



Beach Handball

Marketing the event or
marketing the area?

George S. Bebetsos, BS, MS, PhDc.
EHF BC, Promotion and Development
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**Beach
Handball**

Presentation topics

From a sport event to a family event

Spectacular venue

Sport Presentation

Public relations and promotional
activities

Conclusion

Discussion





From a sport event to a family event



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From a sport event to a family event

In the sports business we don't sell the game, we sell **unique, emotional experiences**.

We are in the business of **selling fun and unique experiences**.

We want the event to be:

- Very participatory
- Very social
- Very inclusive
- Memorable





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From a sport event to a family event (cont.)

Before the event

- Organizing Committee
- Spectacular venue
- Publicity
- Sponsors
- Venue branding

During the event

- Sport Presentation
- Entertainment - Side events
- Information
- Comfort
- Safety



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From a sport event to a family event (cont.)

You can't control what happens on the court every game, but you can do your very best to make sure that, no matter what the score, you have done all you can to make the fan experience like a great wedding





Spectacular venue



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Spectacular venue

- Location is the key
- Making a great first impression
- Tremendous impact on the event
- Promote country/region/city
- Beach vs. mainland
- Weather, access
- Memories linger when an event provides a welcoming warmth and invites a personal connection to be obtained by the attendee





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Spectacular venue (cont.)

Venue branding

- Creating the right visual image in marketing a venue
- “Dressing” the venue
- Critical to the success of a venue
- Moves the crowd in your favor
- People navigate to complex spaces because of venue branding
- Drives emotions and generates excitement





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Spectacular venue (cont.)

Venue branding (cont.)

How to create:

- Name the event (e.g. GRAN CANARIA 2014 or VELUX CHAMPIONS LEAGUE)
- Create a tagline (e.g. “Inspiring a Generation”)
- Create a sense of exclusivity
- Create a branded experience





Sport Presentation



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Sport Presentation

Sport Presentation is **what the spectators, athletes and officials 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.





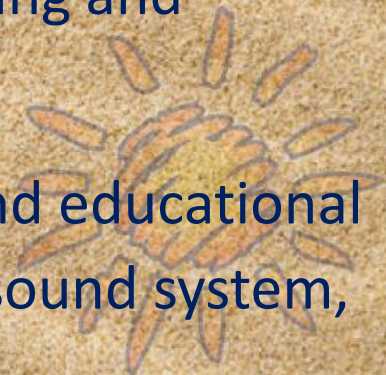
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Sport Presentation (cont.)

Tools:

- Highlighted athlete presentation;
- Sport specific announcers and commentators
- In field talents and entertainment
- Special lighting/laser/pyro effects
- Video and scoreboard programming and operations
- Music and audio informational and educational components (a good well-tuned sound system, scoreboard/matrix boards)





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Sport Presentation (cont.)

The Sport Presentation Team

- Venue producer
- Stage manager
- Sport specific announcers (English)
- Professional DJ
- Cheerleaders
- Other live entertainment (e.g. mascots)
- Any other assistants or (sound, video) technicians needed





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Sport Presentation (cont.)

The Beach Handball Venue as a stage

OCs must understand that production is a vital success component, turning their tournament into an event!





Public relations and promotional activities



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Public relations and promotional activities

It is part of the EHF's policy to promote a **dynamic and appealing image** of Beach Handball.

Organizers are encouraged to organize side events and to conduct PR activities to **stimulate public and media interest**.





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Public relations and promotional activities (cont.)

- **Night matches!**
- Special events
 - Create a very interesting atmosphere – Branding, lighting, colourful view
 - Launch party
 - Showing short movies and best moments of the game during the break
 - Lucky draw during half time and end of the game





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Public relations and promotional activities (cont.)

- Special events
 - Sponsor giveaways
 - Performances – Concerts, artists, dancers, bands, DJs, cultural performances
 - Mini games at half time – Shootout, target shooting
- Merchandising
- Expo, exhibition
- “Meet The Stars”





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Public relations and promotional activities (cont.)

- Press activities – Host Broadcaster involvement, mixed zone interviews, press conferences, highlight shows
- Beach Handball Camp
- Concessions and food services
- **Add a celebrity touch!**
- Ticket vs. free admission – People only value what they pay for





Conclusions



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Conclusions

- To create the Beach Handball experience of a lifetime for all athletes, officials and spectators
- To elevate the athletic action into a sport show (spectacular event) by incorporating all the tools at our disposal
- Respect the spectators and give them what they came for! They should feel part of the Beach Handball event!





Discussion



Thank you!