

EHF Club Manager Seminar in Cologne / GER **(29-31 May, 2014)**

“Media Management – Best Practice“

Who we are



Dominik Stecher

Administration Manager
Handball Tirol

Age: 29

Studied Sportjournalism, German,
Geographics and Political Education
at the Universities of Innsbruck,
Salzburg and Helsinki

SPARKASSE 
Schwaz AG



Andreas Lassner

Administration Assistant
Handball Tirol

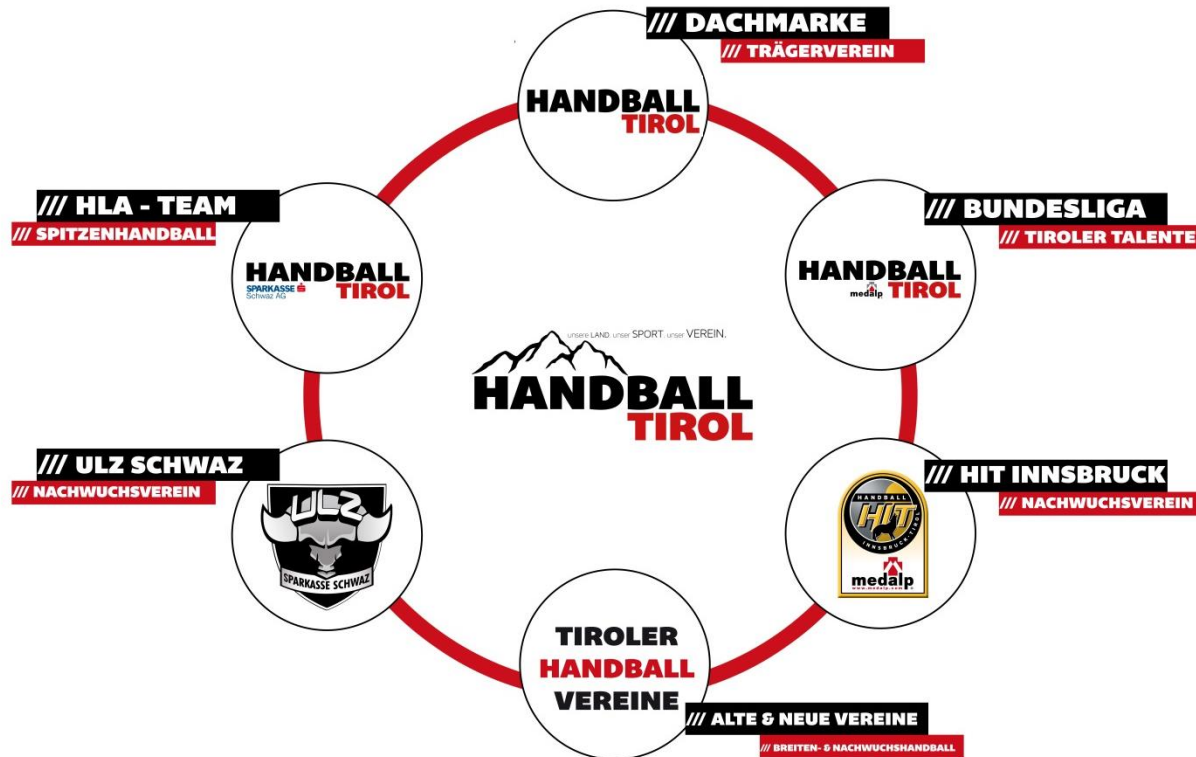
Age: 29

Studied Physiotherapy at the
University of Hall (UMIT); Former
Austrian Nationalteam Player and
Austrian Cup Winner with Schwaz



www.handball-tirol.at

The Club



Media Management short overview



media work in general	<ul style="list-style-type: none">• press reports• press conferences• pr – activities• organize interviews• etc.
social media & interaction	<ul style="list-style-type: none">• facebook page• twitter channel• youtube channel• website• newsletter
game day	<ul style="list-style-type: none">• match info (8 pages / A5)• 2 info screens (presentations)• after game interviews• tv and media coordination
best practice I & II	

Best practice I

Campaign **FACES**

Season 13/14



- To present and make known the new team/players of HANDBALL TIROL
- The FACES campaign was used for our official forms, documents, videos, social media etc.

Best practice I

Campaign **FACES** Season 13/14 | **POSTERS**



Best practice I

Campaign **FACES**

Season 13/14 | **Facebook**



Best practice I

Campaign **FACES**

Season 13/14 | Facebook



SPARKASSE SCHWAZ HANDBALL TIROL
vs. HC LINZ

SAMSTAG, 12.04.14
HLA: 19.00 Uhr | U20: 17.00 Uhr
Osthalle Schwaz

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SPARKASSE SCHWAZ HANDBALL TIROL
vs. TEAM 94


DIENSTAG, 04.02.14
HLA: 19.00 Uhr
Osthalle Schwaz

www.handball-tirol.at



SPARKASSE SCHWAZ HANDBALL TIROL
vs. BÄRNBACH/K.

SAMSTAG, 29.03.14
HLA: 18.00 Uhr | U20: 16.00 Uhr
Osthalle Schwaz

www.handball-tirol.at



SPARKASSE SCHWAZ HANDBALL TIROL
vs. UHK KREMS

SAMSTAG, 07.12.13
HLA: 18.00 Uhr | U20: 16.00 Uhr
Osthalle Schwaz

www.handball-tirol.at



Best practice I

Campaign **FACES**

Season 13/14 | **Twitter**



Best practice I

Campaign **FACES** Season 13/14 | **Website**



Best practice I

Campaign **FACES** Season 13/14 I specials



Best practice I

Campaign **FACES** Season 13/14 I **evaluation**



- Easy to implement/realize
- Every player is shown at least once
- One team - but different looks and characters
- Put the person to the foreground not the players handball skills
- Think different, be creative and unique

Best practice II

Best practice II

Campaign **VOLUNTEERS**

Season 10/11

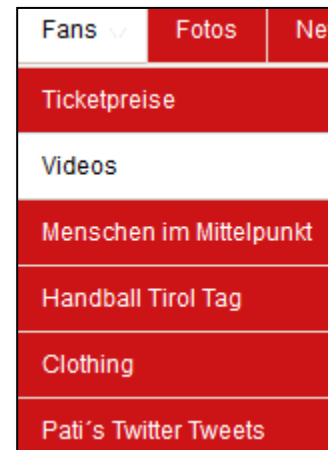


- Put those who work voluntary (and in the background) to the center
- Not just by talking and saying thanks – use the media to reinforce it
- Present/Show the community who is working for your club and what they are doing
- Show them how important they are - their work is for the club
- They are representing the club in your town make sure that they feel fine

Best practice II

Campaign **VOLUNTEERS** Season 13/14 | **How to do**

- Create an own section on our website called:
Menschen im Mittelpunkt (people in focus)
- Meet each (for almost 2 hours) of them to discuss their position and job in the club
- Wrote the story of their handball life
- Put it on the website, facebook and brochure (on game days)
- Create an own brochure with the stories of your volunteers
- And win a national price like we did in 2011 (European Year of Volunteering 2011)



Best practice II

Campaign **VOLUNTEERS**

Season 10/11 | **How to do**



Best practice II

Campaign **VOLUNTEERS**

Season 10/11 | **How to do**



Best practice II

Campaign **VOLUNTEERS** Season 10/11 | **How to do**

Award for the best story of “European Year of Volunteering 2011”



Wettbewerb "Die besten Geschichten des Freiwilligenjahres": Auszeichnung Handballverein ULZ Sparkasse Schwaz. Dominik Stecher (2.ter von links), Pressesprecher des Handballvereins Schwaz, übernahm die Auszeichnung. (Foto: Dietmar Stiplovsek)

Best practice II

Campaign **VOLUNTEERS** Season 10/11 | **Evaluation**



- We showed and still show our volunteers the acceptance and respect they deserve
- We know that it's not self-evident that they use their freetime to work for the club
- We want to reinforce the feeling of a handball family
- We show them that we are proud that they are a part of the club

At the very end:



www.facebook.com/HandballTirol

😊 **THX** 😊