



Team 3 – Left Back

Topic 1: National Teams, clubs & players –A System of Mutual Benefit

- More national team matches should be played. They have a higher media interest and therefore have a greater publicity.
- Qualification matches are especially interesting for smaller countries. If a small country is drawn to a strong group, this results in a more interest of all parties involved, in more many and of course more spectators. This helps to promote handball also in “smaller” countries with regard to handball.
- Although more publicity can be reached with national matches, the national league is also very important.
- It is a fact, that there are too many matches right now – national matches and club matches. The only way to solve this problem is to find a mutual benefit. The readiness to work together exists.
- In Germany as an example the high number of national league matches, negatively influence the preparation for the national team matches.
- The advertising situation and therefore also the financial situation in “smaller” countries is sometimes very difficult. They also pay a lot of money to participate, and drop out quite soon because of poor results.
- National leagues are very “closed” competitions. But a winning national team creates heroes. Being European Champion raises awareness. This helps to create the brand Handball, to promote it and to sell advertising rights. Such strong competitions are needed!
- Since the situation for “smaller” countries sometimes is really difficult a “system” for small nations is appreciated.
- Championships in January would be a good approach regarding the fact that in June the players are already exhausted from the club season and in September the championships would collide with the Olympic Games taking place in August.

- Playing 8 matches within 10 days of championship is definitely too much. A solution might be to prolong the tournament.
- The new qualification system is especially positive for smaller countries, as it enables them to get their players more easily, since now also Germany and Spain have to play qualification matches.
- In smaller countries Handball is sometimes like a hobby sport – the marketing strategy to position the product is definitely missing. There is a strong need with regard to developing such a strategy.
- Championships shall not be played in June because of the missing media interest. Advertising and TV rights should be given back to the national federation as source of income to be able to pay compensations to players and to raise new players.
- Flight tickets during the week are enormously expensive. This is often a financial challenge for a club.

Documentation
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