

SVENSKA HANDBOLLSLANDSLAGET

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Event Manager

Swedish Handball Federation

BEST PRACTICE

HOW TO CREATE A SUCCESSFUL EVENT?







Combine a national team match and a youth tournament!





ANNUAL YOUTH TOURNAMENT IN THE BEGINING OF JANUARY WITH 4,500 PARTICIPATING YOUTH PLAYERS



CONCEPT 出上

- ❖ BRING ALL OF SWEDISH HANDBALL TOGETHER
- ❖ COMBINE A MATCH AND A YOUTH TOURNAMENT (TICKETS INCLUDED FOR ALL PARTICIPANTS)
- **❖** FILL THE STANDS
- ❖ CREATE A WIN-WIN SITUATION

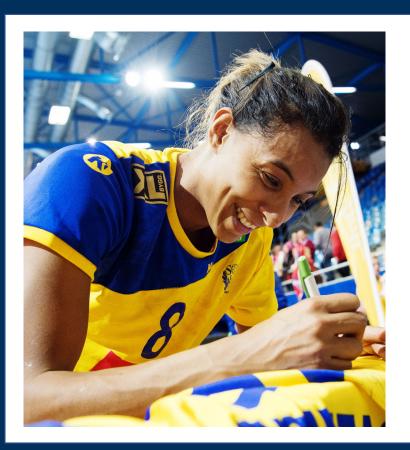


COOPERATION

- **SWEDISH FEDERATION**
- **♦** HOST CITY JÖNKÖPING
- ❖ LOCAL HOCKEY CLUB (ARENA OWNER)
- **❖ REGIONAL HANDBALL FEDERATION**
- **❖**YOUTH TOURNAMENT/HALLBY IF



RESULIS AND DEVELOPMENT



- ❖ SOLD OUT FIVE YEARS IN A ROW AND COUNTING!
- SOLD OUT TOURNAMENT AT AN EARLY STAGE
- **❖** WIN-WIN-WIN-WIN
- **❖ WOMENS HANDBALL**
- **❖** MORE THAN JUST A GAME

"Adding a national team game was the best thing that ever happened to Hallbybollen"

Develop the concept: spread it to other cities, tournaments and the women's

TOBIAS FREJFORS

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