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## Hosting the HWBOT World Tour at LanETS

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Back in early March HWBOT embarked on its first World Tour stop in North America, integrating a series of OC workshops and contests at one of the continent's largest LAN Parties, LanETS. Organizing such an event takes a tremendous amount of hard work with detailed planning, well-timed execution and plenty of cooperation from both the venue, the event organisers and various other partners, including not least of all the LN2 delivery man.

To help us grasp what it means to be involved in an event like the HWBOT World Tour from the perspective of the host organisation, we caught up with William Lefrançois, Sponsorship and Communication coordinator at Lan ETS. William was kind enough to answer some questions that really helped us understand his thoughts about organising OC events and the promotion of overclocking as an Esport alongside PC and console gaming.

**HWBOT:** Hi William! Could you please introduce yourself and tell us a little about what makes LanETS so unique and special.

**William Lefrançois:** Hi my name is William Lefrançois. I am Sponsorship and Communication Coordinator at Lan ETS.

Lan ETS is currently Canada's largest LAN Party with over 1,000 BYOC seats and 1300+ competitors on PC and Console tournaments. The annual event has been held at the ÉTS University in Montréal since 2002 in March.



To be honest, we have always been surprised to see how popular the event has become! We are just a bunch of engineers and engineering students from the ÉTS University having fun planning events involving large computer networks.

We believe that Lan ETS is popular because it is open to anyone, offering a great way for any gamer to get some recognition in the Esport industry and win great cash prizes at the same time (\$29,000 CAD at last event). We also offered over \$75,000 in hardware prizes, which is always interesting for all attendees!

**HWBOT:** Had your heard about overclocking before ?

**WL:** Yes! We have been featuring overclocking since Lan ETS 2012 in collaboration with Corsair and OverclockingTV!

**HWBOT:** What were the challenges about integrating overclocking and the World Tour at LanETS?

**WL:** Since OC requires a lot of electricity and security for the hardware, it has been a challenge to find a room to accommodate HWBOT. The ÉTS University is overbooked with engineering students which doesn't help in the process. But in the end, we found a way to make it happen and welcome all HWBOT competitors.



**HWBOT:** How did the audience of your event interact with the overclocking activities?

**WL:** All Lan ETS attendees could visit the HWBOT World Tour room and interact with overclockers, participate in workshops and watch streams online.

**HWBOT:** What did you like the most about the activities proposed by the World Tour?

**WL:** We are always interested to help new organizations and projects when it benefits our community and shares our vision. I was happy to see that we offered something different from other LAN events, with Overclocking on site!

**HWBOT:** What did HWBOT do to help with the organization of the actives that made things easier for you?

**WL:** To be honest, HWBOT did most of the work! We had the “easy” task of accommodating them with a secure space at the ÉTS University. We are always happy to work with structured organizations.



**HWBOT:** The World Tour offers a gathering, workshops and competitions. What element is the most important for you?

**WL:** They are all important, but since Lan ETS is a LAN Party at its core, the gathering aspect is very important for us. Our goal has always been to gather as many gamers as possible at the ÉTS University to share their passion and grow the Esport industry. The OC community is contributing in a different way than traditional gamers, but both communities share a common passion for new technologies.

**HWBOT:** How would you incorporate the World Tour activities to better serve your audience and get them even more involved?

**WL:** It would be great to find a way to integrate OC in the middle of the event with all BYOC seats, but it is always a question of balance between space, security and venue regulations.

I can imagine the HWBOT World Tour as a zone where spectators can sit and watch just like any Esport tournament.

**HWBOT:** Would adding the HWBOT World Series tournament to your official LAN tournament be an option to consider for next time?

**WL:** It is an option that needs to be evaluated since it is influenced by how each organization operates.

**HWBOT:** When is your next event? Is the World Tour welcome to join again?

**WL:** If we follow the normal pattern I guess we can guess around March 2016! Overclocking is always welcome at our event for sure.



**HWBOT:** Would you recommend to other to LAN organizers to work with HWBOT on bringing overclocking to their LAN as a new esports?

**WL:** All event planners are looking for new ways to attract more visitors and I believe overclocking is a great addition. All gamers are interested in technology and they are always interested to learn more about overclocking. Also, the OC community is working with the same partners as the gaming community, which can also help with sponsorship.