

CLUB MANAGERS SEMINAR
EHF 2013

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Cologne, May 30th – June 1st

Why me ?

Main topics of the seminar are :

- How to fill-up the arenas
- How to attract a new audience
- How to facilitate the sponsor 's direct contact with fans
- Brand-building and Management in handball
- Promotional and Event concepts in other team sports
- Social and Media strategies

So what is my role here ?

if :

- I do not represent any handball club as a club manager
- I am not officially part of Czech Handball Federation yet

but :

- I invest my time to know more, to meet people who „know how“ or have „know how“
- I want to help Czech handball to come back
- I am just part of the newly created team of handball lovers to take responsibility for future of handball in Czech Republic

Basic figures

„Macro-economy“ view and history :

Successful history

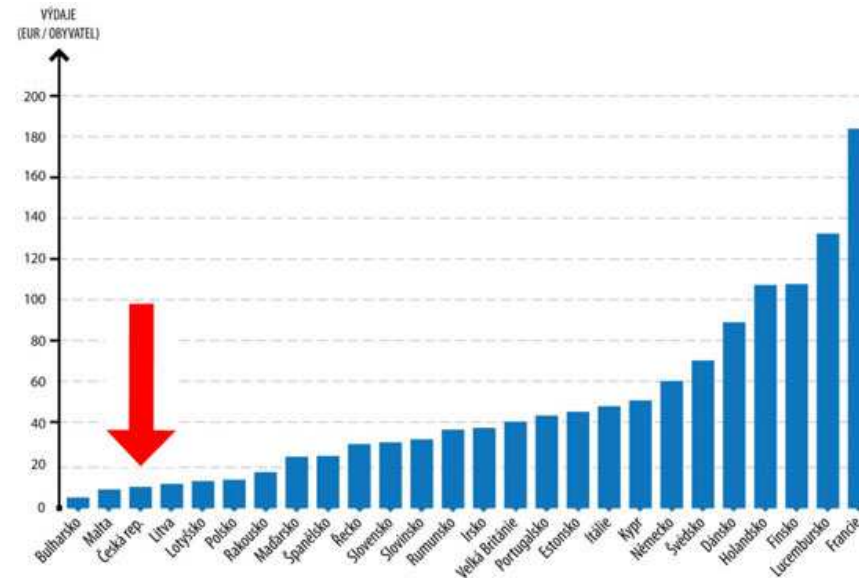
- WCH - 1954 – 3rd, 1958 – 2nd, 1961 – 2nd, 1964 – 3rd, 1967 – 1st, last 3 no participation, women 1957 – 1st, 1962 – 3rd, 1986 – 2nd
- ECH – last time 2012 – 14th, women last time 2012 – 12th
- Olympics – 1972 Munich – 2nd
- Club trophy – Dukla Prague winner of CHL in 1957,1963,1984

Complicated, but challenging presence :

- Big competition of other sports within country, totally 116 sport federations, 35.000 sport clubs, 1,6 mio registrated sportsmen
- Small baseline of registrated handballers – compared with other sports in CR/other EU countries/per capita comparison
- 42% of all financial resources come from households, no state lottery, low direct state payment – see comparison

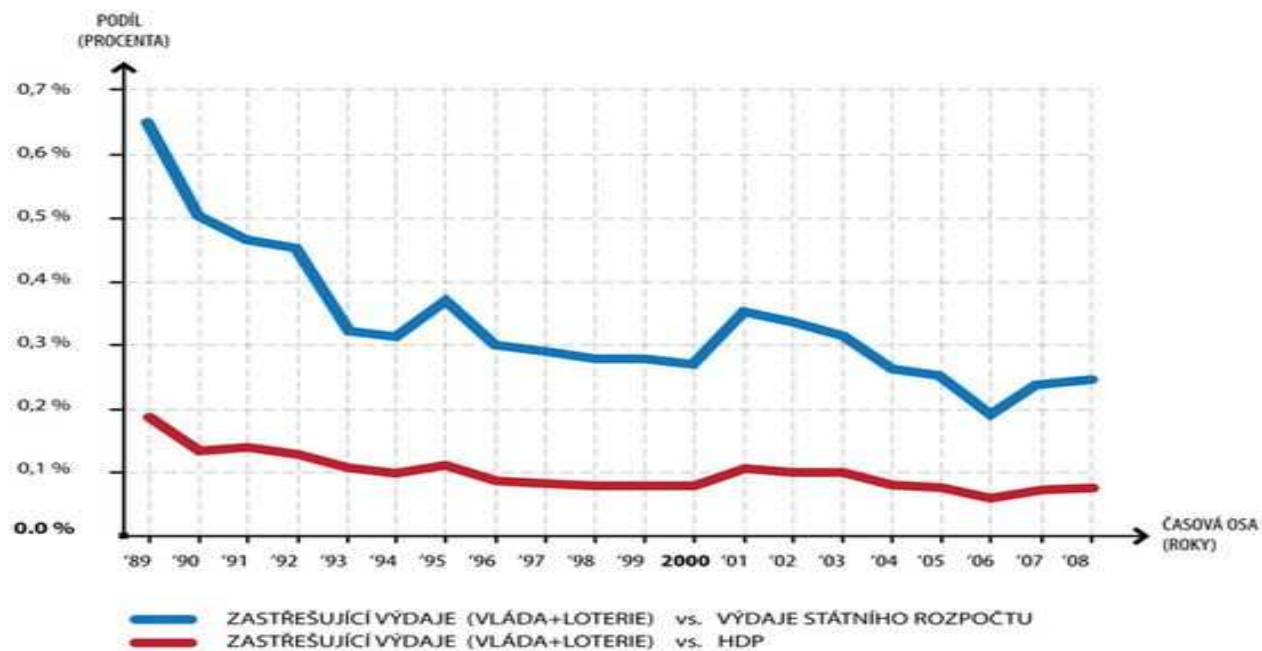
Basic figures - continue

Direct state spending on sport/capita comparison in EU(source KPMG,2012)



Basic figures - continue

Trend – spending on sport in Czech vs state budget (blue), vs GDP (red)



Basic figures - continue

Number of registered players – Czech Republic

Sport	Registered members
Football	512 000/ 300 000 active
Floorball	70 000
Tennis	58 000
Ice Hockey	55 000
Golf	50 000
Voley-ball	49 000
Skiing	37 000
Basket-ball	31 000
Handball	8 000

Basic figures - continue

Number of registered players – other countries

Country	Registered members	Population (mio)	Ratio
Germany	1 000 000	82	1/82
France	430 000	65,5	1/152
Denmark	100 000	5,6	1/56
Portugal	30 000	10,7	1/357
Belgium	10 000	10,5	1/1050
Luxemburg	3 000	0,5	1/167
Czech Rep.	8 000	10,5	1/1313

Basic figures - continue

- Handball 1st league arenas capacity between 500-3,000 seats
- Average attendance between 500-800 spectators, average ticket price 2EUR
- Compared to Football (2,500-10,000), Ice-hockey (3,000-9,000), basketball (900) and Volleyball (350)
- Floorball Super Final 2013 sold-out O2 arena with 11,000 capacity within 2 hours
- Awarded loyalty programm for active players and fans by Czech Football Association (more than 300,000 members)
- New established Czech Olympic Committee as a roof company to support sport generally

Near future

New re-start of :

- Young people/schools involvement to generate stronger baseline
- Regional training centers (currently under discussion)
- Women involvement – success stories (Baník Most), women generate new generations
- Current/Previous players involvement – we have sources : Filip Jícha, Michal Barda, Petra Cumplova
- Ideal combination = experienced individuals (former players with managerial skills)
- Czech Handball federation should be treated as a standard company
- Strong Marketing and PR focus
- Regional clubs support from central level

And future is coming soon – hopefully end of June..

Key messages

- Handball is becoming very strong brand on European level
- Community – we compete each other, but building one strong group of people with the same „passion“ (same on country level as on European level)
- Bigger community creates :
 1. new business opportunities (interesting target customer group)
 2. bigger fan audience (so far biggest attendance in local competition is in football – 20,000 spectators) and vice versa

Couple ideas about How to..

- Invest in players/community baseline
- Involve authorities (former, current)
- Involve women/families (women are often decesion makers)
- Create community with the same „passion“
- Direct communication (loyalty programms, social media coverage)
- National Federation should be communication leader

„Best Practice“ example 1 – Success story of CFA

- Loyalty/Membership Programm of Czech Football Association, awarded by FIFA
- started in the mid of 2012, so far 300.000 members
- generated revenue from annual fees (8EUR/adults, 4EUR/younsters)
returnes back directly to the clubs
- bonus programm for all members (card identification) in 1,500
partner 's members
- direct communication between federation and members via web and
facebook application (you can target the member group)
- you can link involved partners with members
- you can generate new partners so they know who is their potential
customer = your community is getting bigger

„Best Practice“ example 2 – Baník Most Success story

- „Sport/Handball does not know any limits“ – common slogan of general partner and the women handball club
- fairytale about Black Angels started in 2010, within 3 yrs time International League Winner, Czech League Winner, Challenge Cup winner
- community works – city + partners + club link, well balanced club management
- 280K EUR yearly budget, no professional players
- Club training system starts from kindergartens
- Strong marketing focus – clear corporate identity (colours, songs), „buy your player“ idea generates more than 30% yearly budget
- Refurbished arena, average attendance 800 fans out of 1,200 capacity, sold-out within couple hours for Cup matches

Expectations vs Seminar topics

- To listen and learn how
- What can be applicable in our country/club ?
- Globalization - marketing partners/strategies/concepts linking ?

Thanks for your attention