

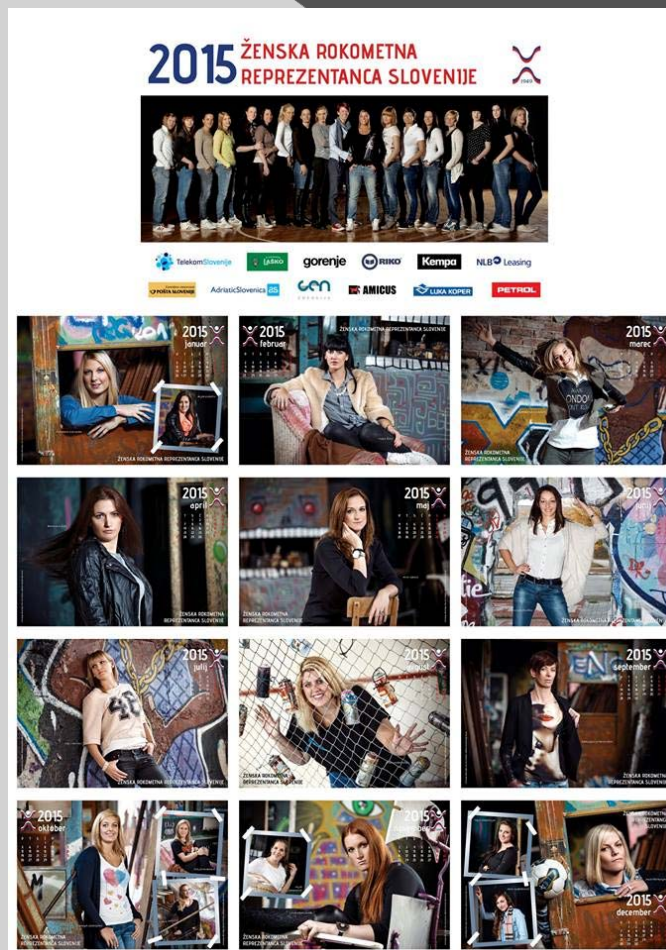
SLOVENIAN HANDBALL FEDERATION

WHAT WORKS WELL IN MY
CLUB/FEDERATION?
Media Management project

WOMEN'S NATIONAL TEAM



WOMEN'S HANDBALL NATIONAL TEAM CALENDAR



- subordinate in relationship to the men's national team,
- produce a calendar
- promote women's handball, carried out in November 2014
- Facebook and Instagram
- photo shooting- ROG factory
- hired a professional photographer
- hired a make-up artist.
- finished by the end of December 2014.
- raised funds were intended for the Woman Junior national program.

BARBARA LAZOVIĆ and ANA GROS



BRANKA ZEC and SERGEJA STEFANIŠIN



LARA HRNČIČ and MIŠA MARINČEK



LINA KRHLIKAR and ANA PETRINJA



MAJA ŠON and SANJA GREGORC



TAMARA MAVSAR and NELI IRMAN



MEN'S NATIONAL TEAM




GET OF SOFA AND COME INTO ZLATOROG HALL

PODPIRAM SLOVENSKE ŠPORTNIKE!

S KAVČA V ZLATOROG!

#podpiramSLOSPORT

Podprite slovensko roketno reprezentanco 3. maja
v dvorani Zlatorog in domov odpeljite "kavč" podjetja MTOM.
Več info na www.rk-celje.si in www.rokometna-zveza.si

Akcijo podpira  www.mtom.si



Evolucija slovenskega navijača

KER MI NI VSEENO,
SEM TU!

KVALIFIKACIJE ZA
EVROPSKO PRVENSTVO



NEDELJA, 3. MAJ 2015, 17.30
DVORANA ZLATOROG, CELJE

Prodaja vstopnic na WWW.RK-CELJE.SI in vseh prodajnih mestih Mojekarte.si

SLOVENIJA - ŠVEDSKA



GET OFF THE SOFA AND COME INTO ZLATOROG HALL

PURPOSE

- to activate viewers to respond to the invitation and go to watch the sporting events
- Result of numerous insulting comments that were circulating the internet forums

COURSE OF THE CAMPAIGNE

- Initial phase: fans to take photos in the comfort of their homes, on the sofa, wearing our Nation team uniforms or waving Slovenian flag
- Lucky winners- draw: make a draw, give tickets to the best

HANDBALL FAN



GET OFF THE SOFA AND COME INTO ZLATOROG HALL

- COURSE OF THE CAMPAIGNE
- The second phase: game itself at Zlatorogu Hall in Celje. We produced a background that read:
- Sofa in the sports hall sponsored by MTOM



GET OFF THE SOFA AND COME INTO ZLATOROG HALL

- ◉ The third phase: selected the 10 photos -earned the most FB likes and selected the lucky winner - Men's National team member Luka Žvižej, conducted the draw.
- ◉ During the intermediary phase - the seating set was moved into the sports hall (TV Slovenia broadcasted the game "live from the sofa".)

BLAŽ JANC



GET OFF THE SOFA AND COME INTO ZLATOROG HALL

- ◉ PROMOTION
- ◉ Vi Facebook
- ◉ Via press
- ◉ Press conference announcing the campaign was held on April 16th
- ◉ National team members: all shot videos, wearing their National team uniforms in the comfort of their homes , inviting the fans to support the team on May 3rd at Zlatorog Hall

GAŠPER MARGUČ



BLAŽ BLAGOTINŠEK



LUKA ŽVIŽEJ



**GET OFF THE SOFA AND COME
INTO ZLATOROG HALL**



THE END

THANK YOU FOR YOUR ATTENTION



**PLEASE CLAP AND DO NOT MAKE TOUGH
QUESTIONS**

memegenerator.net