

# Managing media and communications

JJ Rowland  
Head of EHF Media and Communications



EUROPEAN HANDBALL  
FEDERATION

# Expectations

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- 1 ··· Our role
- 2 ··· Why handball?
- 3 ··· Why the media is important?
- 4 ··· Media strategy
- 5 ··· Communications strategy
- 6 ··· Looking to the future

# Profile

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- EHF Head of Media & Communications
- 2010 VELUX EHF FINAL4 Manager
- Sports Management/  
European Studies
- Worked for EHF since 2002
- Player, coach, official
- Member AIPS Handball Commission



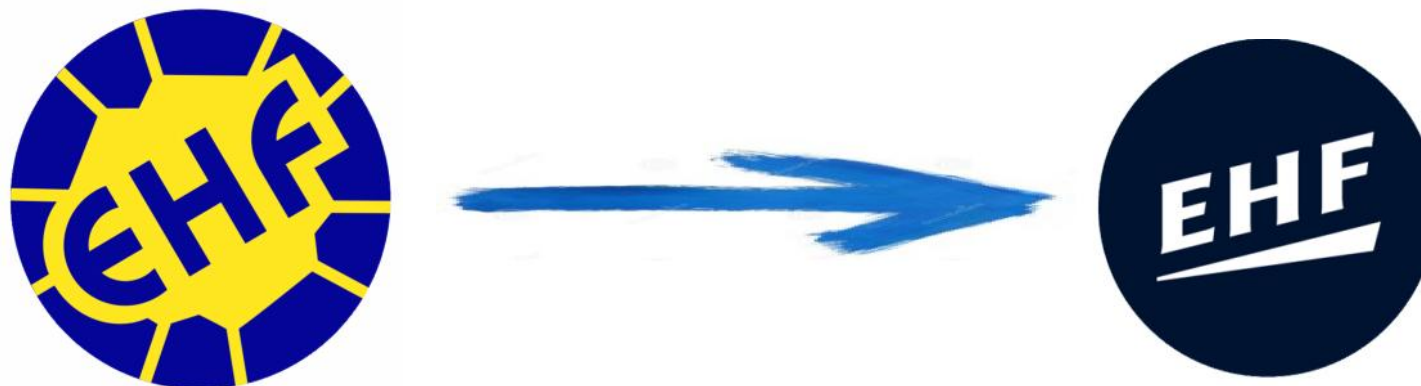
1

Our role



# Our changing role

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## **EHF Corporate Communications**

- 'One-way conversation'
- Print publications
- Press releases
- Websites
- Event media management

## **EHF Media and Communications**

- 'Two-way conversation'
- Engagement
- Social media
- Multiple channels
- Mobile

# Our role



# EHF Media and Communications

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**JJ Rowland**  
Head of Media and  
Communications



**Richard Turner**  
Graphic Designer



**Thomas Schöneich**  
National team competitions



**Chris O'Reilly**  
Social Media



**Vladislav Brindžák**  
Club competitions





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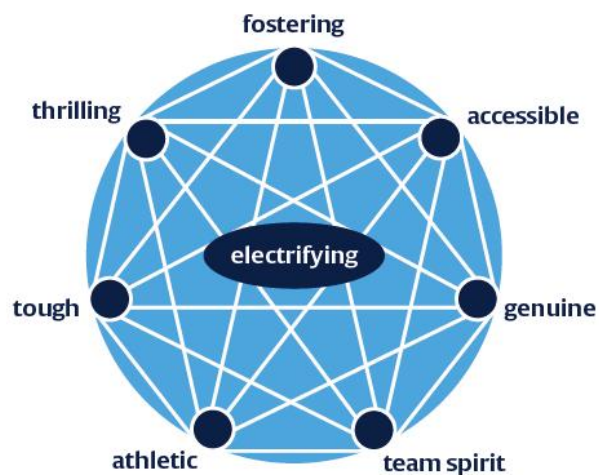
**Why handball?**



HANDBALL.  
THE  
MOST ELECTRIFYING  
TEAM SPORT EXPERIENCE  
IN EUROPE.

# EHF Brand Strategy

## Values



## Positioning

# No 1

THE MOST  
ELECTRIFYING TEAM  
SPORT EXPERIENCE  
IN EUROPE

## Principles

- 1 • Involve your community
- 2 • Electrify people
- 3 • Act as one
- 4 • Tell a story
- 5 • Act European, think global



enthusiastic  
attractive involving  
unpredictable approachable stars pulsing  
fascinating action-packed supportive  
trust **electrifying** thrilling dynamic  
energizing vibrant captivating nerve-racking  
entertaining impressive  
exciting passionate friendship  
adrenalizing





3

**Why is the media important?**

# Importance of media





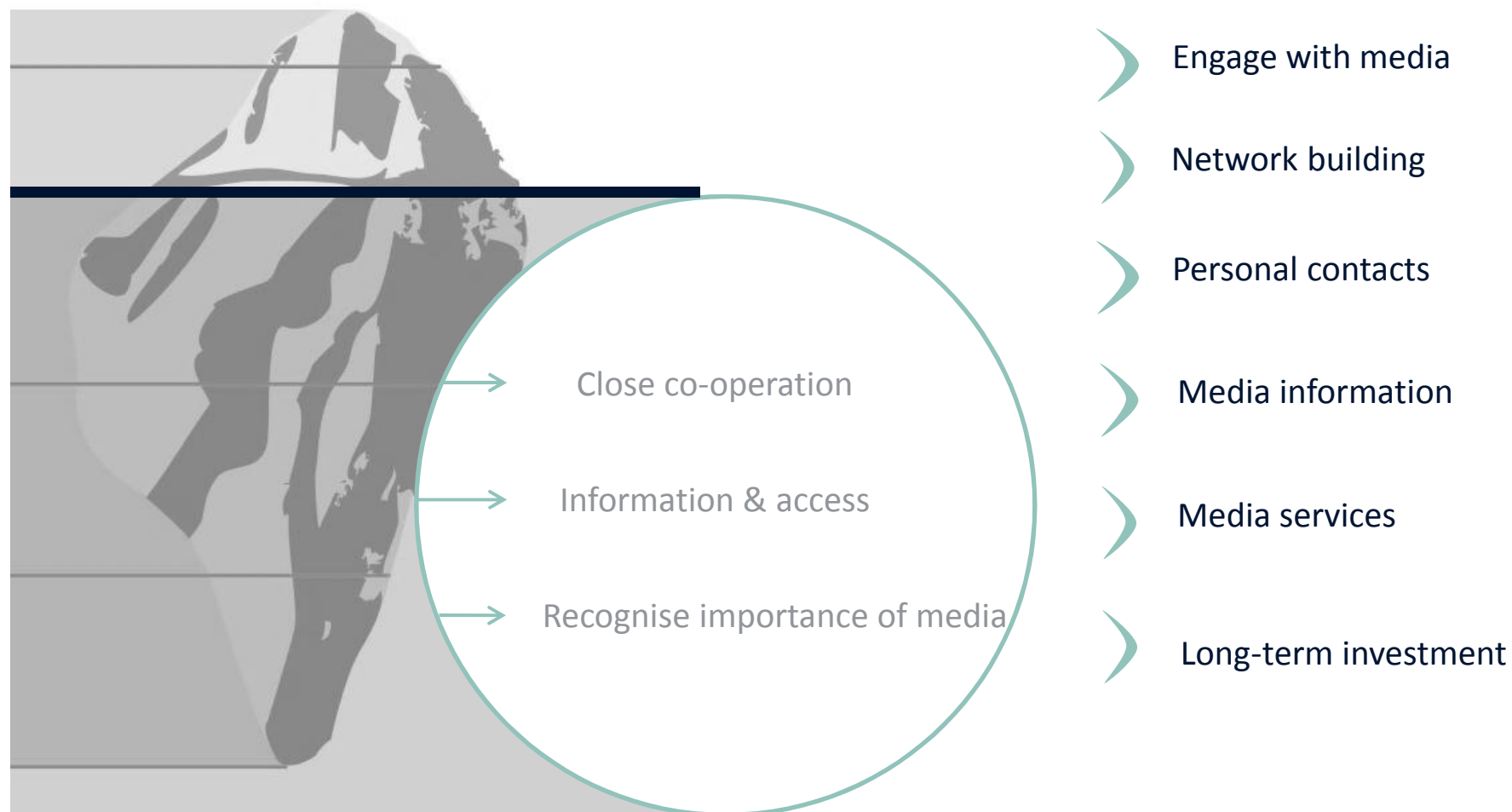


A large, light teal curved shape that starts from the top right corner and curves downwards and to the left, ending near the bottom right corner of the slide.

4

## Media Strategy

# Our strategy



# Media Management at EHF Events



Free WIFI

Free catering

Category 1 seats

Professional media staff

Large team of volunteers

Media services

# Media Information



 <p><b>Nikolaj Jakobsen</b> coach</p> <p>Six times national champion and seven times cup winner in Denmark and Germany, CL finalist and twice EHF Cup winner with THW Kiel were his biggest successes as a player. The former left wing (Danish player of the year 1992 and 1994) still holds the goal record in an international match of Denmark, scoring 33 times against Greece in 1998. After he had finished his career in 2007 he first became a TV expert and assistant coach in Viborg and Bjerringbro. In 2012 he took over Aalborg steering them to a surprising title.</p>	 <p><b>Ole Erevik</b> goalkeeper</p> <p>Erevik started his career in his home town of Stavanger, and has played in Spain for Real Ademar León and Bidasoa Iruia, in Germany for SC Magdeburg before joining KIF Kolding in 2006. He moved in 2011 to Aalborg, where he won his second Danish league title. The temperamental Norwegian goalkeeper has very fast reactions and great flexibility. He has been the first choice goalkeeper for the Norwegian national team since Steinar Skae ended his career in 2012. He has played 147 internationals for his country.</p>
 <p><b>Harvard Tvedten</b> left wing</p> <p>Norwegian international Tvedten is in Aalborg for the second time. After playing in Spain with no fewer than three clubs - Logroño, Naturhouse La Rioja and BSV Walldorf - he returned to Aalborg in 2013. Despite being 25, Tvedten has not lost much of his speed, and his scoring percentage from the wing as well from the penalty line and fast breaks is as high as ever. Despite his long previous stay in Aalborg he has never played in the Champions League for the club before, but he brings experience from his time with Walldorf.</p>	 <p><b>Marcus Mark</b> left back</p> <p>When Aalborg defeated Vestsydney narrowly in the Danish championship semi-finals last season, they had particular problems with the opponents' left back, Marcus Mark. He became a target for the club, as a replacement for the departing Norwegian international Kristian Kjelling. Mark was signed shortly before the start of the season. He is currently recovering from shoulder injury, but is expected to be back by October, at which time his shooter power is likely to add extra danger to Aalborg's attacking play.</p>
 <p><b>Mads Mensah Larsen</b> centre back</p> <p>Mads Mensah Larsen is considered one of Denmark's greatest back court talents. He joined Aalborg in the summer of 2012 after AG København's bankruptcy. In Copenhagen he mainly played as left back, but this meant reduced court time due to a certain Mikkel Hansen. For parts of his time with AGF, Mensah was loaned out Nordjylland Håndbold but this season he will undoubtedly be a key player for Aalborg. He can also play left back, which will help cover the loss of Norwegian star Kristian Kjelling to Bjerringbro-Silkeborg.</p>	 <p><b>Jacob Ragersted</b> line player</p> <p>When 111 kg heavy Ragersted joined Aalborg in 2011, it was his first stay outside Copenhagen, where he started his career in Aalborg, then moved on to SGV Hildesheim and finally to AG København. The 194 cm tall line player has 28 internationals on his CV, and through his experience and high scoring percentage from the line he is one of Aalborg's most important key players. He has found a fine partner in the line position in Nicolas Barus who joined Aalborg in the summer of 2012.</p>
 <p><b>Johan Jakobsson</b> right back</p> <p>After a career in the Swedish clubs HP Warta and IK Silkeborg, Aalborg is the Swedish international's first club outside his native country. Jakobsson joined Aalborg in 2011 and became a key player right from the start. This versatile left-handed player, played a big role in Aalborg winning the Danish championship last season. During Kim Andersson's and Oscar Carlén's injury breaks, Jakobsson's skills have also made him first choice on the right back position in the Swedish national team.</p>	 <p><b>Sig Buggen Jensen</b> right wing</p> <p>Bugge joined Aalborg before the start of the season from fellow Danish league competitors, THS Ringsted, and is a huge talent - which he proved at the U21 World championship in Spain this summer. He has stepped into the shoes of the former Swedish international Jan Lennartsson, who returned home at the end of last season. An injured foot has troubled him at the start of the season, but once he is fully fit and in shape, he will be a valuable asset to the team.</p>

90

# News & quotes service

## ***Sabine Englert (FC Midtjylland)***

*On how different mentalities influence playing handball:*

*"In contrast to the other three teams, we are always playing as a team, while these teams have more individual strong players."*

*"We are better in fighting to the end, never losing our hearts. We always believe in us as a team."*





# Press conferences - **out!**



# Engaging media events – in!





# Emotion transfer



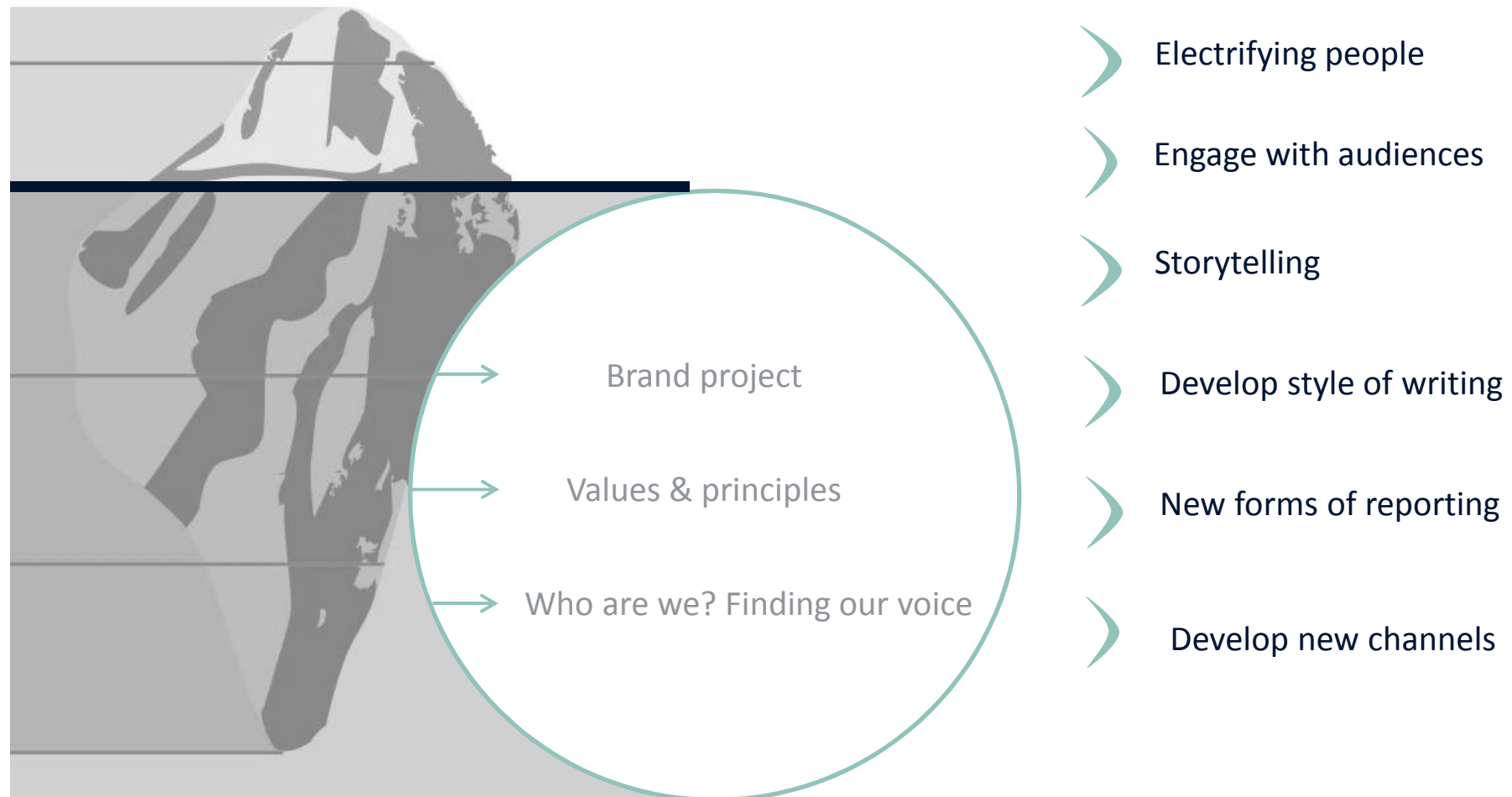




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Communications

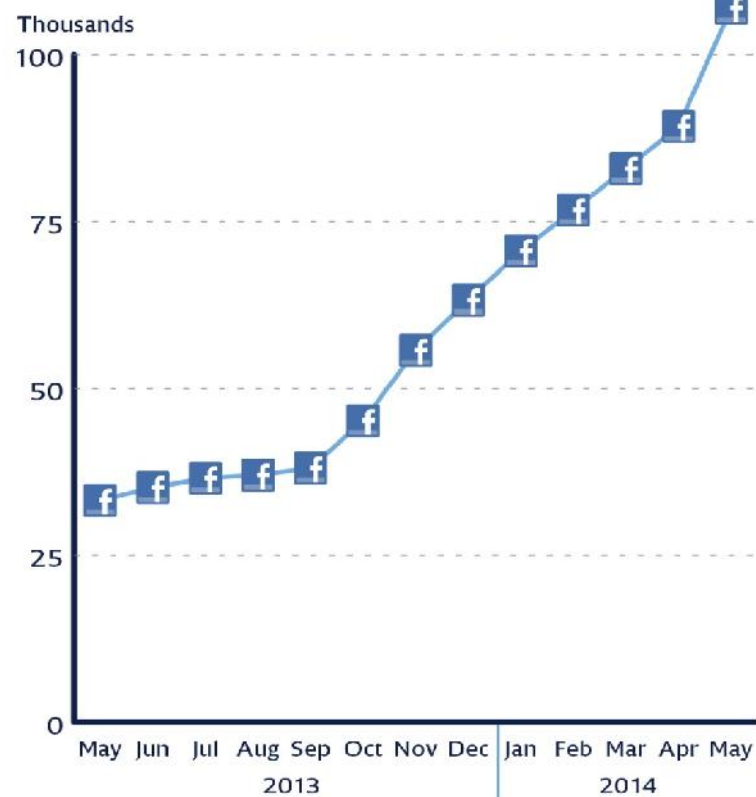
# Our strategy





# Social media

 **Facebook likes**



 **Followers**



# Finding our voice





# Finding our voice



Tom Ó Brannagáin @obrannt · May 18

Tasting the success **#PickSzeged** selfie with **#Attila @EHFMedia**



[View more photos and videos](#)

# Finding our voice



11:59 15 /01 /2014

## DAY 4 IN SUMMARY

- Final day in Aarhus
- Five teams fighting for three main round places
- GET INVOLVED: Best performance of Day 4? Tell us on [Twitter](#) and [Facebook](#) with #ehfeuro2014
- Chris O'Reilly reporting

12:12 15 /01 /2014

## GOOD MORNING

The Americans appear to be getting super excited about Mikkel Hansen's "bonkers" goal against Austria. Let's see what crazy goals he'll score today to wow the brand new handball fans.



**BI: Sports**  
@BI\_Sports



Bonkers handball goal takes a 90-degree turn after skipping off the ground [read.bi/1eJJwUg](http://read.bi/1eJJwUg)

## Tweets



**EHF EURO**  
@EHFEURO

3m

It was another great evening of handball at #ehfeuro2014 & you can catch the @EurosportCom\_EN highlight magazine now: [youtu.be/t0mSvFFW7\\_c](http://youtu.be/t0mSvFFW7_c)

Show Media



**Hannah Emilie Fanøe**  
@HannahFanoe

10h

@EHFEURO @ffhandball Do you know if anyone has 2 extra tickets for tomorrow's games in @JyskeBankBOXEN? We're two cheerleaders in need!

Retweeted by EHF EURO

Expand



**Tom O Brannagain**  
@obrannt

10h

@obrannt @mikkelhansen24's goal made it to Business Insider and Sports Illustrated [twitter.com/BI\\_Sports/stat...](http://twitter.com/BI_Sports/stat...) [twitter.com/SI\\_ExtraMustard...](http://twitter.com/SI_ExtraMustard...) @EHFEURO

Retweeted by EHF EURO

Expand



**SI Extra Mustard**

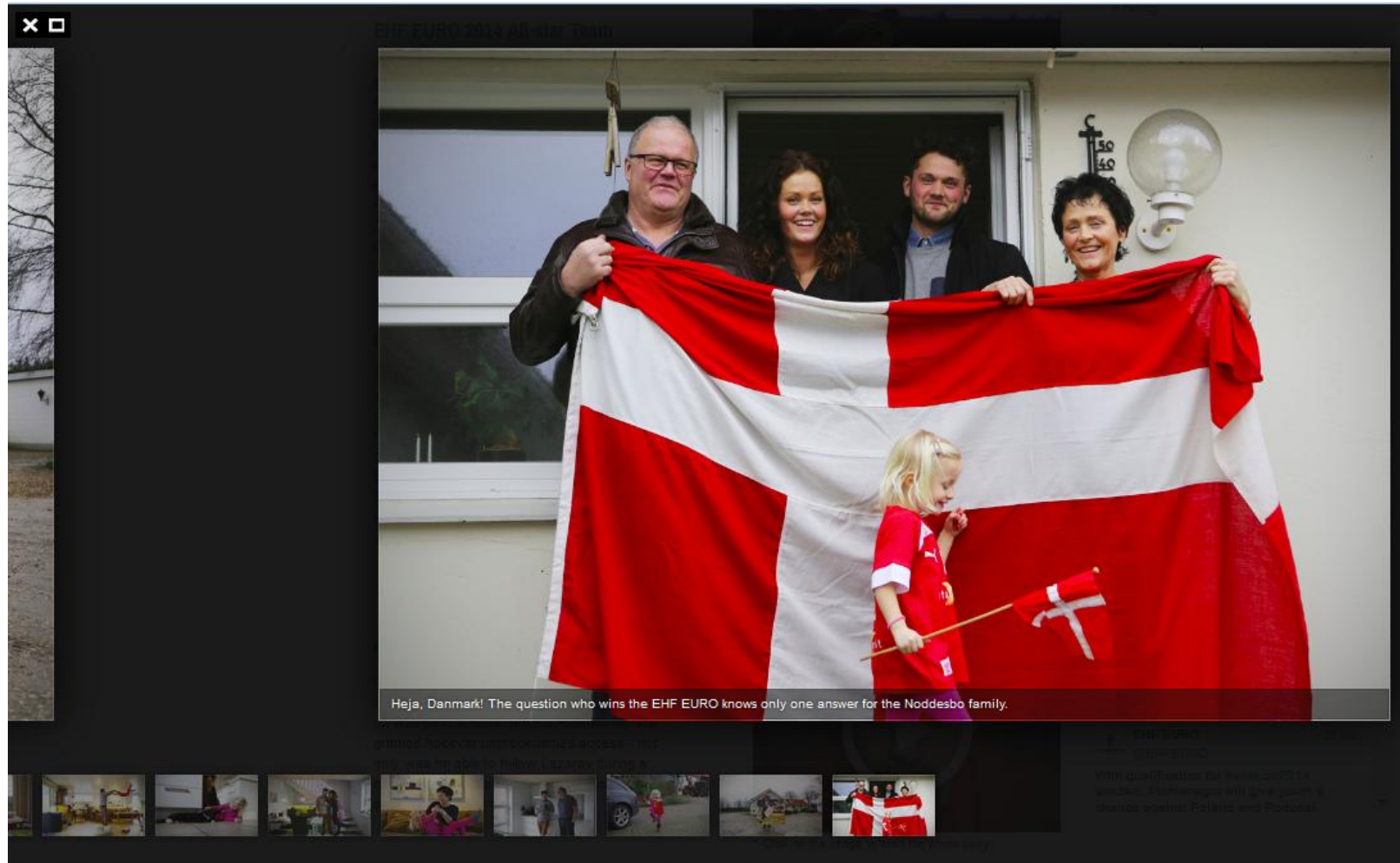
14h

Finde uns auf Facebook



EHF EURO

# Storytelling





# Live blogging

**Vardar win, Győr arrive**

Vardar came out 34:31 winners over FCM to take third place and after their awarding ceremony, the arena erupted, as Győr made their way onto the court.

**EHF Champions League**  
@ehfcl [Follow](#)

Győr take the stage! #ehffinal4  
[vine.co/v/Mr1TBbLUt1A](http://vine.co/v/Mr1TBbLUt1A)

4:11 PM - 4 May 2014



Vine @vineapp


8 RETWEETS 0 FAVORITES

20:27 - 04/05/2014

**Final highlights**

Super quick work from the ehfTV folk to bring me this for our YouTube account. There will be plenty of fantastic videos to keep you entertained for a while to come on ehfTV.com.


Győr vs Budućnost final highlights - MVM



0:00 / 1:30 YouTube

20:05 - 04/05/2014

ehfTV commentator Tom O Brannagain sneaking his way into the Győr celebrations



Tom O Brannagain  
@orant  
[Follow](#)

Selfie with the greats @DudaAmorim18 @ehfcl I'd get my head in anywhere #ehffinal4 #budapest

Book your tickets now!  
+36 1 555 55 15

**VIDEOS**  
ehfTV

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MOMENT FINAL 4 PARTNERS

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WOMEN'S EHF CHAMPIONS LEAGUE PARTNERS

adidas Gerflor KUENNE + NAGEL

**PAPP LÁSZLÓ BUDAPEST SPORTARENA**  
ALL INFO HERE

**BUDAPEST**  
ALL INFO ABOUT THE CITY

**EHF Champions League**  
[Like](#) You like this.

You and 104,590 others like EHF Champions League.

# Google hangouts



# ‘Money can’t buy’ experiences



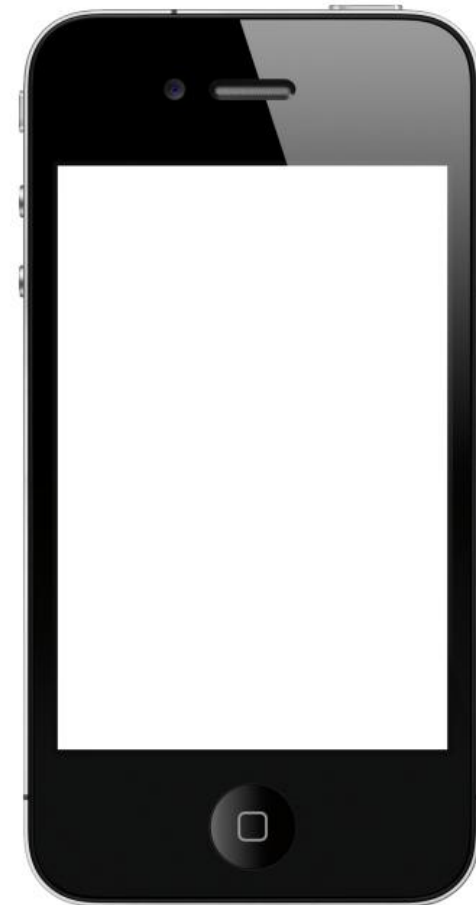
European Handball Federation 03.06.2014



# Where next?

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- New EHF online platform/digital strategy
- Mobile and Apps
- Radio
  - Podcasting
  - Instaradio
  - SoundCloud
- New forms of storytelling
  - Multi-media
  - Scrollytelling
  - Buzzword-style
  - Storify





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Looking to the future



# Young Reporters Project

**BECOME A YOUNG REPORTER**  
AT THE 2014 EUROPEAN HANDBALL CHAMPIONSHIP

Work with the EHF Media Team and see your work published on the official event website!

To apply send your CV and a motivational letter (500 words max.) to [media@europehandball.com](mailto:media@europehandball.com)  
Deadline 15. October 2013

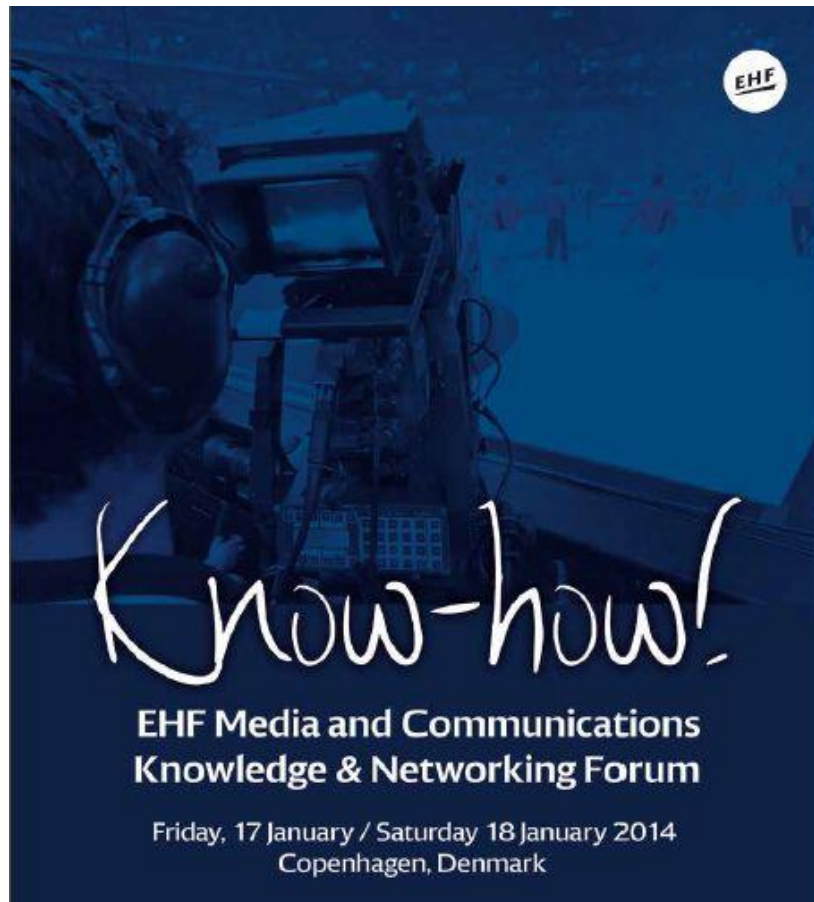
For more information contact  
Thomas Schönele  
EHF Media and Communications  
Mail: [schonele@europehandball.com](mailto:schonele@europehandball.com)

**Become a Young Reporter**  
at the  
**WOMEN'S**  
EHF CHAMPIONS LEAGUE  
**FINAL 4**

Work with the EHF Media Team and see your work published on the official event website!



# EHF Know-how Forum



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# Any questions?

Email: [rowland@eurohandball.com](mailto:rowland@eurohandball.com)

Twitter: [@jjrowland](https://twitter.com/jjrowland)