

RK Vardar - Best Practices - Media Management

Women's handball club Vardar exists since 1961 and is one of the oldest clubs of women in the history in Macedonian sport. In the past period the club has been a regular participant in the highest system of competition in Macedonia without some significant successes except winning the Cup of Macedonia in 1995.

Two years ago in the club happened significant changes in the ownership structure and thereby changes in the organization placement and of course changes in the goals and ambitions of the club. Vardar of civil association is transformed into a joint stock company owned by one shareholder.

In the first year the club has retained the existing staff players and reinforce several international young handball players of Russia. The goal was to win the national championship title and thereby ensure placement in the Champions League in Europe

The club succeeded in that goal and in the season 2013/2014 played in the Champions League in Europe until it's the finish of FINAL fourth.

For this purpose, many activities were undertaken in order to improve the club as soon as more professional level in every segment of the functioning of the club. Above of all I mean the professional and certified team of experts who will work with the players, professional and experienced administration which will be able to organize all activities of the club quality and will be strong supporter of the players and the coaching staff.

We made quality professional players to whom ensured maximum good conditions for living and playing in the club. In this context, I can say that every player gets the available new modern furnished apartments and new vehicles to use.

The training team and matches had used the best sports equipments in Macedonia that provides excellent conditions.

From next season RK Vardar their appearances will have in completely new and modern multifunctional sports hall with a capacity of 6000 viewers.

This of course will contribute to better and high quality preparation for whole team and at the same time better planning of all events on and off the pitch.

These moves the management of the administration were excellent and also very important for setting up the club on a professional level and in terms of the players and in terms of overall sporting public.

Lacked thoughtfully and quality presenting of the club in the public , media , and in society events.

In the club we were aware that the media is one of the most important chain in the sports, and that exactly media can help to create a positive image of the club.

In the very beginning of functioning of the media representatives we wanted to build a relationship of partners and friends.

At the beginning we try with its own strength to prepare all events that refer to promotion of the club and promotion of all events associated with the club

As the club grew their appearances of course and positive sporting results it have appear the need for the involvement of a professional PR agency to cooperate with the club.

For this purpose the club engaged specialized agency for marketing and public relations. The synergy that exists between these two entities is the most important in the work. That is why the cooperation between the two entities is based on solid mutual trust, and set strict targets.

I find the move was justified because since then our public appearances are professionally organized, the events are well thought through and planned, events are very interesting for everyone, for reporters and for players. Employees in the administration can focus on their other obligations that refer to organizing activities in the club.

Marketing, media and public relations are part of the club work where it is taken enormous attention. We as a team at the very beginning we knew that this segment of the work is the one of the crucial affirmation and promotion of the club, both at home and abroad.

Communication strategy is strictly defined in advance, which mainly covers all structures in the club, as the players and management. Organization of press conferences before and after matches, press conferences as announcement for new contracts with players, presentations, promotions are in full agreement with the agency.

Agency is also responsible for communicating with the media and journalists, sending press releases, and direct communication.

Depending on previously defined communication plan agency is obligated to arrange interviews at precisely defined media, guest appearances in emission, articles for clubs, and entertainment for the players and the entire leadership of the team.

The management of the club's official website is a complex thing, as well as social media, so the agency is that which is responsible for regulating them. According to previously defined activities the agency is responsible for the complete graphic identity of the club.

We know that EHF as an organization has strictly defined rules as in the organizational section and in the marketing section, and therefore we can say that Vardar is always at the highest level in the fulfillment of these propositions. In agency found a partner that we can rely on every time.

According to the previous results of the cooperation that we have as a club with the agency we can conclude that this kind of collaboration marked excellent results which are based on the numerous activities and original approach to work. Through the exchange of experiences and good practices, that agency daily contribute to strengthen cooperation and to strengthen the reputation of the club.

All this is to do Vardar step in front of others teams at the highest level, as appropriate to a club which competes in the Champions League.

Finally I would say that as a club we are extremely satisfied of the fact that the overall relationship with the media club, build a positive reputation of the club, the engagement of all members of the club's to promote of general beneficial and societal activities to trust the professional PR and marketing agency.

As a result we have an excellent representation of the club in the media and employees can focus on daily operations.