

NERO® INTERNATIONAL HOLDING CO., INC.

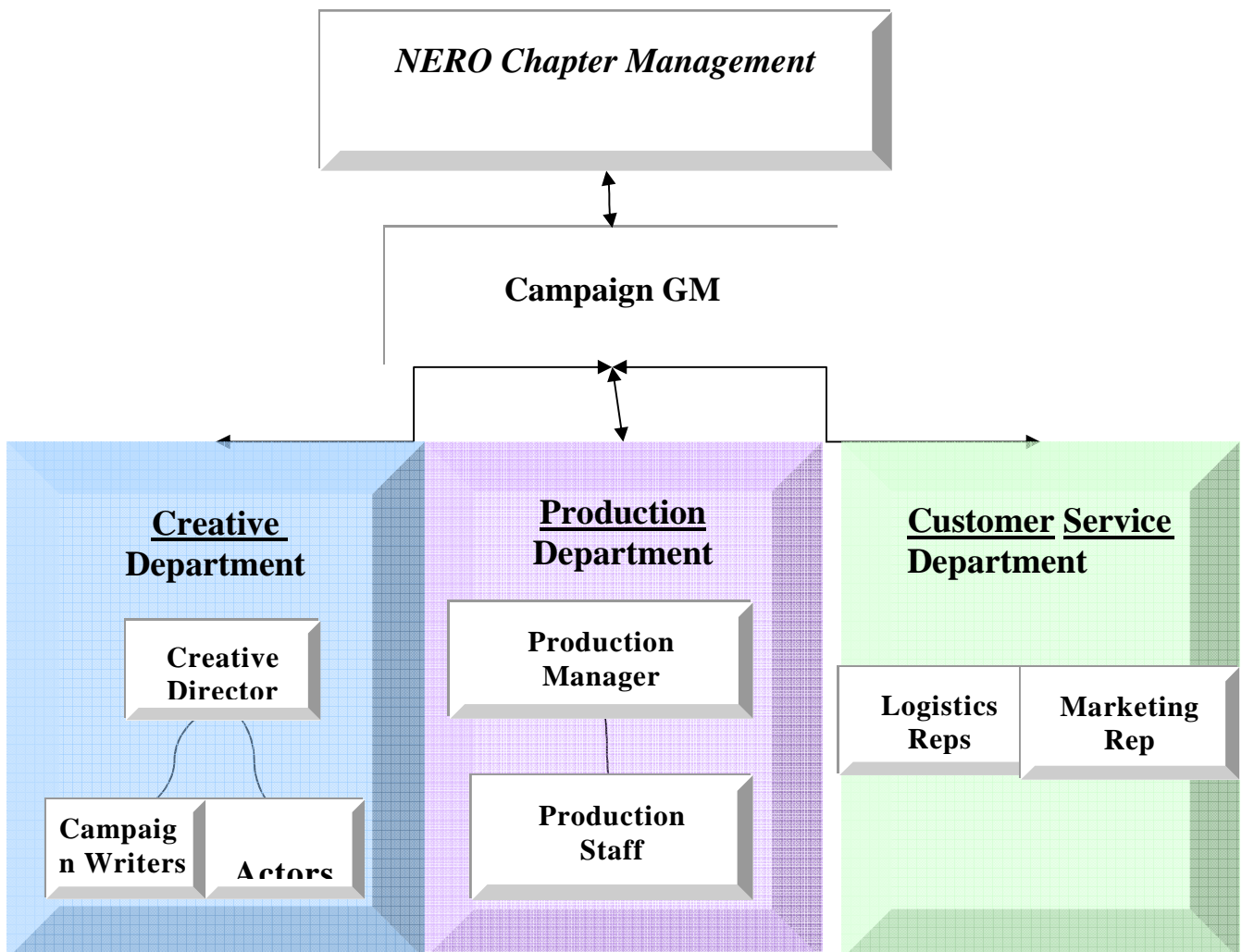
CAMPAIGN ORGANIZATION UPDATED SEPTEMBER 2007

The NERO® Creative Vision mandates structure and expansion for all its immersive productions. The following template describes each role and responsibility needed within a NERO Chapter.

Objective

The most successful campaigns are structured to ensure communication, delegation and execution of efforts. To this end, the Campaign's General Manager (GM) takes responsibility for staffing and staffers' equitable Awards.

- Improve player experience
- Labor Distribution, Balance creative ideas vs. creative execution
- Balance campaign growth (base/pyramid)



Campaign Staff General Guidelines

- There are 3 Departments with 13 total staff positions per campaign, 4 of which are Actors.
- Campaign staff must perform work in a period in order to acquire compensation, as demonstrated by the written summary report submitted by each staff member each month.
- Staff members which attend an event are expected to submit a report on their experience.
- Note that if the campaign does not have events regularly Awards may be suspended temporarily.
- Campaigns in the startup phase receive no goblin points or awards until the chapter is formed, and only after the first event is produced.
- Any campaign that does not have events regularly will have awards suspended.
- Accusations of abuse of this policy will be investigated by a 3 person committee chosen by the NERO international office.
- If you notice that you have received excessive goblin points or blankets of experience on a character, it is each of our responsibility to report the topic to the 2 superiors, immediately.
- There may be additional benefits defined by NERO International policy.

NERO Chapter Management (NCM)

NERO Chapter Owner

Department: Chapter Owners

Reports To: NERO International.

Purpose

The NCM is comprised of the owners of the local NERO Chapter. The NCM is charged with helping the GM and staff to develop a 'theme' and 'vision' for each campaign and help keep it on track. It is their responsibility of the NCM to create a business plan that will justify the operation of events.

The NCM are responsible for interfacing with NERO Office on all issues.

Overview of Roles and Responsibilities

Responsible for assigning a General Manager for each campaign who is fully responsible for the campaign and its staff and NPCs.

- NCM will work through the GM to develop policies, guidelines and the vision of the campaigns.
- NCM will, whenever possible work through the GM and not address Staff or Player issues directly unless they have been requested to directly by the people involved.
- NCM is also responsible for all general marketing, promotions, and financial matters for the business.

Awards:

- Up to 500 Goblin Stamps
- Normal event blankets
- Any and all further benefits as defined by NERO International policy.

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Campaign General Manager (GM)

(1 per campaign)

Department: GMs

Reports To: NCM (NERO Chapter Management)

Purpose:

GMs take ownership of all campaign dynamics, and work closely with NCM on finances, logistics, marketing and stage production standards. GMs ensure communication between all campaign departments while enforcing departmental standards. The Campaign GM manages a campaign staff to ensure PCs have fun and NPCs are healthy and properly tasked.

Overview:

- Structure campaign according to Local Chapter management & NERO standards.
- Enforce NERO and Local Chapter policies.
- Ensure campaign follows creative, logistic, marketing with the vision mandated by the Local Chapter Owners.
- Wide range of authority/responsibilities including but not limited to:
 - Department Director staffing, supervision & direction
 - Primary approval of plotlines/encounters
 - Adjudications/Conflict resolution.

Notes:

The GM is ultimately responsible for execution on all levels. If roles are not filled, or tasks left unfinished, the GM will be responsible for one or more of the following:

- Tag-printing
- Marketing support
- On-site finances
- Campaign plot direction
- Check-in, camp setup/teardown.
- Also responsible for grass-roots marketing:
 - New player growth
 - Development for their campaign as well as assisting NCM in all other marketing efforts.

Awards:

- Up to 400 Goblin Stamps
- free events at all Local Chapter Events/games
- Normal event blankets
- Revenue sharing for their campaign to be determined when consistently profitable
- Note that if the campaign does not have events regularly Awards may be suspended temporarily.

Creative Department

Creative Director - (CD)

(1 per campaign)

Department: Creative Department

Reports To: GM

Purpose

The Creative Director on-duty is in charge of coordinating the *encounters* and *plot* for the production be it a single adventure of a weekend long event. When fitting Actors to roles, Creative Directors work to encourage adaptive plot, appropriate adversary 'statting' and quality acting. Creative Directors keep the over-arching plotline progressing to the event schedule. CD's manage the whereabouts of staff. Ear-buds are encouraged. Walkie-talkies are mandatory.

Overview of Roles and Responsibilities

- Must effectively communicate the campaigns' vision to all campaign staff, players and outside parties.
- Educate all game staff on aspects of the production as it relates to the feel and flavor of the campaign.
- Educate actors and stunt people on the world and campaign cosmology.

Pre-campaign:

- Works with GM to keep the game on-track
- Event planning assistance
- Plot & Module coordination with Principal writers, Production Director, GMs, actors.
- Help all staff members who wish to write an encounter, module or plotline as all staff are encouraged to do.

During Campaign:

- Must coordinate all encounters, and modules with the Production Director on-duty
- Follow the planned events as per the written schedule
- NPC training & training standards (follows up)
 - Cosmology, Over-arching plot, Stats, stat cards, Combat safety & sportsmanship
 - In-period/theme portrayal, Magic, alchemy, battle damage/healing and other mechanics.
- Establish 'encounter head' or enable flexible adversary 'statting'
- Establish parameters of encounter - role-play & mechanics, flexibility thereof
- 'Download' from Actor encounters
 - post-interview "how did it go; how did you accomplish your goals;
 - transcribe, save & post in Word doc form on MC communication boards
 - Sign off on all plot occurrences with MM/AMM, GM, and encounter head
- 'Dispatch' NPCs with new objectives to Production Department (drop-off/pickup supplies)
- Assists with camp setup/breakdown and cleanup

Qualifications

Creative Directors must be comfortable and clearly spoken in what can be a high-stress environment. They must also be able to manage chaos and enforce reasonable management doctrine in a creative environment.

Notes

CDs do not PC the campaign they staff.

Awards:

- Up to 300 Goblin Stamps
- Discount on full-weekend event pre-registration fees (a maximum of 50% is encouraged)
- Normal event blankets

Principal Writer - (PW)

(2 per Campaign, +1 per 20 average PCs in attendance)

Department: Creative Dept.

Reports To: ACD, CD, GM

Purpose:

The PW unit creates and maintains the lifeblood of every campaign. Creative and Assistant Directors review and approve the PW Unit's stories, plotlines, and background materials, ensuring relevancy to campaign theme or over-arching plotline.

Overview of Roles and Responsibilities

Writes long-term and flavor plotlines to keep the flow of the campaign. Works with the CD to make sure that all campaign players are at least peripherally involved in the long term plotlines of the campaign.

- Must write/produce plot at $\frac{3}{4}$ of the events each year for the campaign to maintain this position.
- Must also work between events on writing/production
- Executes plotlines and modules at events.
- Assists with camp setup/breakdown and cleanup

Qualifications

- Exhibits quality and quantity of writing
- Ability to focus *and* flourish creatively in a particular theme/campaign setting
- Ability to work with GM, CD and ACD for plot review
 - Understands necessity of constructive criticism & revisions
 - Ability to follow-up on & continue their and others' plotlines
 - Eagerness to research IG and OOG if necessary

Notes

Members of the PW unit do not PC their home campaign.

Awards:

- Up to 200 Goblin Stamps per month
- Discount on full-weekend event pre-registration fees (a maximum of 50% is encouraged)
- Normal event blankets

Actor/Stunt People – (ASP)

(4 per Campaign +1 per 20 average PCs in attendance)

Department: Creative Dept.

Reports To: AD, CD, GM

Purpose

Entertain the players. Actors and Stunt People (ASP) consistently engage & entertain the players, portraying interactive characters and/or combative adversary within the best of their ability.

All ASP'S follow the direction of Directors and Encounter Heads on duty.

Overview of Roles and Responsibilities

- Constantly exhibit high energy.
- Constantly exhibit good sportsmanship.
- Must be able to perform as an “Encounter Head” and lead other NPCs on tasks, modules, or encounters with minimal supervision.
- In-theme costuming, makeup and special FX.
- Must work $\frac{3}{4}$ of the yearly events.
- Must assist with camp setup/breakdown for additional Goblin points (GM discretion).

Qualifications

- Enthusiastic mentality, optimistic attitude, good sportsmanship.
- Endurance and high energy for physical roles.
- Strong understanding of the game rules.
- Must support all NERO Policies.
- Focus and persona for role-play heavy roles.
- Ability to lift/move 35 pounds at once.
- Awareness of personal hydration & nutrition at all times.
- *Due to the high-energy nature of A&C personnel, members are strongly encouraged to arrive at with and utilize refillable water bottles.*

Notes

Stunt Peoples should be encouraged to bring significant costumes, weapons and ideally their own makeup kit to events to be able to dress for important and high-quality makeup/costume roles. These are professional NPCs. Stunt Peoples are not allowed to PC an event without GM approval at their 'home' campaign.

Awards:

- Up to 100 Goblin Stamps per month
- Normal event blankets

Production Department

Production Manager (PM)

(1 per campaign)

Department: Production

Reports To: GM

Purpose:

The role of the Production Manager is to be the physical interface between the written word and imagination of the Creative Department and the players. The PM works with the CD and their staff to make sure that modules and encounters are setup properly and have the props, costuming, and makeup they require. They also insure that NPCs leave monster camp in appropriate costuming and makeup for their roles.

Overview of Roles and Responsibilities

Pre-event & Between Events:

- Train staff/NPCs on basic makeup/ SFX/costume techniques.
NPCs should be self-sufficient in donning appropriate garb and makeup with regard to campaign race, culture & region packets.
- Responsible for unpacking/ re-packing/ auditing all game props and coordinating transport for them to/from the event.
- Quality Control: makeup, SFX, costume, and weapons it needs to run.
- Makes or arranges for new props/supplies.
- Authority and charisma to coordinate actors and SP if they are not properly made-up or costumed and get it corrected.
- Responsible for inventorying, cleaning, and maintenance on props.
- Authority to prevent things from hitting the field that cannot be physically represented, costumed, or made up properly.
- Primary Responsibility for camp setup/breakdown

Qualifications:

- Strength of character in regards to:
 - Receptivity to creative ideas, Calm delegation of various, often numerous jobs
- labor personality
 - Ability to work in a high stress environment, Ability to work with creative people
- Ability to manage chaos
- Reliable transportation
- Willingness to work regularly between events on production projects

Notes:

PMs do not play the campaign they staff.

Awards:

- Up to 400 Goblin Stamps
- Discount on full-weekend event pre-registration fees (a maximum of 50% is encouraged)
- Normal event blankets.
- Note that if the campaign does not have events regularly Awards may be suspended temporarily.

Production Staff (PS)

(2 per Campaign + 1 per 20 Average Player Characters)

Department: Production Dept.

Reports To: PM

Purpose:

Assist the PM in making props/costume, managing props/makeup/costume, and setting up/breaking down of modules and encounters at events. As well as providing assistance in getting NPCs in appropriate makeup and costuming for their roles.

Overview of Roles and Responsibilities:

- Assist the PM between events making and managing props/make-up/costuming
- Insure NPCs are in appropriate makeup and costuming
- Assist the PM at events in setting up and breaking down the camp, and modules

Qualifications:

- Ability to carry 35lbs
- Ability to make either weapons, props, or costuming
- Ability to work with people in a chaotic environment
- Familiarity with lighting, makeup, and other special effects
- Ability to follow detailed written and verbal direction
- Ability to follow clear, concise verbal direction
- Willingness to assist semi-regularly in “prop parties” and other similar activities

Notes:

These positions do require semi-regular between-event work.

Having reliable transportation is a must.

Awards:

- Up to 200 Goblin Stamps
- Discount on full-weekend event pre-registration fees (a maximum of 50% is encouraged)
- Normal event blankets

Customer Service Department

Check-in Representative

1 Per campaign

Department: Customer Service

Reports To: GM

Purpose

This person performs the tasks of checking in players, printing character cards, player production, collecting funds, and all other duties surrounding this process. The check-in person is permitted to play the event where they staff.

Overview of Roles and Responsibilities

- Checking in and out Players, and NPCs
- Between event player recordkeeping
- Answering customer concerns

Qualifications

- Must be highly organized
- Able to work with players to resolve concerns and issues
- Must be able to work between events

Awards:

- Up to 100 Goblin Stamps
- Discount on full-weekend event pre-registration fees (a maximum of 50% is encouraged)
- Normal event blankets
- Note that if the campaign does not have events regularly Awards may be suspended temporarily.

Customer Service & Marketing Representative

1 Per campaign

Department: Customer Service

Reports To: GM

Purpose

Overview of Roles and Responsibilities

- Market the campaign to attract more attention to it as directed by the GM.
- Work with NCM in developing campaign specific marketing materials.
- Represent the campaign at demos, practices, conventions, etc
- Damage Control with current players.
- Recruit. PCs, NPCs, Staffers.

Qualifications

- Must be charismatic and friendly
- Must be able to address customer concerns and issues in a friendly manner
- Must have the time to work between events semi-regularly.
- Must be willing and able to print small-runs (<25 count) of flyers etc to self-support marketing efforts

Awards:

- Up to 100 Goblin Stamps per month
- Normal event blankets
- Discount on full-weekend event pre-registration fees (a maximum of 50% is encouraged)
- Up to 100 Goblin points per full day of Marketing support at non-weekend events.