



# **EVENT MANAGEMENT**

**2009 EHF COURSE  
for DELEGATES**

European Handball Federation

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# Event Management



## GENERAL

- approx. 1000 matches per year
- EHF brand – competitions on high level
- EHF brand – top quality organisation
- harmonisation guidelines
- uniform appearance – create a **PRODUCT**
- EHF Event Management Toolkit

## MISSION

- DEL / REF represent the blue and yellow brand
- supervisor of the whole framework
- mediator in conflicts
- experience, knowledge, **COURAGE AND AUTHORITY**

**The EHF delegate is the event manager**

# Event Management



## **DELEGATE = EVENT MANAGER**

- duty: run the event, observe and evaluate the referees
- EHF selection process – qualities, skills
- COMMUNICATION

## **DELEGATE – OBLIGATIONS TOWARDS EHF**

- optimize conditions for everybody
- carry-out matches in a proper way
- organise communication between parties involved

## **THE EVENT**

- safety, security
- hall, hotel inspection
- media contacts – TV, press, etc.
- technical meeting, security meeting
- match preparation / the match / event report



# Event Management



## THE DAY BEFORE

- contact local organiser, guest team
- take care of referees
- check hall, hotel of guest team
- organise and hold technical meeting, e.g. security meeting
- handle finances together with the organiser (REF, DEL)

## THE MATCH DAY

- follow-up open issues
- prepare documents
- supervise arrival of guest team
- check equipment table, match report, etc.
- contact floor manager
- supervise exit teams, officials
- send result to EHF hotline (Halftime and Final Result, number of spectators)
- send match report by fax or e-mail
- check further programme
- talk with referees
- analyse the event together with the organiser

# Event Management



## **RUN DOWN AT THE VENUE**

- introduce meeting with organiser
- set up time-line for the whole event
- organise and run inspections
- prepare meetings – Technical Meeting, Security Meeting
- meet the host broadcaster – if foreseen
- meet the EHF Marketing Supervisor – in case there is one
- brief floor manager, timekeeper, scorekeeper
- brief announcer (fairness!), mopping crew
- check emergency exits, take measures
- meet security staff
- take care about anthems: National Team yes, European Cup no

## **TV AND ADVERTISING**

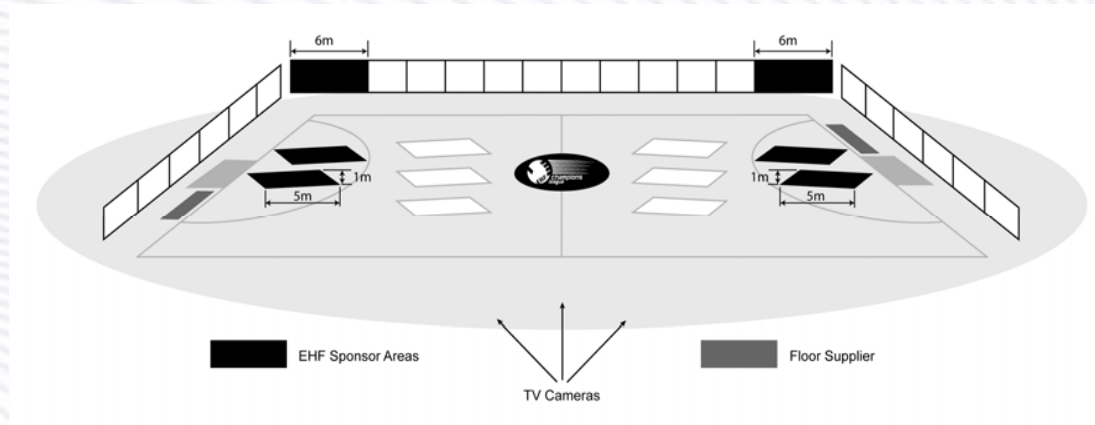
- brief host broadcaster
- check EHF advertising
- advertise visibility, exclusivity
- check number/place of floor advertising
- check hospitality activities
- look at the examples for the 2008-2009 Men's Champions League

European Handball Federation

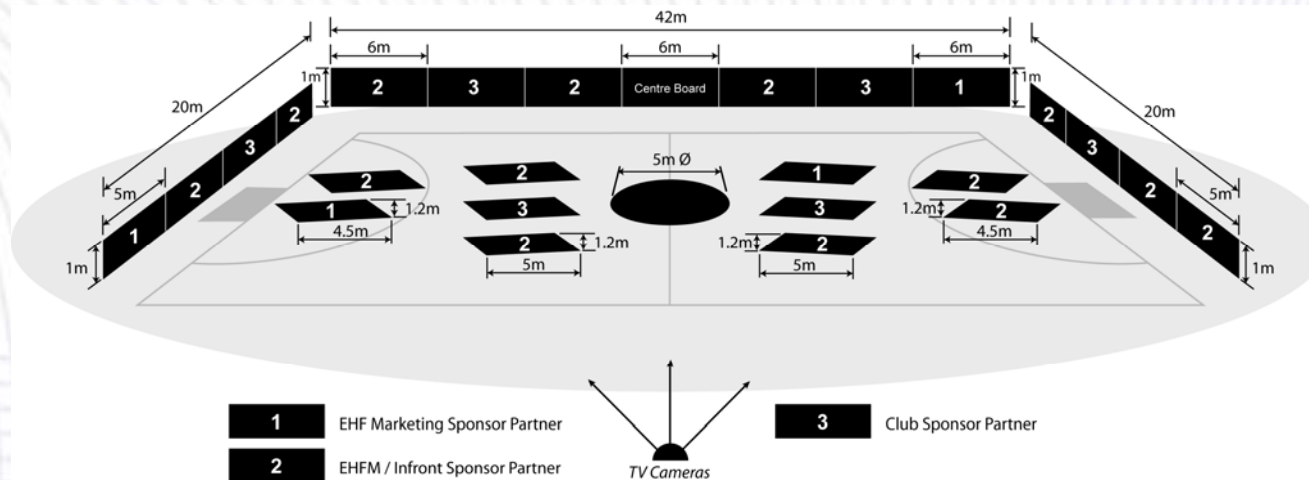
# Event Management



## EHF ADVERTISING



**WCL Group  
Matches,  
Main Round  
and 1/2  
Finals**



**MCL Qual.  
and Group  
Phase**

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