



The Technical Official's Impact on the Image of the Beach Handball EURO 2013

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Presentation topics

History of the EURO

The future

Summary of EURO 2013

TOs and marketing

Media coverage of the EURO 2013

Sport Presentation

Points of attention

Conclusions

Discussion



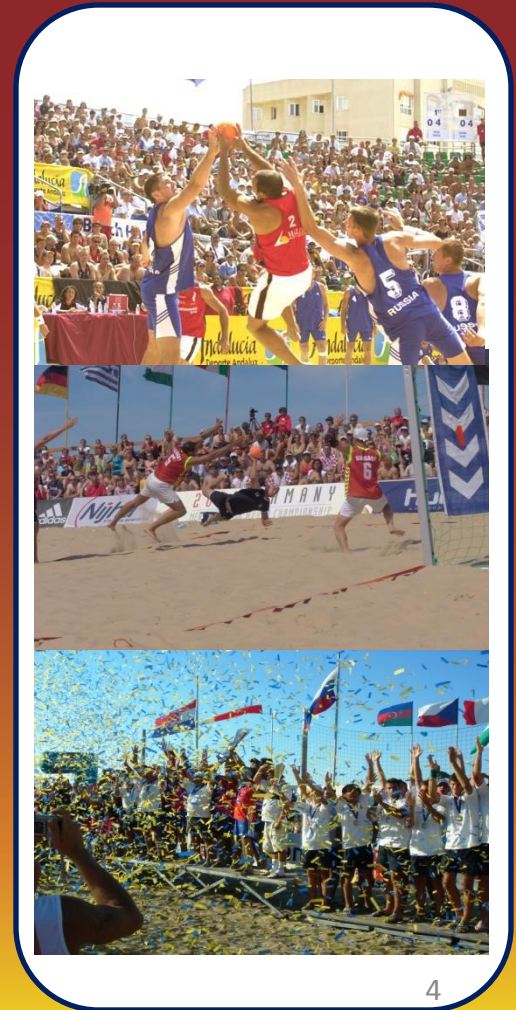
The history of the Beach Handball EURO





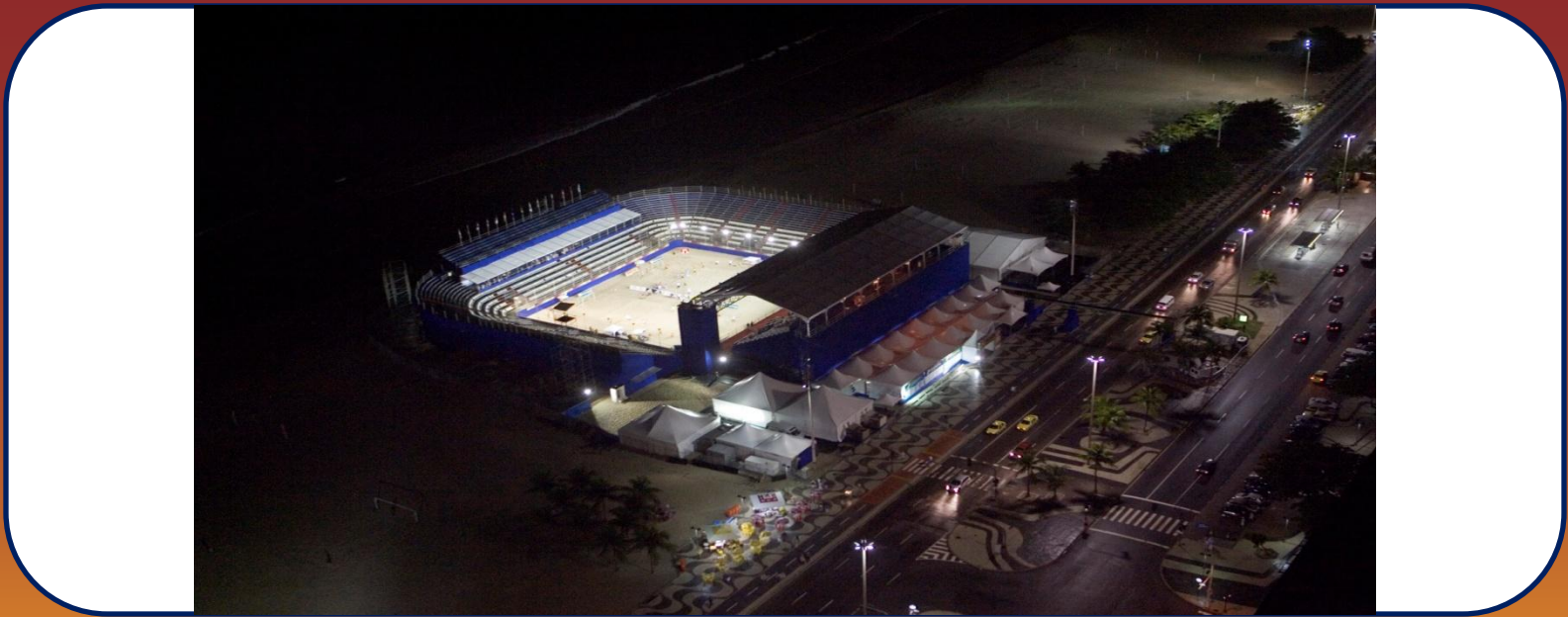
The history of the Beach Handball EURO

- 2000, Gaeta, ITA
- 2002, Cadiz, ESP
- 2004, Alanya, TUR
- 2006, Cuxhaven, GER
- 2007, Misano Adriatico, ITA
- 2009, Larvik, NOR
- 2011, Umag, CRO
- 2013, Randers, DEN





The future of the international Beach Handball events





The future of the international Beach Handball events

- 2013, World Games, (Cali, COL)
- 2014, World Championships (Crete, GRE?)
- 2014, EURO U18, (?)
- 2015, Mediterranean Beach Games, (Pescara, ITA or Marseille, FRA)
- 2015, EURO and EURO U19 (?)
- 2015, European Games (?), (Bacu, AZE)





The EURO 2013 at a glance





The EURO 2013 at a glance

- 26 teams
- 14 nations
- 364 players and team officials
- 132 matches
- 38 International Technical Officials (ITOs)





The TOs as "Marketing Tools"

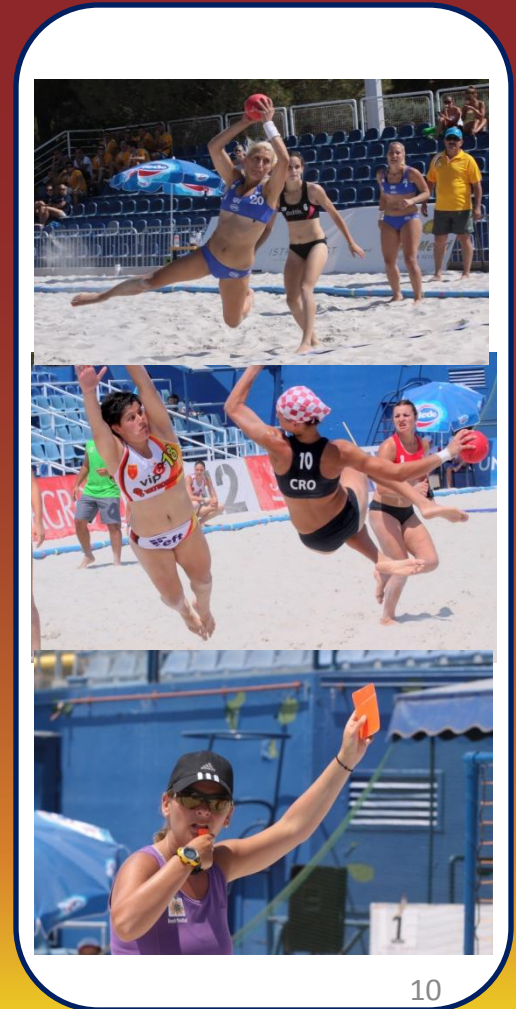




The TOs as "Marketing Tools"

Why "Marketing Tools"?

- Protect attractive values, concepts and principles: Fair Play, lifestyle, wonderful venues, handsome athletes, healthy image
- Generate opportunities for athletes to become stars
- Protect TV image and value of the sponsors



The media image-coverage of the EURO 2013





The media image-coverage of the EURO 2013

- TV
- Internet live streaming
- Photographers



The pre-game procedure (main court)





The pre-game procedure (main court)

- Read Pre-Game Run-Down Schedule carefully
- Follow officials' directions
- Procedure begins '?' prior to the game
- Count-down clock
- Be on-time!
- Help create atmosphere
- After the game: Shake hands





Sport Presentation





Sport Presentation

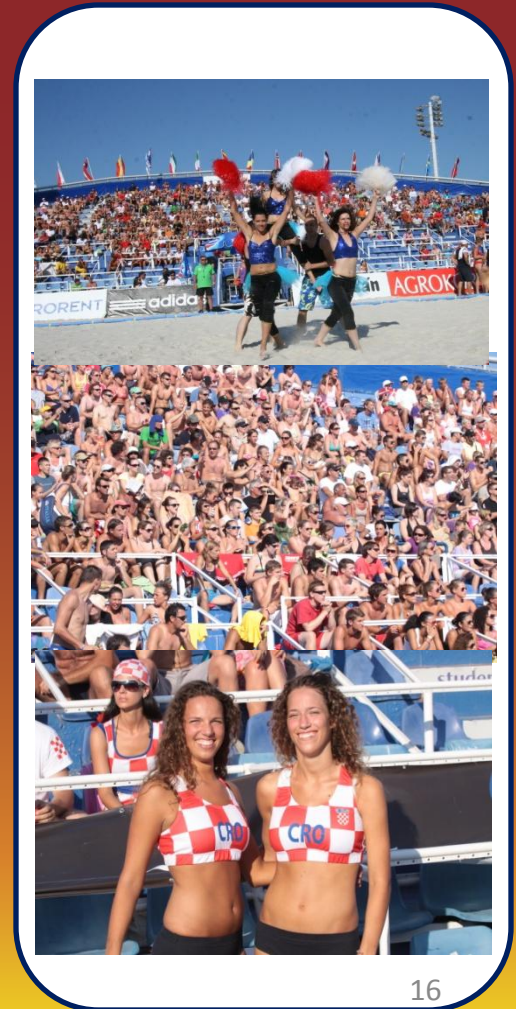
Definition, goals

What is this?

Sport Presentation is what the spectators and athletes see, hear and feel when they are in the Beach Handball Venue

Goals

- To keep the people in the event area as much as possible
- To keep the spectators on the grandstands as long as possible





Sport Presentation (cont.)

The team

- Venue producer
- Stage manager (?)
- Announcers
- DJ
- Cheerleaders (?)
- Other technicians
- Other animations (mascot, competitions, gifts etc.)



(Image) Points of attention

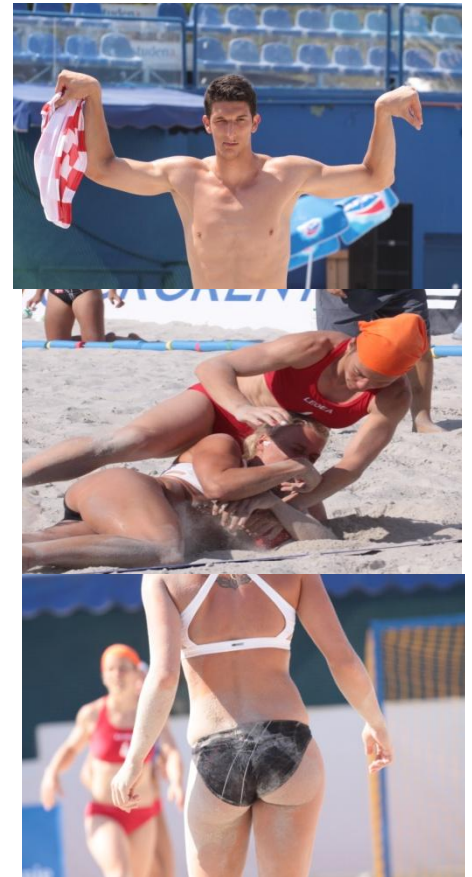




(Image) Points of attention

Rules - Regulations:

- Athlete uniforms
- G/ks
- Team officials' attire
- Footwear
- Orthopaedical aids
- *Our appearance/ attire*





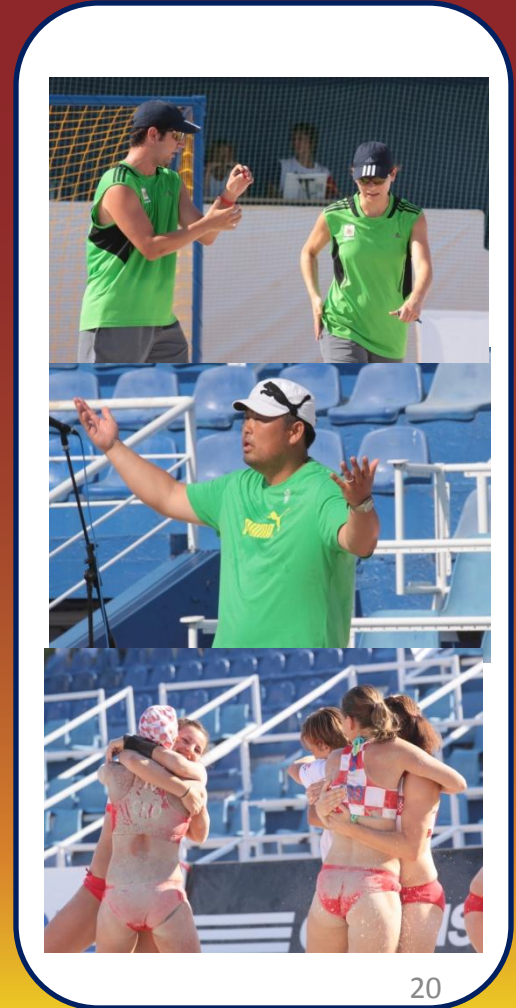
(Image) Points of attention (cont.)

Substitution areas:

Towels, bottles, sandals, balls, medical bags, clothing

Field of Play:

- Advertising panels
- People moving around
- Litter
- Extra team officials



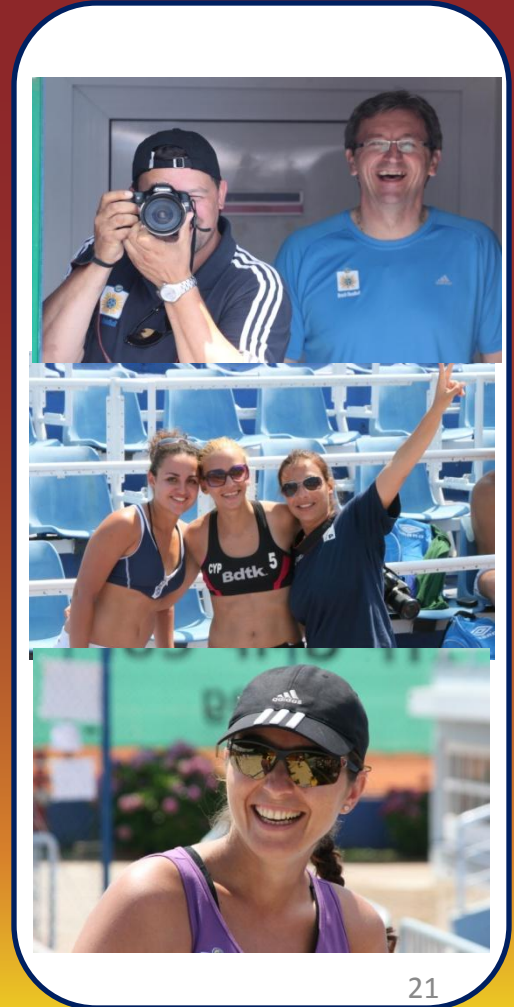


(Image) Points of attention (cont.)

Other issues:

- Pre-game procedure
- Anthems, flags
- Handshakes
- Cameras, microphones, replays, commentators

One's mistake does not mean legalization of the mistake!



In conclusion...





In conclusion...

- Beautiful image = Venue look + Behavior on court
- To create the Beach Handball experience of a lifetime for all athletes, officials and spectators
- To elevate the athletic action into a Beach Handball show, a spectacular event
- Respect the spectators and give them what they came for!



Discussion



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

