



# Marketing Beach Handball

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# Presentation topics



Responsibilities and Expenses

Important people

Common objectives

Branding

Event production

Competition guidelines

Tips for effective events

Internal marketing





# Beach Handball: The Story of a Hype!

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# Responsibilities and Expenses





## Responsibilities and Expenses

- General (local transport, visas, VIPs etc.)
- Venue
- Personnel
- Accommodation
- Press and TV
- Marketing and Equipment
- Publications, Production and Promotion





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## Responsibilities and Expenses (continue)

- Medical
- Regulations
- Accreditation and Security
- Others (electricity, water, internet, office, communications, sanitary etc.)







Important people





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## Important people

- Promotion director
- Press director
- PR director
- Announcers -  
Producers
- Photographer







# Common objectives

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## Common objectives

- Increase the commercial value of BH
- Create a strong BH image
- Generate business for all partners
- Create productive & long-term sponsorship programs
- Attract BH for audiences



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### Common objectives (continue)

- Project attractive values, concepts & principles (Fair Play, athleticism, glamour & lifestyle, healthy image, handsome athletes, wonderful venues etc.)
- Generate opportunities for athletes become stars, pros
- Evaluate TV exposure value of the sponsors



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The EBT:  
A Strong  
Brand for  
international  
& national  
sponsors

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**EBT**





Branding





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# Branding

Branding is the total sum of a company's identity. From its name and logo to every piece of communication, internal or external











# Event production

## Key elements

- Producer
- Announcers
- Music
- Entertainment
- Sound system
- Intro athletes & officials
- Score boards
- Video board
- Info/research
- Communication
- Venue look
- Attendance



# Competition guidelines





## Competition guidelines

- Great athletic performance
- Competition format to meet audiences' needs
- Fair and open system to enter the EBT events
- Consistency in the implementation of Rules & Regulations makes BH a Strong Property



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Tips for effective events





**Marketing the Event or...**



...marketing the Area?





## Tips for effective events

- Look for opportunities to promote athletes
- Ensure high quality of everything
- Provide essential background info
- Effectively communicate in local language & English
- Continuously supply Media with up-to-date info
- Support BH journalists
- Arrange interviews





## Tips for effective events (continue)

- Provide audience with info
- Provide assistance in interview translation
- Use press releases
- Study the target group and provide user-friendly info
- Hire clipping service for Media monitoring
- Keep local Media up-to-date
- Respect the spectators and give them what they came

for!



Internal marketing





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Internal marketing

- Market yourself and your Commission:
  - Promote yourselves
  - Show your pride

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Internal marketing (continue)

- Strengthen your Commission's standing:
  - Develop professional business skills
  - Make friends with those who can help you
  - Clarify your place in the organizational chart
  - Send out emissaries



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Internal marketing (continue)

- Other tips:
  - Make a business plan
  - Project control
  - Build your reputation
  - Strengthen your general consulting skills





A photograph of a sunset over the ocean. The sun is a large, bright white circle in the upper center, with a golden glow around it. The sky is a gradient of orange and red. The sun's reflection is a vertical strip of bright orange and yellow on the water's surface, extending from the horizon to the foreground. The water is dark with some ripples. In the distance, a few small figures of people can be seen on the water.

Thank you for not looking at  
your watch too many times!...