



EVENT MANAGEMENT

9th EHF

**REGIONAL COURSE
for DELEGATES**



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 (HT, FT)
- 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

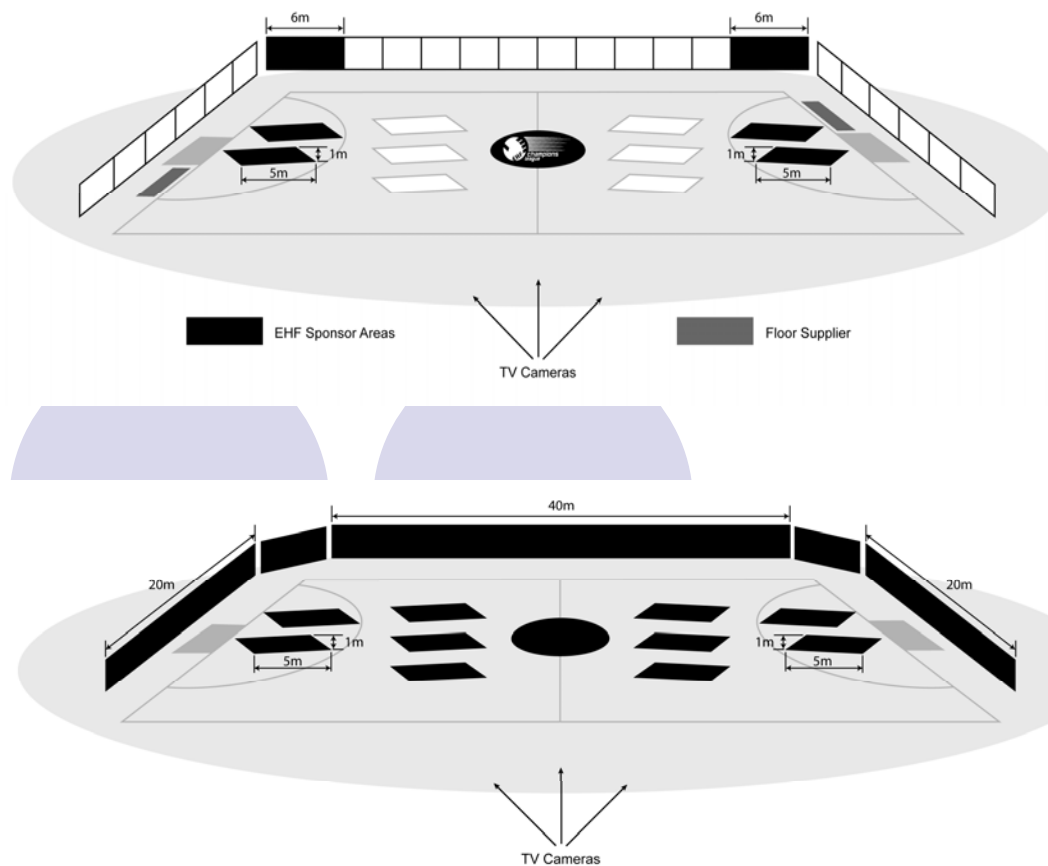
TV AND ADVERTISING

- brief host broadcaster
- check EHF advertising
- advertise visibility, exclusivity
- check number/place of floor advertising
- check hospitality activities
- look at the examples for the 2007-2008 Men's Champions League



Event Management

EHF ADVERTISING



**CL Group
Matches**

**CL Main
Round
and Final**