

CZS002: ARE MAGIC EVENTS EVEN WORTH IT?

- 1) UPKEEP STEP
 - 2) MAIN TOPIC
 - 3) TO THE LISTENERS
 - 4) CLEAN-UP PHASE
-

1) INTRO Josh, Rachel & Jamie

@joshleekwai - @wachelreeks - @jamblock - @commandcast

We just got back from MagicCon: Philadelphia, the first of a series of four Magic events in the US and Europe, and it was a ton of fun! Today we're breaking down our experience, discussing the trajectory of Magic events as a whole, and looking to the future. BUT BEFORE WE GET INTO IT:

****CARD KINGDOM** **ULTRAPRO #1** **PATREON: WILSON SATURN****

2) MAIN TOPIC: **ARE MAGIC EVENTS WORTH IT?**

The Command Zone team just got back from MagicCon: Philadelphia, and besides being exhausting, it was a ton of fun! More than fun, it felt like an event that was explicitly designed to serve players of all kinds: with a Pro Tour, a Pro Tour qualifier, side events, Command Zone, cosplay, and more. In particular, it felt like the first event that got the "casual event experience" right.

WHAT IS A MAGICCON?

- *This isn't the first attempt at a Magic event that appeals to Commander players: CommandFests gave it a shot.*
 - Open room with a lot of tables. Some side events
 - Command Zones that will pair up pods based on a loose power scale and provide prize tickets
- *What do MagicCons offer that events of the past hadn't?*
 - Panels and high production live events, including Game Knights Live
 - Lairs with featured cosplayers
 - Lots more photo opportunities
 - More content creators
- The first attempt at an event of this scale was Magic 30, which failed to meet expectations.

THE AGE OF THE MAGICCON

Magic 30 kicked off a new wave of Magic events: bigger, better and more expensive than ever before. It sold out extremely fast. The hype quickly turned into strife when the event itself was cramped, disorganized, and behind schedule. It was also distinctly lacking in Magic...

- No free play area
- No on-demand events
- The Command Zone pass was sold out but physically empty
- It was extremely difficult to play Magic at the celebration of Magic

Blake Rasmussen wrote on the Magic.gg website:

We've also taken lessons and your feedback from *Magic 30* to improve the attendee experience. While *Magic 30* was an unforgettable experience, it was also our first event of this kind *and* our first live event since the pandemic shut down "the gathering" nearly three years ago. We learned quite a bit from the event and are making some improvements that we think will make Philadelphia even better.

WHAT DID MAGICCON: PHILADELPHIA GET RIGHT?

- Philly was a great improvement on Magic 30
- Tons of free play space
- On-Demand events
- Command Zone Access was an available add-on
 - It sold out quickly
- Huge live events: Cosplay Contest & Game Knights Live

WHAT DID MAGICCON: PHILADELPHIA GET WRONG?

- Lack of communication about events and what exactly you're paying for
- Command Zone felt like bait and switch with all the free play area
- Minimal additional value for the Commander VIP Package \$350
- Minimal additional value for the Black Lotus pass \$700
 - Exclusive event was lackluster - DMR Sealed?
 - Black Lotus play area was empty
 - Lounge had coffee and chips, not the VIP experience
- Didn't have half the artists featured on the guest page

IS THE COMMAND ZONE PASS WORTH THE MONEY?

- \$35/day and \$75 for the whole weekend
- Pros
 - Many creators were in the CZ
 - They would match you up with on-demand events
 - "Looking for casual," "looking for competitive" signs
 - Could earn prize tickets
- Cons
 - There was tons of space to play outside the Command Zone
 - Hard to get into and get out of
 - Sold out fast, but had a ton of available space
- Badges weren't policed at ALL. Could get in without the proper badge.
- If all you want is the table space, there was plenty of that elsewhere
- *Would you get a Command Zone pass for the next event?*

WHICH PASS WOULD YOU BUY?

- It's hard to predict if what we saw in Philly will be true for Minneapolis or Barcelona. However, knowing what you know about Magic 30 and Philly, what pass would you buy?

WHAT DO YOU HOPE FOR FUTURE MAGICCONS?

3) **TO THE LISTENERS**

Did you attend MagicCon: Philadelphia? What was your experience like? What was your favorite part? Anything you wish they'd implement for future MagicCons?

****CARD KINGDOM #2** **ULTRA PRO #2****

4) CLEAN-UP STEP

Big thanks to our amazing team here at The Command Zone! **Craig Blanchette, Damen Lenz; Arthur Meadowcroft; Ladee Danger; Manson Leung; Josh Murphy; Jake Boss; Jordan Pridgen; Sam Waldow; Gaurav Gulati; Mitch Trafford; Evan Limberger; Gabriel Pozos; Megan Yip; Eric Lem; and Jimmy Wong.**

- Single-Day Package: \$60
 - Friday, Saturday, or Sunday badge and lanyard
 - 1 Traditional foil Arcane Signet promo card
 - 1 Mystery Booster: Convention Edition booster
 - 3 Phyrexia: All Will Be One Draft Boosters
- Weekend Package: \$160
 - Weekend badge and lanyard
 - 1 Traditional foil Arcane Signet promo card
 - 1 Mystery Booster: Convention Edition booster
 - 6 Phyrexia: All Will Be One Draft Boosters
 - Exclusive MagicCon: Philadelphia Atraxa playmat
- Commander VIP Package: \$350
 - Weekend badge and lanyard
 - 2 Traditional foil Arcane Signet promo card
 - 3 Mystery Booster: Convention Edition boosters
 - 3 Phyrexia: All Will Be One Collector Boosters
 - Exclusive MagicCon: Philadelphia Atraxa playmat
 - Exclusive MagicCon: Philadelphia Atraxa deck box and sleeves
 - Command Zone access all weekend
 - 1 Official event pin
 - 10% Off on event-exclusive merchandise
- Black Lotus VIP Package: \$700
 - Weekend badge and lanyard
 - 4 Traditional foil Arcane Signet promo card
 - 3 Mystery Booster: Convention Edition boosters
 - 3 Phyrexia: All Will Be One Collector Boosters
 - 3 Phyrexia: All Will Be One Draft Boosters
 - Exclusive MagicCon: Philadelphia Atraxa playmat
 - Exclusive MagicCon: Philadelphia Atraxa deck box and sleeves
 - Secret Lair: Look at the Kitties
 - Available for sale at the event
 - Command Zone access all weekend
 - Black Lotus VIP Event (Sunday at 11 a.m.)
 - Dominaria Remastered Sealed Event
 - Complimentary access to MagicCon: Philadelphia Party
 - Access to VIP lounge
 - 1 Official event pin
 - 10% Off on event-exclusive merchandise
- Add Ons
 - MagicCon: Philadelphia Party: \$50
 - Command Zone Access: \$30/day or \$75 for the weekend