

## International



**Name:** Ibrahim Mazari  
**Position:** Director Public Relations  
**Institut:** Turtle Entertainment  
**Branch:** League Operator

### **Topic of the Speech:**

Being a lobbyist in gaming – how to make eSports a political matter!

### **Biography:**

In the position of the Director Public Relations of the Turtle Entertainment GmbH, the social scientist Ibrahim Mazari is in charge of the communication of Europe's biggest league for computer games, the Electronic Sports League (ESL). Moreover, he studied psychology and is the youth protection advocate of the ESL, taking charge of topics that pertain the protection of the youth and the competence in media. A further field is the political communication for which Ibrahim Mazari is constantly aiming to establish good relationships to the decision makers. Additionally, he strives for internal cooperation with sciences.

From the end of 2005 until 2007, Turtle Entertainment was holding shares in the GIGA Digital Television GmbH, whose communication bureau was established and administered temporarily by him. There, too, he could fall back on his multisided experiences in such surroundings. Prior to that, Ibrahim Mazari led multiple media and internet projects in the youth work. He coordinated the establishment of youth centers and pedagogically accompanied their cyber café and the organization of LAN parties.

## eSports Conference