



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 tool kit

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 years ago: simply observing referees
- duty today: run the event
- 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 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 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 organiser
- set up time-line for the whole event
- organise and run inspections
- prepare meetings – T.M., S.M.
- meet the host broadcaster – if foreseen
- meet the EHF Marketing Supervisor – in case there is one
- brief floor manager, timekeeper, score taker
- brief announcer (fairness !), mopping crew
- check emergency exits, take measures
- meet security staff
- take care about anthems: NT yes, EC no

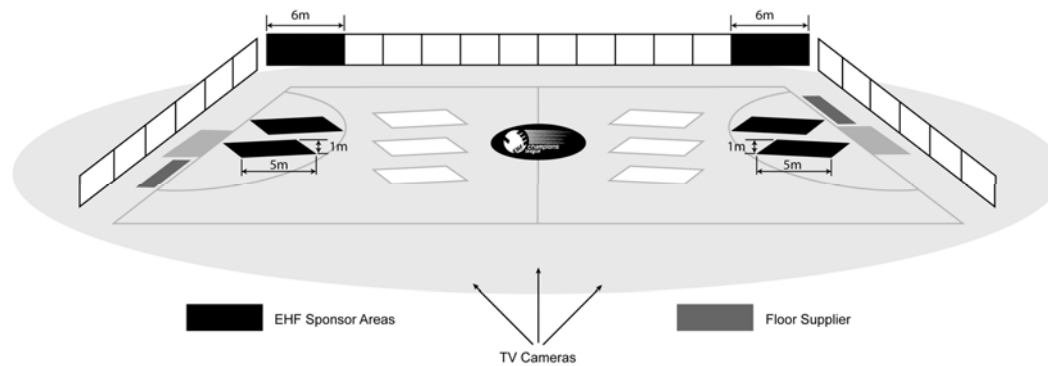
TV AND ADVERTISING

- brief host broadcaster
- check EHF advertising
- advertise visibility, exclusivity
- check number/place of floor advertising
- check hospitality activities
- please look at the examples for the 2006/07 Men's Champions League

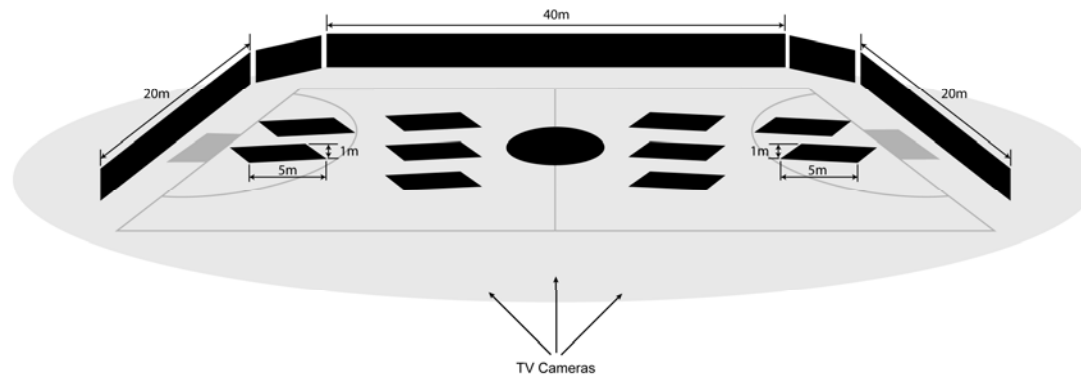
Event Management



EHF ADVERTISING



MCL
groups



MCL
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