



Beach Handball

Organizing Major EHF Beach Handball Events

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EHF BU Beach Handball
Belgrade, December 2012



**Beach
Handball**

Presentation topics

History

Event outlook

The venue

Staffing

Financing

Event promotion

Event governance

Spectacular venues

Questions





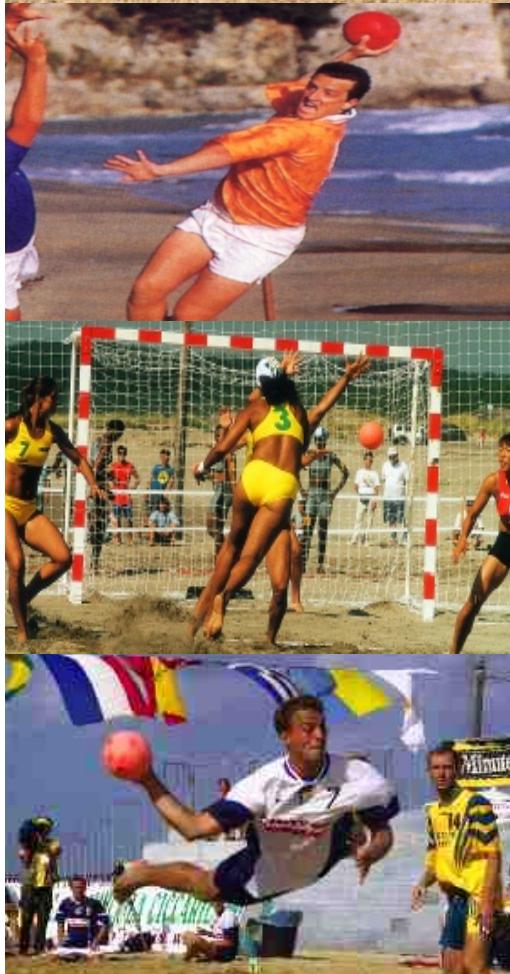
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History





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History

Milestones

1990: Founded in Italy (CONI, FIGH)

1992: First set of Rules developed (ITA), first game played (Misano Adriatico, ITA)

1993: First international tournament staged (Adriatic coast, ITA)

1994: Officially recognized by IHF – First official set of Rules developed

1995: First tournament in the world for national teams in R.D. Janeiro (BRA)



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History

Milestones (cont.)

2000: Introduction of Euro (Gaeta, ITA)

2001: First participation in the World Games (Akita, JPN) - Formation of EHF's BH Working Group

2003: EBT begins

2004: First World Champs played (El Gouna, EGY)

2008: Formation of EHF's BC – First Euro Youth played (Nagyatad, HUN)

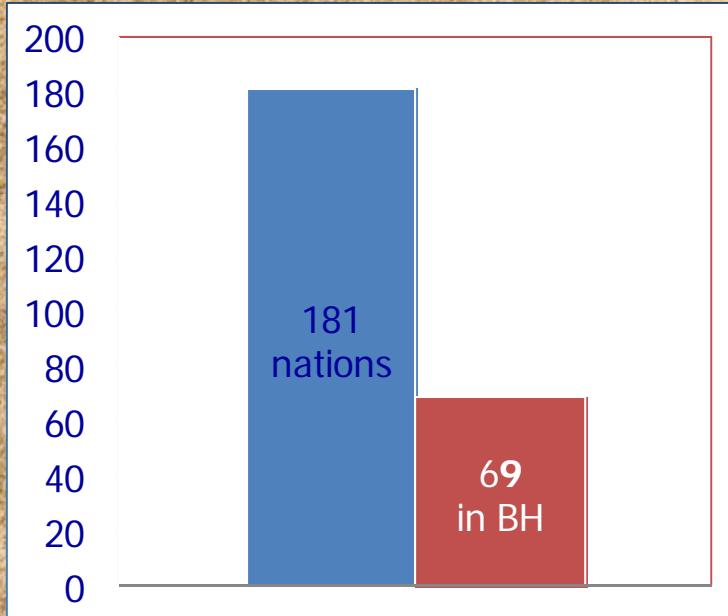
2010: BH announced “Official Sport” in the World Games and World Beach Games



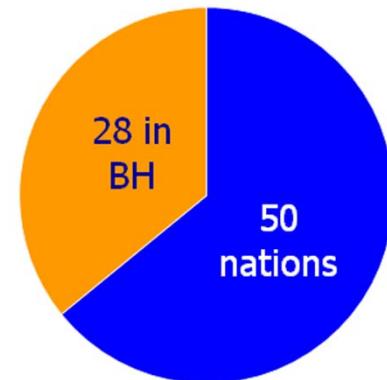
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History (cont.)

Global spread



IHF-member BH activity participation



EHF-member BH activity participation



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History (cont.)

International events

- World Championships (IHF)
- World Games (IWGA)
- World Beach Games (SportAccord)
- Continental and intercontinental competitions (Asian, South Asian, South American, Bolivarian and Mediterranean Beach Games)



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History (cont.)

European events (EHF)

- Euro M/W
- Euro M19/W19
- Euro M18/W18
- European Beach Handball Tour (EBT)





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Event outlook





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Event outlook BH technical outline

- Fast change of ball possession
- Easy, fast, attractive, exciting
- Game played at very high speed with many spectacular actions
- Score differences can be easily equalized
- Almost constant powerplay
- Fair Play





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Event outlook (cont.)

Organizational preconditions

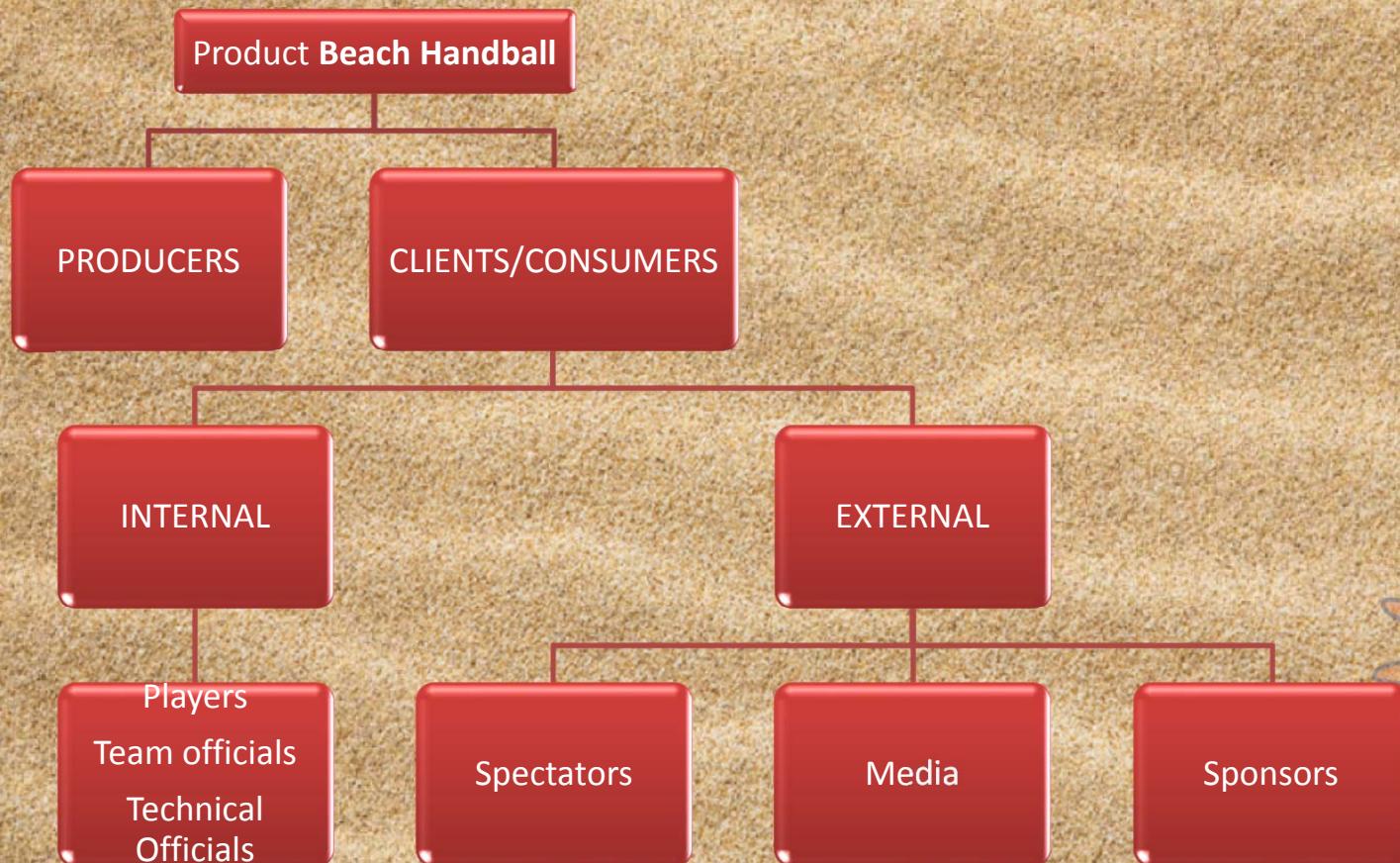
- Spectacular venue
- Combination of competition and beach lifestyle
- Spectacle – Fun – Strong party atmosphere – Festival feel
- Music – Animation – Sport presentation – Event production (DJs, animators, cheerleaders etc.)
- Side events (Village, parties, concerts, contests, exhibitions, promotions, giveaways, souvenirs, kids playground etc.)
- Event period: First part (1-15) of July, 7 days
- Night competition



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Event outlook (cont.)

Client groups





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Event outlook (cont.)

Basic elements

- The image of the city needs to reflect that of the Sport
- Open venue with all sites in walking distance
- Consider free access or one daily ticket for all courts
- Contact with marketing agency, sponsors
- “Invest” in environment, nature, ecology
- Take the sport to the people and not the people to the sport



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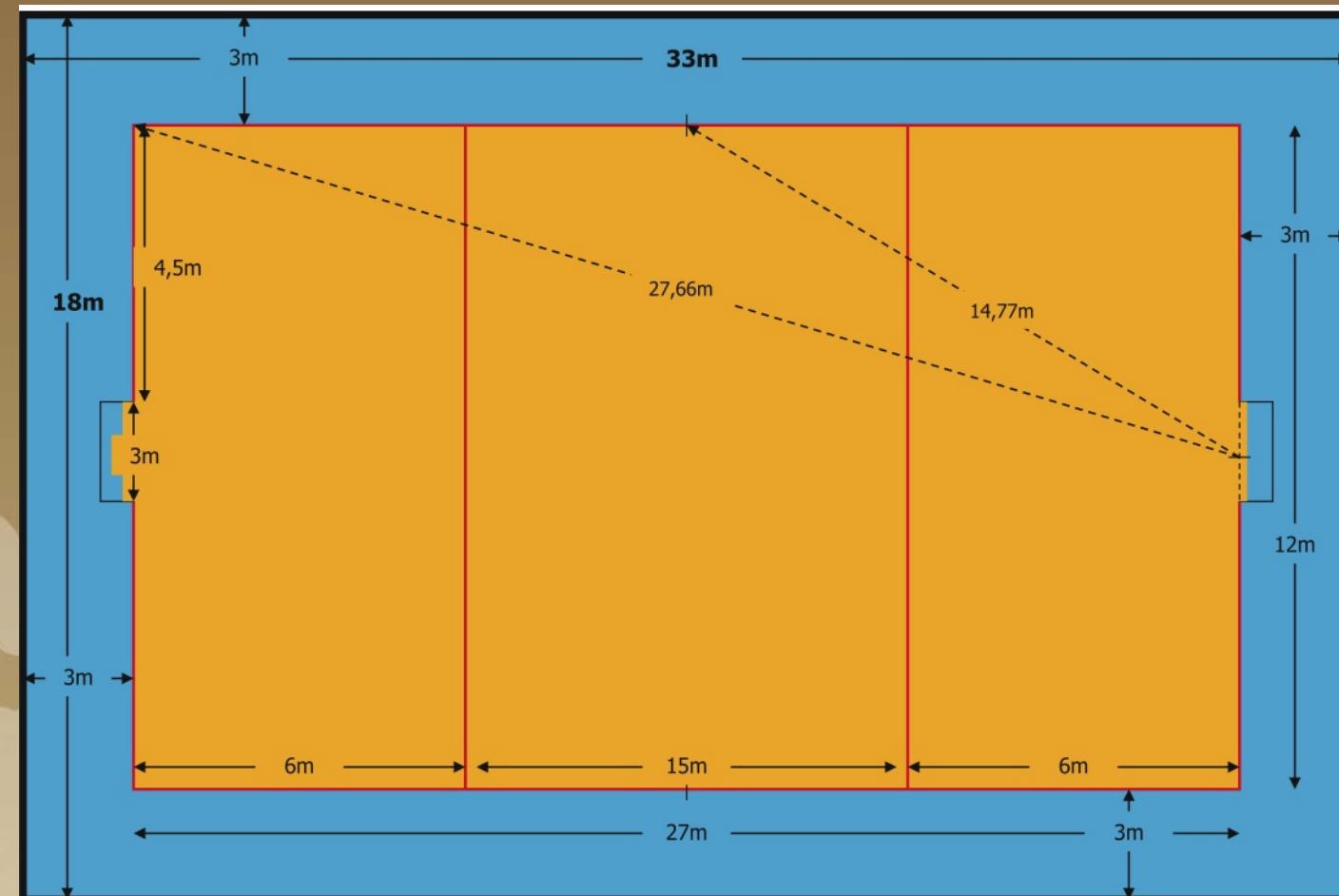
The venue





The venue

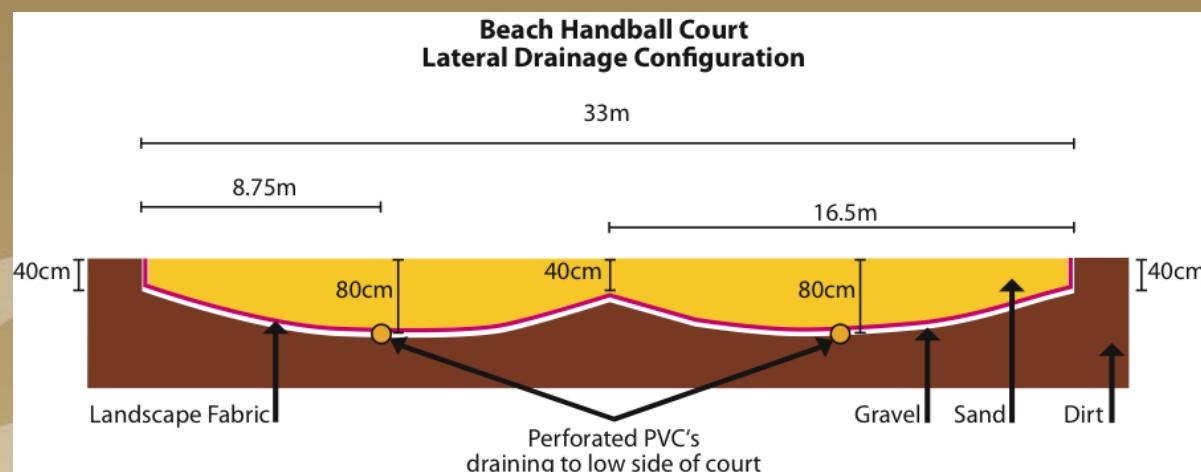
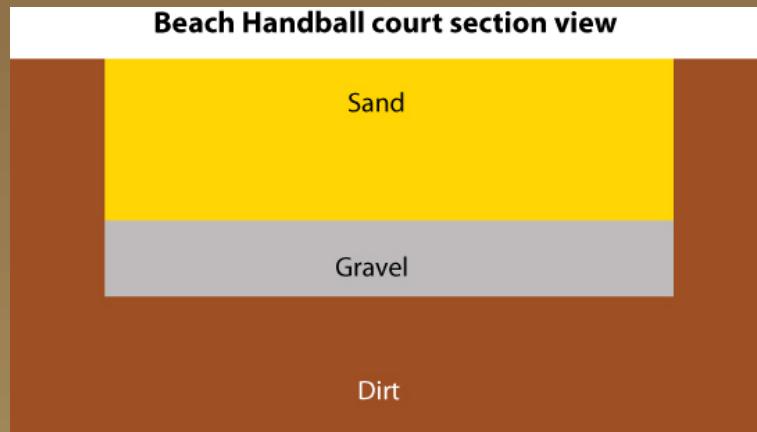
The courts



- 3 – 4 courts
- North – South axis
- Training court
- Floodlights

The venue (cont.)

Court construction





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The venue (cont.)

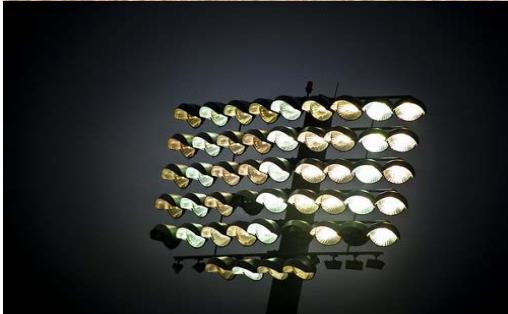
Sand quality

- Shifted to an acceptable size (not too coarse)
- Free of stones and dangerous particles
- Double washed - Free of silt and clay
- Sub angular particles, between 0.5 and 1mm
- Tan colored
- Granite based (non-calcareous - no calcium or limestone)





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The venue (cont.)

Artificial lighting

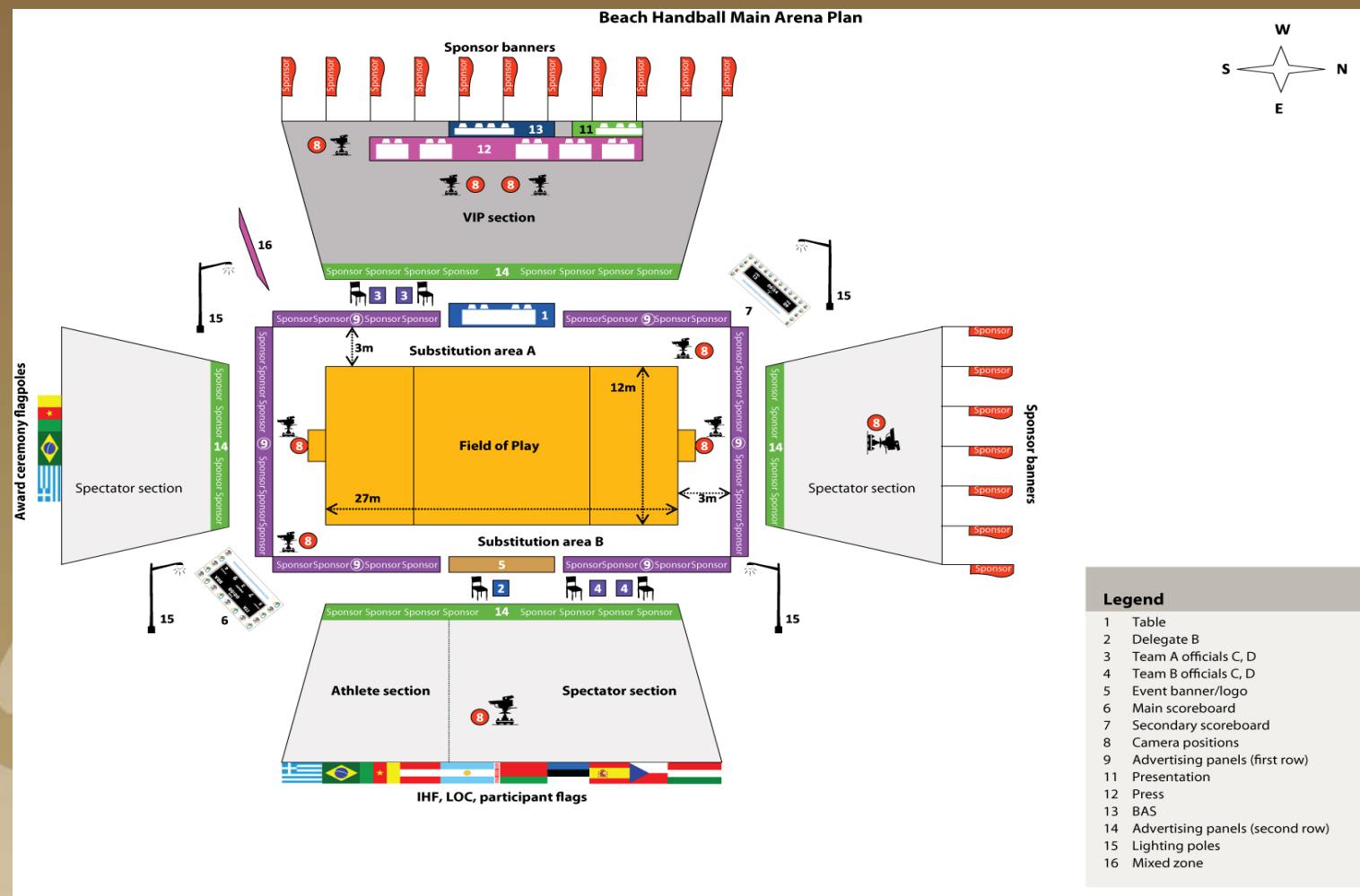
Lux levels	Purpose
120 lux	Training court
Up to 400 lux	Secondary courts
1000 – 1500 lux	Main court (TV production)





The venue (cont.)

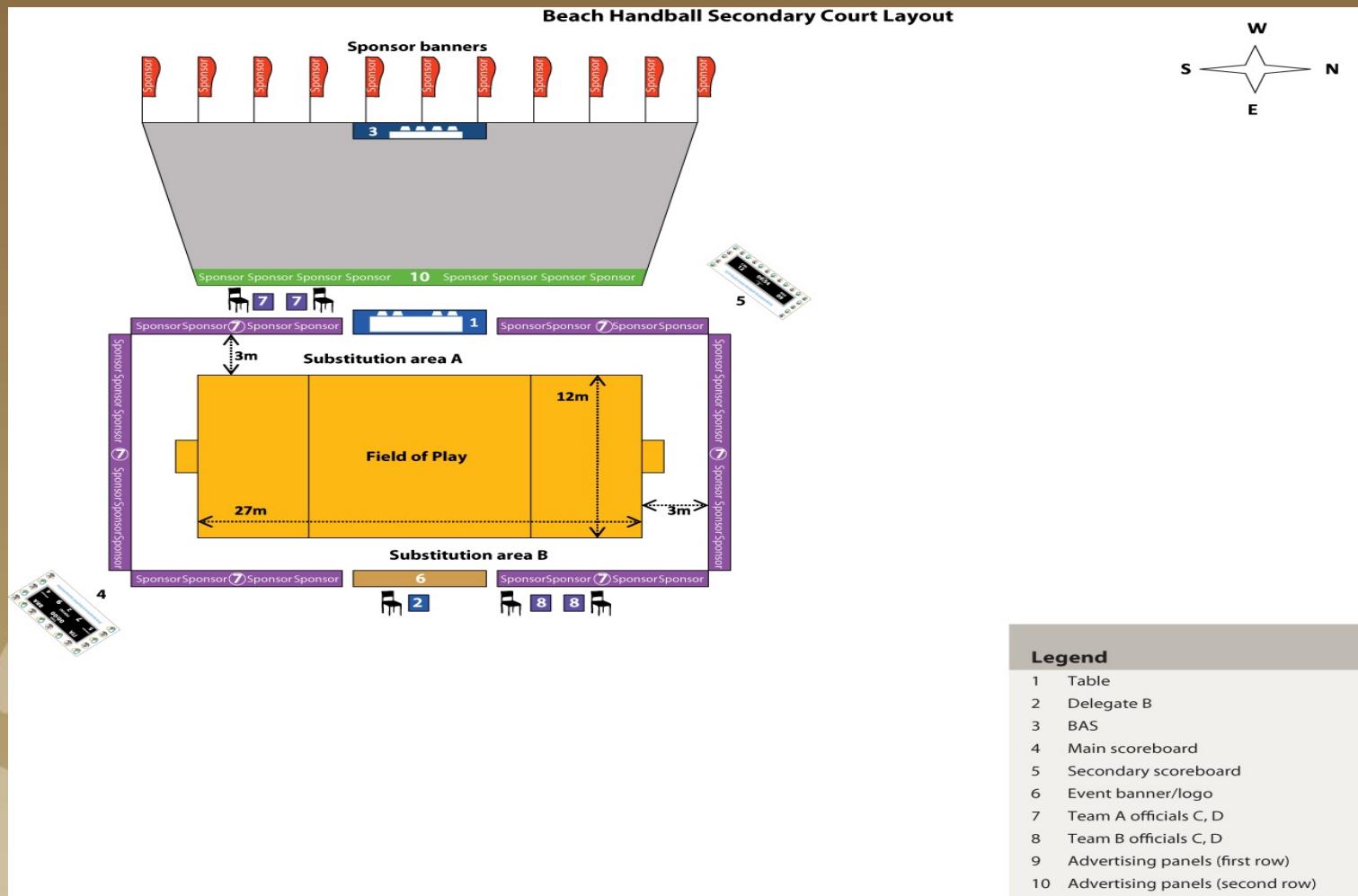
Central court

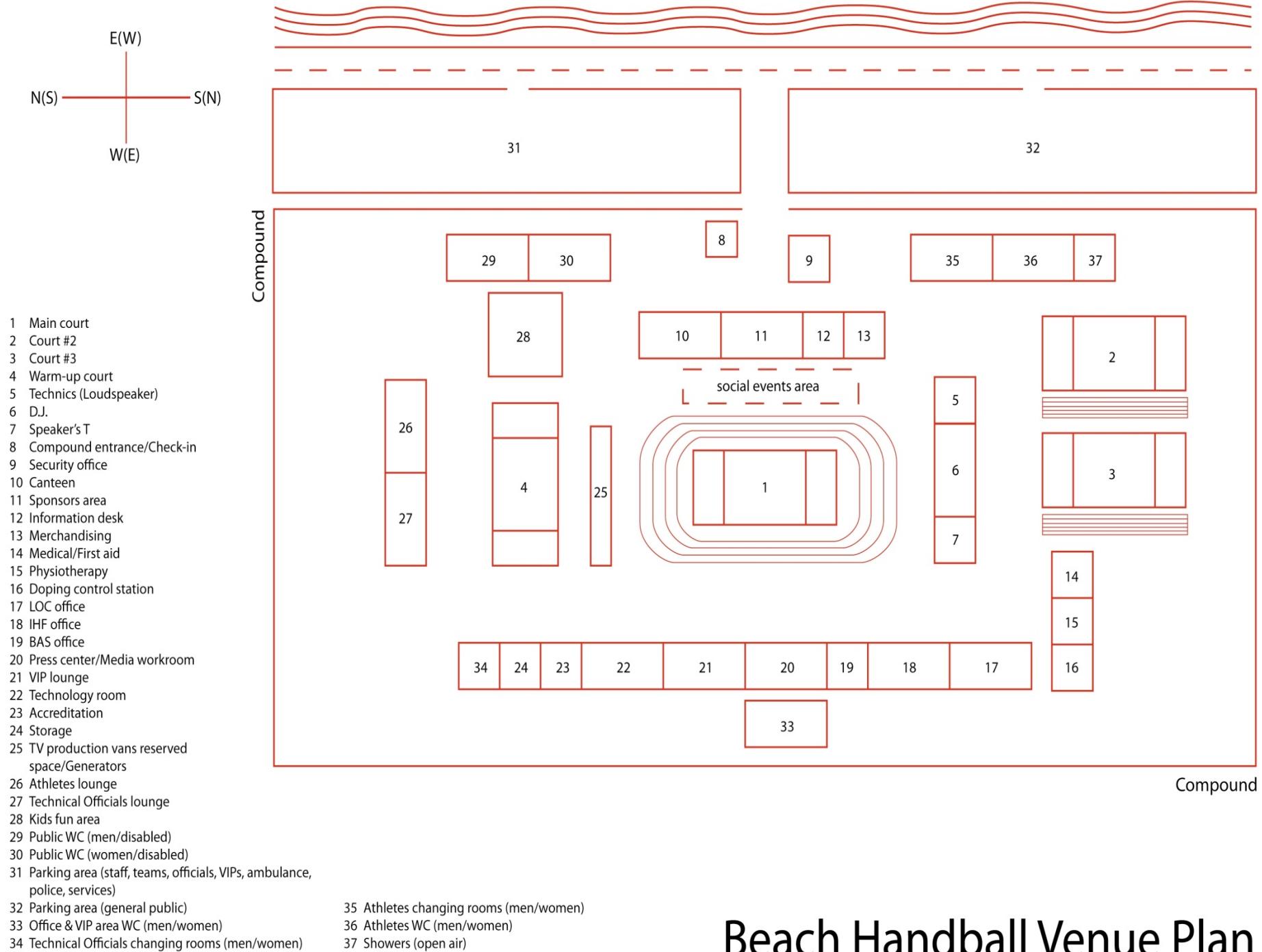




The venue (cont.)

Secondary courts layout

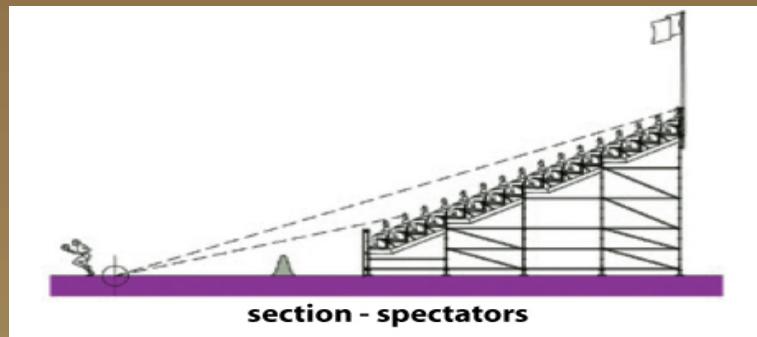




Beach Handball Venue Plan

The venue (cont.)

Grand stands – General public



- Central court: 3000 seats
- Court #2: 300 seats
- Courts #3, 4: 200 – 300 seats

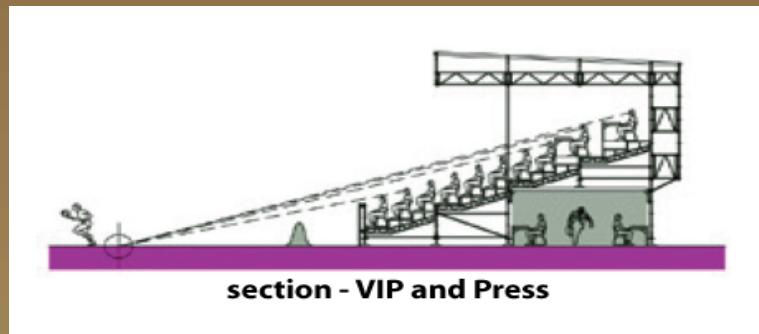




The venue

Grand stands (cont.) – VIP & Press section

- Central court: 200 seats





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The venue (cont.)

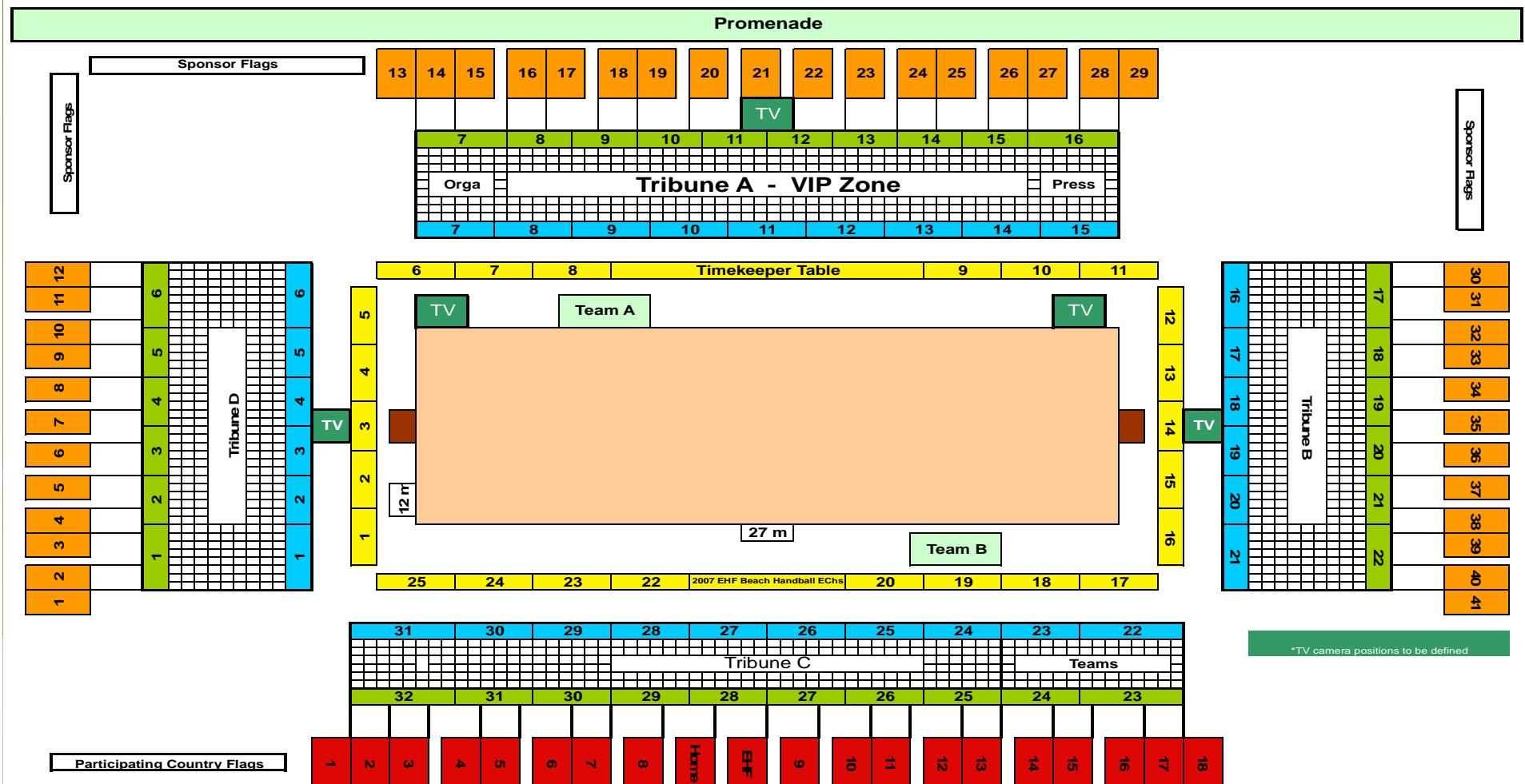
Support facilities

Changing rooms	EHF offices
Lounges	Doping control
Sanitary facilities	Info Center
Medical services	Accreditation Center
Press Center	IT offices
Storage area	TV area, seats & platforms
Maintenance	Village
Parking	Security office
Merchandising store	Canteens



The venue (cont.)

Advertising - Branding





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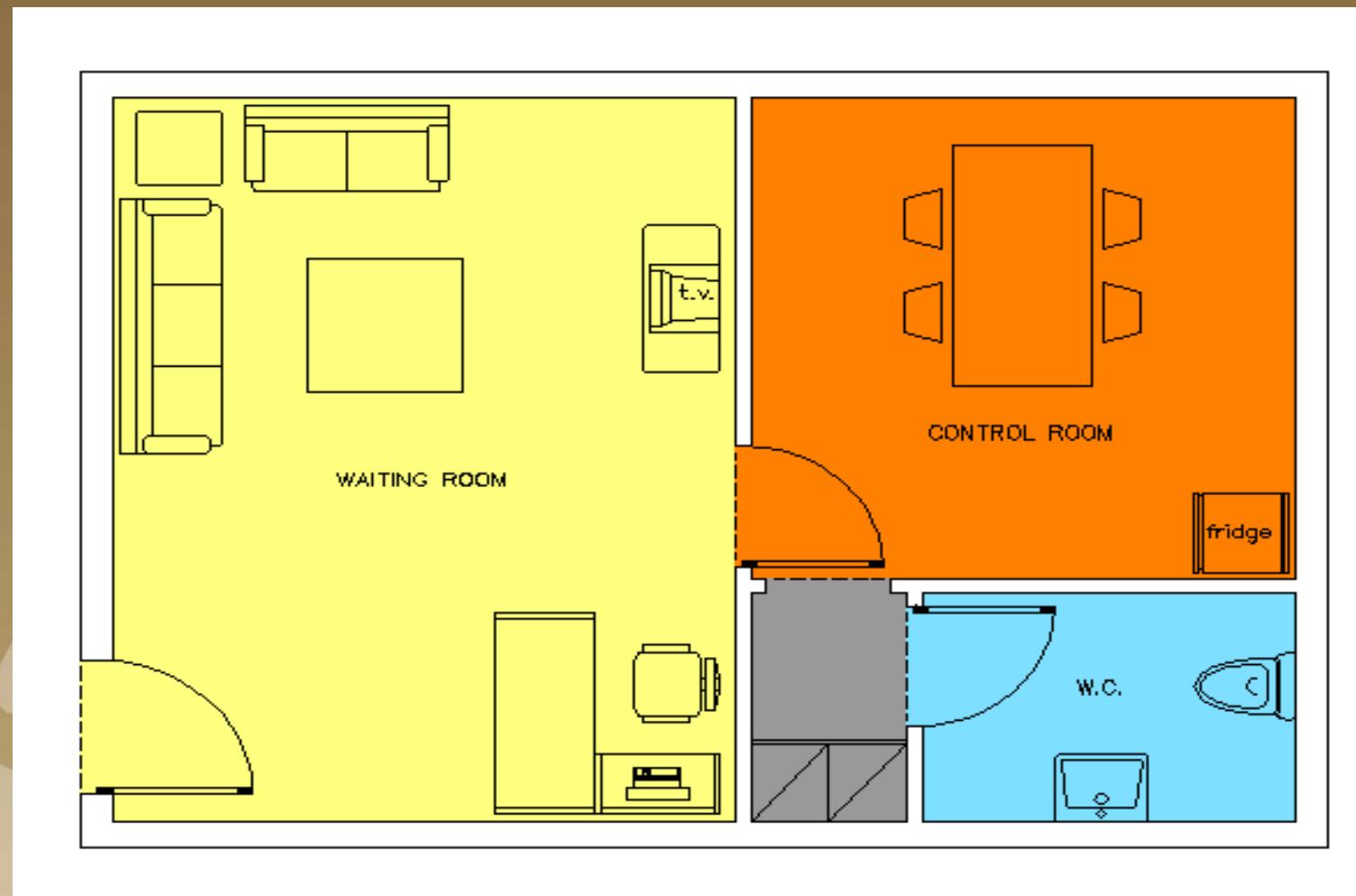
The venue (cont.)

Media

Client groups	Needs	Facilities
Accredited written, photographic & electronic press	Pre-event info Value for money Good contacts Operational Media Center Flexible accreditation	Media Info Desk Press seating IT equipment High speed internet Media Center
National Federations	Accommodation Efficient transportation Specialized staff	Press Conference room Mixed zone Photo zones
Broadcasters & Host Broadcaster	Security Access control	TV facilities Communications
EHF media officials & needs		

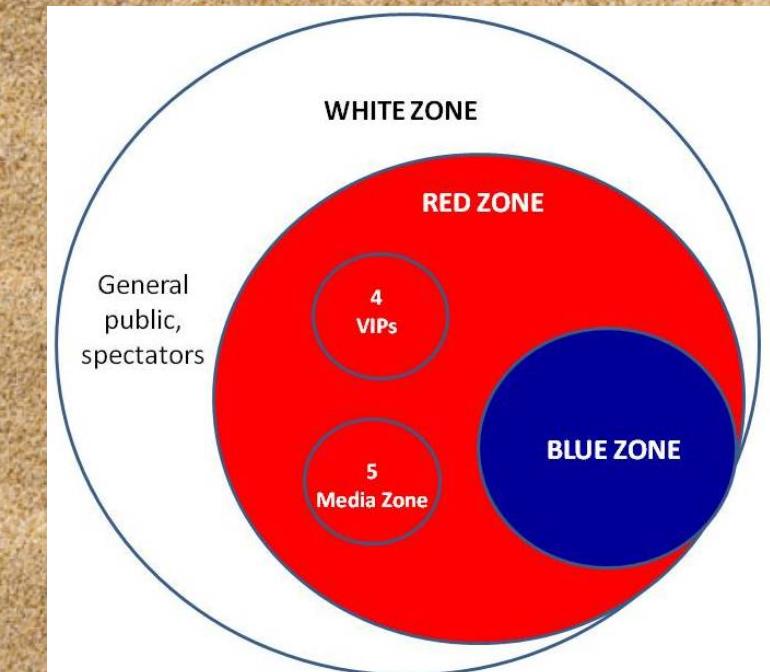
The venue (cont.)

Doping control station





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The venue (cont.)

Zoning - Accreditation

Zone	Description
Blue	Competition zone (Field of Play, photo positions, changing rooms, medical/doping control rooms, Competition Management, athletes/TOs lounges)
Red	Operation areas (offices, IT, storage, security, medical)
Red 4	VIP areas (seating, lounge)
Red 5	Media and broadcast area (seats, commentary positions, mixed zone, press conference room, press center, TV compound, radio studios)
White	Public areas (spectator areas, Village)



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Staffing





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Staffing Organizing Committee (OC)

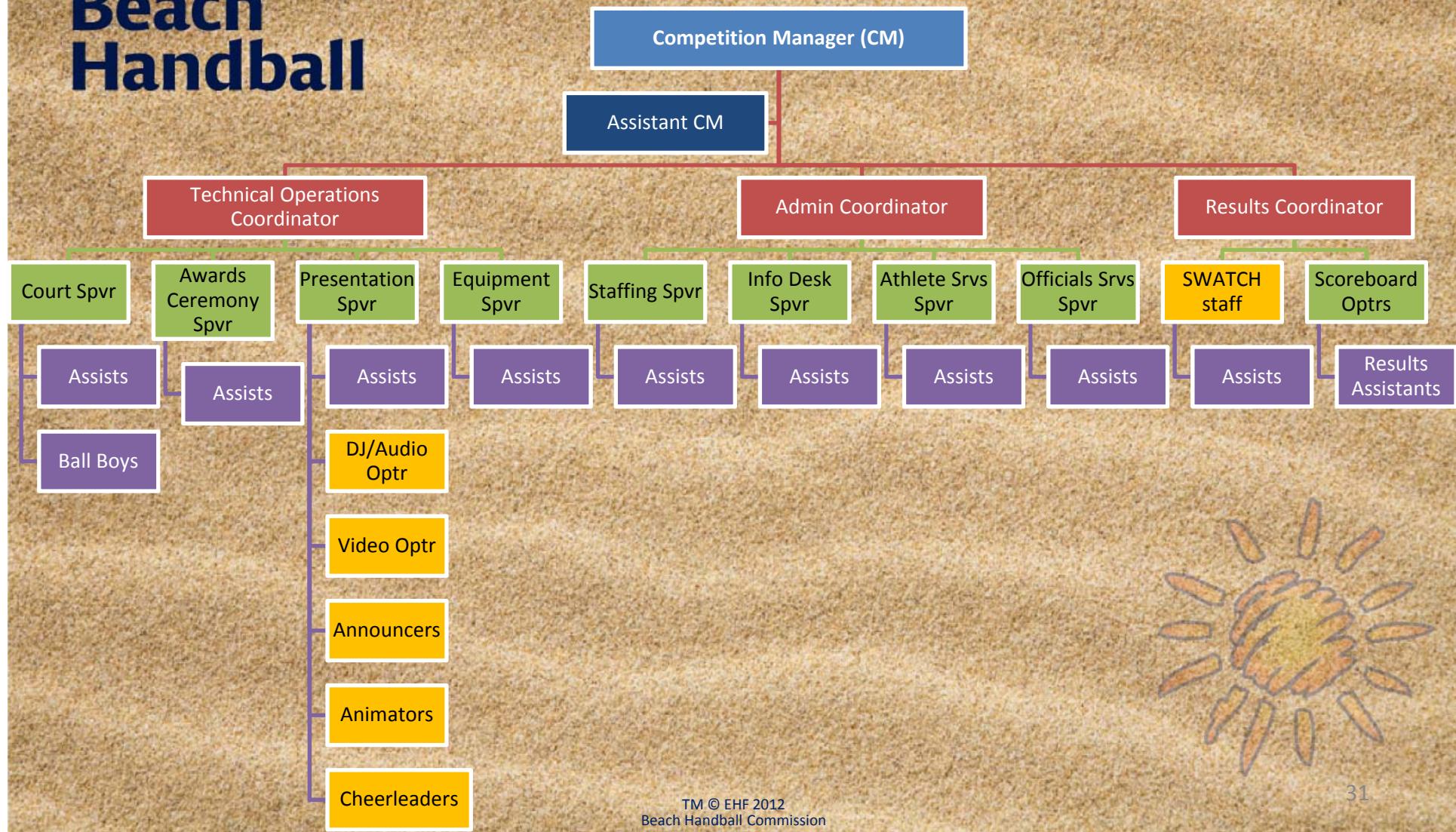




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Staffing (cont.)

Competition Management





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Staffing (cont.)

Venue Management





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Staffing (cont.)

Sport Presentation Team





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Financing





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Financing Expenses

Category	Explanation
Application - Sanction	Bid, inspections, preparatory workshops
Accommodation - Catering	EHF Family, Technical Officials, VIPs, staff – Meeting rooms, office/storage space
Venue construction	Courts, sand, floodlights, equipment, scoreboards, infrastructure, sanitation, audio, lounges, Village, generators, utilities, SWATCH, medical, storage, logistics, security, parking, media
Organization - Services	Compensations, labor cost, staff uniforms, printings
Transport	Technical Officials, EHF Family, VIPs, media, staff, shuttle
Marketing – Branding – Promotion – Spectator services	Draw, logos, posters, bans, event guide, venue/hotel branding, promo video, side events, communication, internet, Sport Presentation team, souvenirs, give-aways



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Financing

Expenses (cont.)

Category	Explanation
Operational costs	Office supplies, stationery, office equipment (PC, printers, copiers etc.), telecommunications, postage/courier services, match recordings
Medical	Doctors, paramedics, physio, doping control (staff, tests), equipment, consumables
Awards	Cups, medals, flowers, MVP awards, souvenirs
Organization - Services	Compensations, labor cost, staff uniforms, printings
Ceremonies	Production team, concept, fireworks, decorations, podium, banquets
Media services	Press office, photo coverage, website, social media, media work area
Merchandising	Merchandising item production (t-shirts, caps, cups, stickers etc.)



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Financing

Expenses (cont.)

Category	Explanation
Public relations	VIPs, sponsors, Technical Officials
Security	Security service, police
Insurance	Event insurance, liability insurance
Unforeseen	





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Financing (cont.)

Revenues

Category	Explanation
Sponsors	Title sponsor, presenting sponsor, official sponsors, providers
Sales	Tickets, merchandising, program, Village
	National TV , international TV, commercial sales
Rights	International TV
Miscellaneous	Ancillary/social events, gifts in kind, team participation fee, team accommodation, lounges/canteen sales, less fees to third parties





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Event governance





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Event governance

- EHF coordinates with the OC and Host City's steering committee
- Expertise for the sport and the event is provided by the EHF
- EHF appoints a BC member in charge of liaising with the OC on all technical matters
- The commitment from the EHF is time, to provide technical expertise and support in promotion and communication of the event, and availability to travel to the Technical Meetings and sessions that will be organized by the OC



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Event promotion





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Event promotion

Means

- Program and staff
- Magazines and newspapers
- Posters – Graphics – Brochures - Pictures
- Internet – Radio – Television
- Public speaking – Discussion groups
- Demonstrations



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Event promotion (cont.)

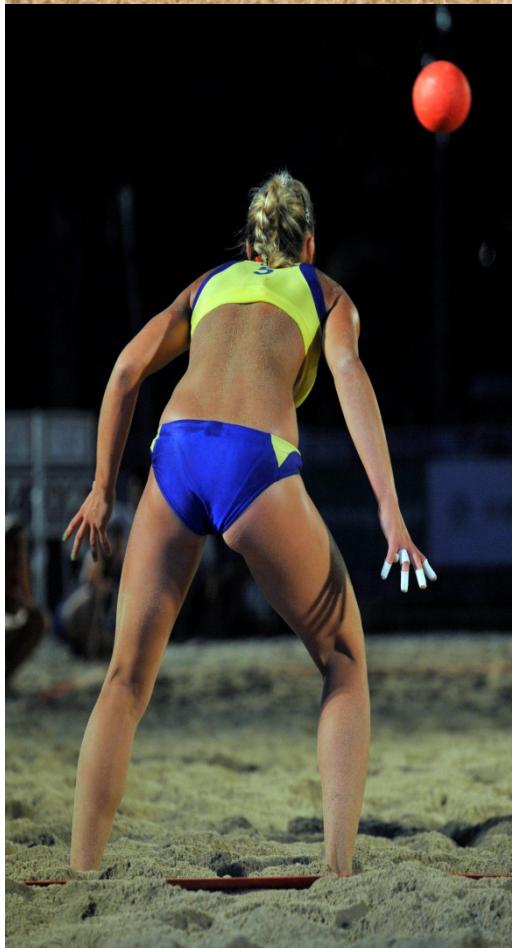
Press conference guidelines

- What is the event?
- Who will participate?
- When is going to take place?
- Where is going to take place?
- Why is important (or new)?
- How can someone get there, how much does it cost, where to find tickets?





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Event promotion (cont.)

EHF BH promo video





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Spectacular venues



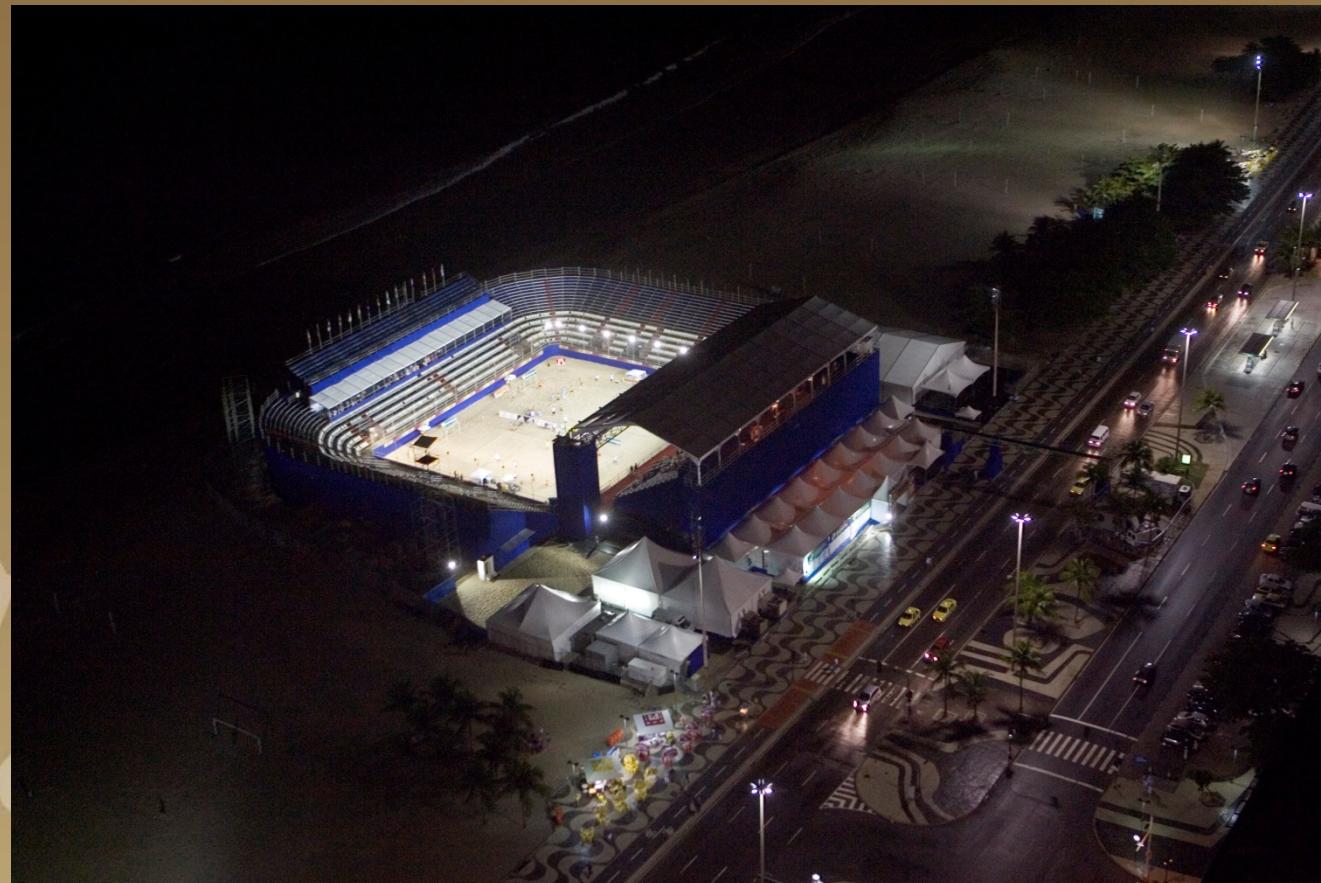


Euro 2002, Cadiz (ESP)





World Champs 2006, Rio De Janeiro (BRA)





Euro 2007, Misano Adriatico (ITA)





World Champs 2008, Cadiz (ESP)





Euro 2009, Larvik (NOR)





World Games 2009, Kaohsiung (TPE)



World Champs 2010, Antalya (TUR)





Euro 2011, Umag (CRO)





World Champs 2012, Muscat (OMA)





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Questions?





European Handball Federation

Thank you!

Beach Handball;
our sport, our passion!