



Beach Handball as an event....

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Beach Handball

An event for whom....?

- For spectators, for enlightenment through exhibitions of players involved in spectacular actions in a special environment
- For players and officials, for feeling part of a top sport event
- For both genders with equal opportunities
- For organizers, to gain benefits from appropriate promotion and marketing of event





Beach Handball

The way we were.....





Beach Handball

The way we are.....





**Beach
Handball**

How we started.....2000





Beach

Where we are now....





Beach Handball

How.....

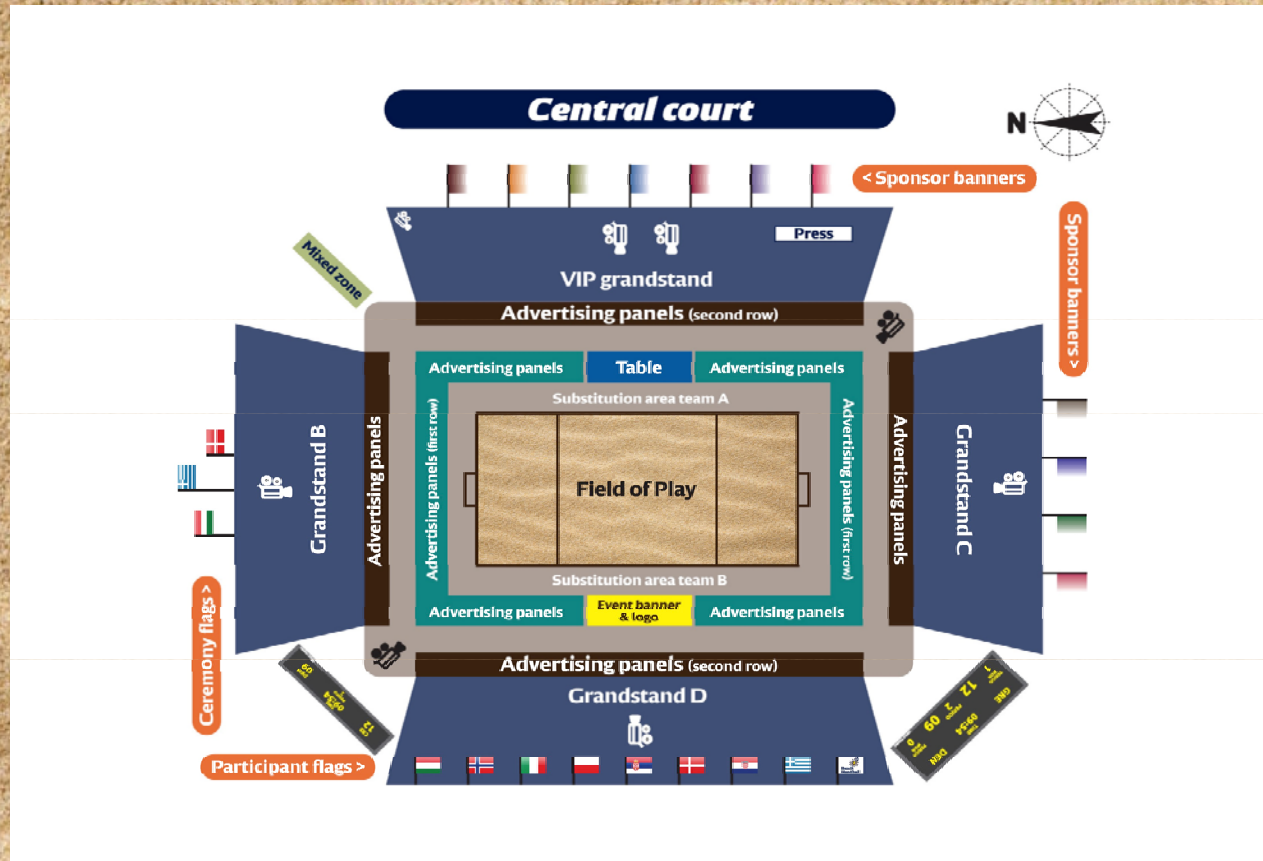
- Gaining interest of stakeholders, creating a brand, fascinating , involving , breathtaking.....
- Special courts, special goals , special line systems, high number of scoring , pauseless games, fast paced, spectacular actions
- We do not need to look for spectators , they are just on the site, we simply need to involve them





Beach Handball

Arena for gladiators of new era.....





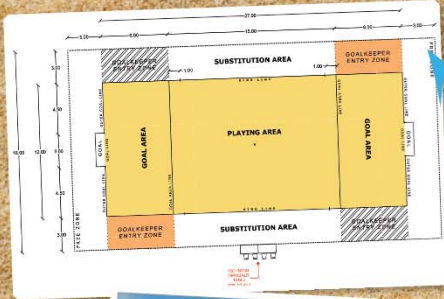
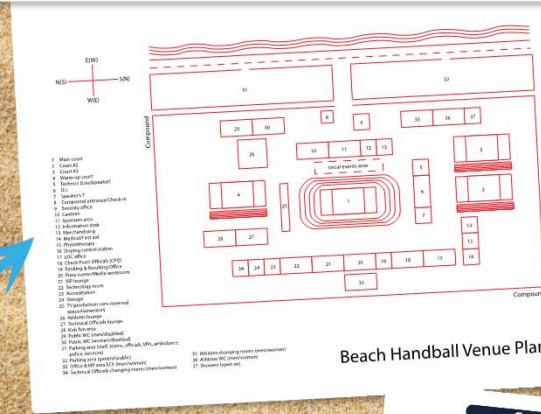
How to organize.....

Beach Handball

How to organise a Beach Handball event

THE EVENT AREA

Great emphasis must be placed on the setting up of the event area which should be all encompassing: Central Information Centre, First Aid tent, event organiser's office, official check point, changing area, WC, speaker/DJ booth, food and beverage stands, merchandising area. Your event area can also include a designated space for a fun/play area for children or for alternative events during the BH main event to attract more spectators.



THE COURTS

....catch nets (5m tall x 8m wide) must be fixed behind the goals situated 3m from the goal line....and you are ready to start playing!





How to organize.....

THE PROMOTION

To make the beach handball tournament the best outdoor event in town, much attention must be given to the various methods of promotion. Simple channels such as the internet (EBT website and host site), mailing lists of previous participants, print materials (flyers, posters) are invaluable tools for the organiser. Advanced channels include local promotion effected by getting media coverage in local newspapers, signing the event agreement in the host city, press conferences and joining forces with a travel agency to offer an all-inclusive event package. Also, the use of social networking, i.e. Facebook and twitter will be instrumental in promoting your beach handball event.

THE STAFF

The success of your tournament will largely depend on the number staff and the volunteers at your disposal. A strong team will guarantee that players and spectators alike have the perfect beach handball experience. It is recommended that each court has 8 active persons available to ensure the levelling and watering of the court, direct water supply to the players, ball recovery during the matches, table work (timekeeper, scorekeeper). Furthermore, there should be at least one court manager to organise and manage the rotation and work of the staff.



THE EVENT ITSELF

A major task for any organiser is to keep visitors and spectators in the event area and stands for as long as possible; therefore, hosting evening matches is a must; music, light and multimedia effects are very important here. Animation in the tribunes and side events (competitions) to involve the visitors will help the organiser get past 'dead' moments between matches; cheerleaders are always a popular idea.... don't forget the fun and enjoy the most passionate and highly technical beach sport ever!



**Beach Handball
Make your mark!**



**Beach
Handball**

Promotion.....

BEACH HANDBALL



MAKE YOUR MARK!!!!!!





**Beach
Handball**

Finally.....

Let's discuss it!!!! 😊

