Junjie Fu

zhejiang•jinhua

One of the founders of Hangzhou Rubik's cube organizing committee. Now in charge of finance department.

Advantage:

- 1、 He hosted more than ten WCA competitions in jiangsu, zhejiang and Shanghai.
- 2、 He engaged in exhibition industry, familiar with all aspects of events.
- 3、 He knows a lot about hangzhou's big events.
- 4、 He is experienced in sponsoring negotiations.

Chenge Liu

zhejiang•hangzhou

One of the founders of Hangzhou Rubik's cube organizing committee. Now in charge of publicity department.

Advantage:

- 1、 Bachelor's degree in marketing.
- 2、 He knows a lot of Hangzhou media.
- 3、 He has hosted many WCA competitions, received many recognition.
- 4、 Rich experience in operation of we-media.

Ling Zhang

zhejiang•hangzhou

One of the founders of Hangzhou Rubik's cube organizing committee. Now in charge of preial department.

Advantage:

- 1、 She is a Hangzhou native who works for the government and has a lot of man keep.
- 2、 She has worked dozens of WCA events as judges
- 3、 Participated in large-scale competitions for many times, familiar with the division of labor and site organization of large-scale competitions.
- 4、 Rich experience in organizing events.

Member of the organizing committee

Department	Group	The group leader
The Treasury Department		Fuwei Chu (Economics)
The ministry of commerce		Ruijie Shi (head of Rubik's cube studio)
The propaganda department	The design team	Xinhai Shi () Jie Huang (vice President of rubik's cube society of water resources and hydropower college)
	Media group	Xiang Shao (member of Hangzhou university alliance, experience in holding many competitions) Siyu Zhou ()
	Followed	Kaibo Dai (Weibo user of Rubik's cube) Yifan Xu ()
The organization department	The referee group	Xinhao Hong (President of Rubik's cube association of college of science and technology, working experience in three WCA competitions in the past two years) Weikang Zheng (second vice monitor of WanLi college, working experience in many competitions)
	Disrupted group	Kailin Sun (sophomore of agriculture and forestry university, dozens of WCA disruption work experience) Chongshun Li (familiar with irregular Rubik's cube scrambling, dozens of WCA events working experience) Wang hang (professional Rubik's cube teacher, rich experience in large-scale competitions)
	The field control group	Qiyi Chen (hold many summer camp activities, including kindergarten and university) Zimeng Yang (President of Rubik's cube club of Zhejiang university of science and technology, full experience in hosting and co-organizing competitions)

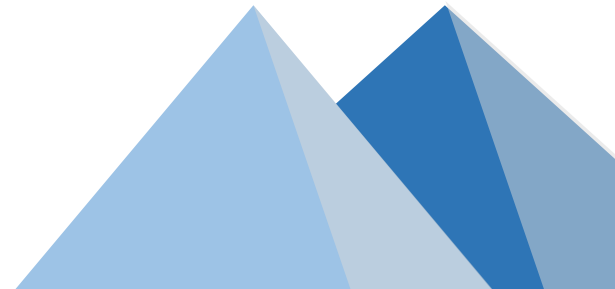
Site work arrangement

Group		Job content	Main person in charge
		Recruitment of pre-match staff	Zhang ling
The referee group		Before the training	Zheng Huikang
		Staffing	Hong XinHao
		On-site inspections	Zhang ling
Disrupted group		Before the training	Sun Kailin
		Staffing	Li Chongshun
		On-site inspections	Wan Hang
The field control group		Check-in, security, on-site interaction	Chen Qiyi
		Check and input	Yang Zimeng
		Equipment is responsible for	ChuFuWai
		Personnel emergency	Zhang ling
Financial media group	Media group	Photographic camera	Xu Yifan
	Live group	The live	Dai Shengbo



Part

Schedule



Events and Qualifying Times	
Event	Qualifying Times
3x3x3 Cube	<10min
2x2x2 Cube	<1min
4x4x4 Cube	<1:30.00
3x3x3 One-Handed	<1min
5x5x5 Cube	<2min
6x6x6 Cube	<4:30.00
7x7x7 Cube	<6min
Pyraminx	<40s
Clock	<20s
Skewb	<40s
SQ1	<1min
Megaminx	<2min
3x3x3 Blindfolded	single<4min
4x4x4 Blindfolded	Official valid score
5x5x5 Blindfolded	Official valid score
3x3x3 Multi-Blind	>2minOfficial valid score
3x3x3 Fewest Moves	single<45步45 step

Schedule·day 1

DAY 1						
mian venue (50seats)						
begin	end	event	rond	Format	cutoff	time limit
8:00	17:00	sign in				
9:00	10:30	7x7x7 Cube	grouped peliminary	best of 1/average of 3	4min	6min
10:30	12:00	6x6x6 Cube	grouped preliminary	best of 1/average of 3	3min	4min30sec
12:00	13:00	lunch				
13:00	14:30	5x5x5 Cube	grouped preliminary	best of 1/average of 5	1min30sec	2min
14:30	16:00	Megaminx	grouped preliminary	best of 1/average of 5	1min30sec	2min
16:00	16:45	7x7x7 Cube	final	average of 3	4min	6min
16:45	17:00	Break				
17:00	17:30	6x6x6 Cube	final		3min	4min30sec
sub-filed (30seats)						
begin	end	event	round	format	cutoff	time limit
10:00	11:00	SQ1	grouped preliminary	best of 1/average of 5	30sec	1min
11:00	12:00	Clock	grouped preliminary	best of 1/average of 5	15sec	20sec
14:00	17:30	3x3x3 Blindfolded	Preliminary	average of 3		4min
long time event (50seats)						
begin	end	event	round	format	cutoff	time limit
9:00	10:00	3x3x3 Multi-Blind	final (first)	best of 3		60min
10:00	12:00	5x5x5 Blindfolded	final	best of 3		accumulated 90 minutes
13:00	15:00	4x4x4 Blindfolded	fianl	best of 3		accumulated 60 minutes
15:00	16:00	3x3x3 Multi-Blind	final (second)	best of 3		60min
16:00	17:00	3x3x3 Multi-Blind	final (third)	best of 3		60min

Schedule·day 2

DAY 2						
main venue (50seats)						
begin	end	event	round	format	cutoff	time limit
8:00	18:00	sign in				
9:00	12:00	3x3x3 Cube	preliminary	average of 5		10分钟
12:00	13:00	lunch				
13:00	14:30	4x4x4 Cube	grouped preliminary	best of 2/average of 5	45sec	1min30sec
14:30	15:30	3x3x3 One-Handed	grouped preliminary	best of 2/average of 5	30sec	1min
15:30	16:30	5x5x5 Cube	intermediary heat	average of 5	1min	1min30sec
16:30	17:00	3x3x3 Cube	intermediary heat	average of 5	20sec	35sec
17:00	18:00	4x4x4 Cube	intermediary heat	average of 5	30sec	45sec
sub-filed (30seats)						
begin	end	event	round	format	cutoff	time limit
9:30	10:45	Skewb	grouped preliminary	best of 2/average of 5	20sec	40sec
10:45	12:30	Pyraminx	grouped preliminary	best of 2/average of 5	20sec	40sec
13:30	15:30	2x2x2 Cube	preliminary	average of 5		1min
15:30	16:15	Skewb	intermediary heat	average of 5	15sec	20sec
16:15	17:00	Pyraminx	intermediary heat	average of 5	15sec	20sec
17:00	17:30	2x2x2 Cube	intermediary heat	average of 5	15sec	20sec
long time event (50seats)						
begin	end	event	round	format	cutoff	time limit
15:00	16:00	3x3x3 Fewest Moves	final (first)	average of 3		60min
16:00	17:00	3x3x3 Fewest Moves	final (second)	average of 3		60min
17:00	18:00	3x3x3 Fewest Moves	final (third)	average of 3		60min

Schedule·day 3

DAY 3						
mian venue (50seats)						
begin	end	event	round	format	cutoff	time limit
9:00	9:30	3x3x3 Cube	semifinal	average of 5	20sec	35sec
9:30	10:00	4x4x4 Cube	semifinal	average of 5	25sec	40sec
10:00	10:15	Clock	final	average of 5	15sec	20sec
10:15	10:30	SQ1	final	average of 5	20sec	30sec
10:30	11:30	3x3x3 One-Handed	semifinal	average of 5	25sec	30sec
11:30	12:30	lunch				
12:30	13:00	Skewb	final	average of 5	15sec	20sec
13:00	13:30	Megaminx	final	average of 5	1min15sec	1min30sec
13:30	13:45	2x2x2 Cube	final	average of 5	15sec	20sec
13:45	14:00	3x3x3 One-Handed	final	average of 5	25sec	30sec
14:00	14:15	Pyraminx	final	average of 5	15sec	20sec
14:15	14:45	5x5x5 Cube	final	average of 5	50sec	1min30sec
14:45	15:15	4x4x4 Cube	final	average of 5	25sec	40sec
15:15	15:30	site-clearing				
15:30	16:30	3x3x3 Cube	final	average of 5	20sec	35sec
16:30	17:00	Awards				
sub-filed (30seats)						
begin	end	event	round	format	cutoff	time limit
9:45	10:15	2x2x2 Cube	semifinal	average of 5	15秒	20秒
10:30	11:00	Pyraminx	semifinal	average of 5	15秒	20秒
long time event (50seats)						
begin	end	event	round	format	cutoff	time limit
10:00	11:00	3x3x3 Multi-Blind	final	best of 3	2min	4min



Part

Publicity Program





Event copywriter

Make detailed introduction on cubingchina.com, Promote it in the mainstream media.

decennial

Because it is the 10th year of Asian championship, Need to make a meaningful theme, collect as many wca Asian records as possible, video to make a collection and put it on social media.

Match countdown

With 17 days to go, each day show a presentation of 17 events and a revelation of the preparation for the event.

#commemoration#

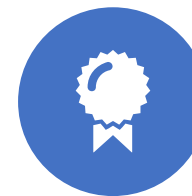
In conjunction with offline activities, we will release video produced by offline activities before the start of the competition, so that we can talk about the changes of rubik's cube in Asia in the past ten years.

**Live broadcast team,
photography team**

The live broadcast team provided explanations for various positions, and the photography team conducted shooting, interview and other work while ensuring the smooth progress of the competition (involvement of TV media).

**noon****Live broadcast team,
photography team**

The live broadcast team provided explanations for various positions, and the photography team conducted shooting, interview and other work while ensuring the smooth progress of the competition (involvement of TV media).

**after championship****forenoon****Live broadcast team,
photography team**

Internet and live broadcast video
and early publicity video
《Cubing in Hangzhou》

afternoon**photography team**

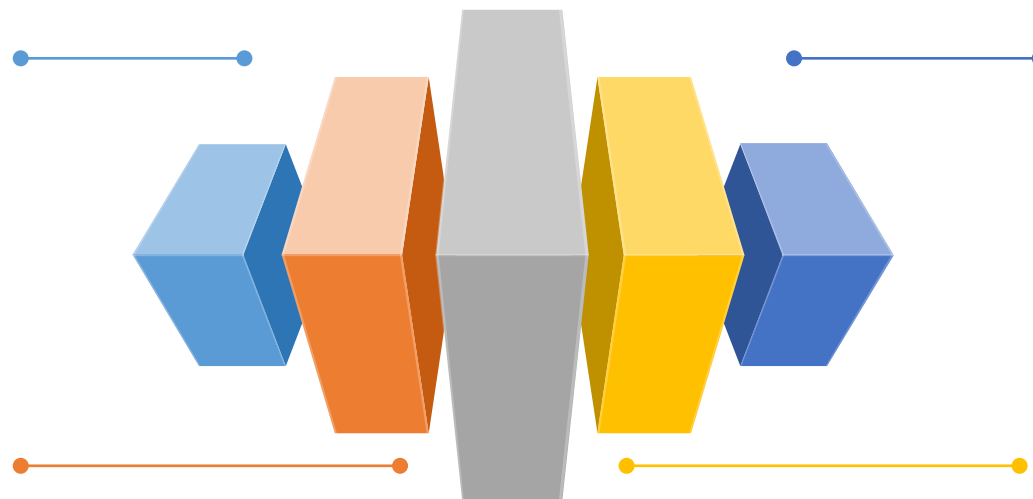
Organize video photos of the day
and send them to social media

image-text

WeChat official account and post bar will promote the event later, including the status of awards, players' experience, wonderful photos of the competition, etc

video1

Make the material of the event into exquisite video 《Asian Championship 2020》, Put on major social platforms for publicity, and give a certain reward



News

Put the publicity to the major portals, content style needs to be in the form of news

video2

Make video from the perspective of the staff 《Behind the cubing》, Interview the staff, make it video, record the game from another Angle

Publicity

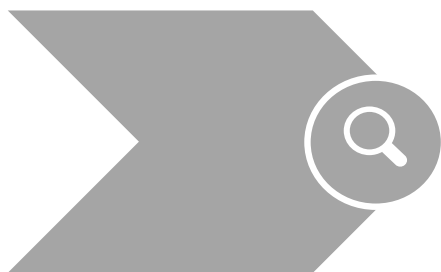
Three steps, comprehensive and professional dissemination of the event



Integrate media resources, combining traditional media with new media(traditional media establish authority, new media capture young groups)



The whole network broadcast, high-definition picture quality, big platform publicity(the news media and entertainment media broadcast live, and establish a propaganda network)



In-depth coverage of the industry media, more professional perspective(more thorough coverage of the whole event)

The mass media coverage

Hangzhou local mainstream media and online media will be invited to the conference

TV stations: Zhejiang TV, Zhejiang Jingshi, Qianjiang channel, Zhejiang education and technology channel, Zhejiang Minsheng leisure channel

Paper media: zhejiang daily, hangzhou daily, metropolis express, qianjiang evening news

Radio station: FM91.8, FM93, FM104.5, FM107

Network media: Sohu news, Sina news, Tencent news, Zhejiang news APP, new blue net

Direct hit live: Tencent news live

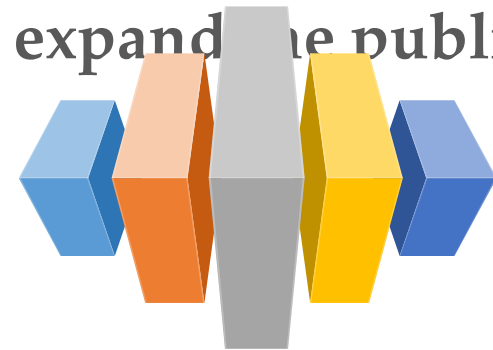
Tencent news APP Zhejiang page card resource location and the full web camera high-definition broadcast, Live promotion includes Tencent pop-up text chain resources and news dissemination.

Note: Netease news, iQIYI and other platforms can also be selected for live broadcast.



In-depth interpretation: industry media tracking reports

Invite industry media to attend and participate in the full coverage of the contest. During the competition, arrange the interview time to increase the depth of the report. Note: we can cooperate with local media in Hangzhou as the cooperation media of this competition. Before, during and after the event, expand the publicity.





Part

Event budget



Event budget

The budget of the event is shown in the attachment



**Thank you for
watching**

