

## **MEDIA ORGANISATION AT THE FINAL TOURNAMENT – FINAL FOUR SEHA GAZPROM LEAGUE**

Media organization at the major sports event is one of the most important parts of the organization especially when welcoming a great number of media representatives from different countries. Over 90 media representatives from ten countries (10) covered the Final Tournament – Final Four SEHA Gazprom League. In order to ensure functional working environment and that a top level of service is provided to all media representatives covering the Final Tournament – Final Four SEHA Gazprom League, it is necessary that there is full communication and co-operation between the SEHA Gazprom League Media Team and all the media representatives, as well as with the volunteers. SEHA Gazprom League Media Team is experienced in running a press office at major sports events and is knowledgeable of the needs of the sports media. Media accreditation for Final Tournament – Final Four SEHA Gazprom League in Veszprem Arena was open for all media representatives on SEHA Gazprom League website until two days before the beginning of the event and SEHA Gazprom League offered a certain number of press hotels which were equipped with an information desk. One more thing for making a job easier for all the media representatives was the organized transport from the press hotels to and from the venue, during the whole stay in Veszprem. All the media at the Final Tournament – Final Four SEHA Gazprom League in Veszprem had the best possible facilities and equipment starting with separate entrance to the venue for an ease access which was close to the media parking and other media areas (press workroom, press conference room and mixed zone) as well as to the welcome desk. All media areas had Media Managers with assigned volunteers who were fluent in English aside from the national language of the host country (Hungarian). The welcome desk was the first stop for the media and it served as an accreditation center, but also was the place for gaining first important and relevant information about the event itself and it also was the place for receiving the SEHA Gazprom Leagues press kit. SEHA Gazprom League Media Team gave its best to ease the job for the entire media assembling media workroom and the press conference room in close proximity (next door rooms). During the whole Final

Tournament – Final Four SEHA Gazprom League, in all media areas, WLAN and LAN connection were available with special passwords as well as with three zone lines in order to secure internet connection if one of the three provided lines failed to work during the peak hours. Media workroom consisted of sufficient space for media representatives as well as with all the press material and other needed materials (e.g. official statistics from all the matches from the tournament, official squad lists, SEHA Gazprom League season statistics, media guides, any event relevant statistics). Workroom Manager and volunteers at the media workroom were provided to help the media, making sure there is enough press material and that all information is available. In the media workroom during the whole tournament hot beverage and soft drinks were provided, as well as catering for lunch and dinner. Press conference room was right next to the media workroom and was large enough for accommodating the media; journalist had sitting places while camera crews and photographers had a podium in the back of the room. In the front of the room was a podium with the press conference table and chairs sufficient for seven (7) people. Press conference room Manager assured there is refreshment (water and sparkling water) on the table on the podium and also nametags for the coaches and players as well as the club names and appurtenant logos. The press conference room was equipped with sound system, mobile microphones for questions from the journalists and was conducted by the press officer. The official language of the press conference was English but considering that in the SEHA Gazprom League there are participants from seven (7) different countries, consecutive translator was provided for all languages. Volunteers assured that coaches and the players from both teams arrived on time from the dressing rooms after the matches. The press conferences were held approximately 15 minutes after the matches so that all the media had enough time to watch the end of the match as well as to collect the statements from the mixed zone. The media tribune was located on the courtside with unobstructed view of the handball court and was equipped with tables and power points. Media tribune was easily accessible from the media workroom, press conference room and mixed zone. Media volunteers also collected a sufficient number of the official statistics at the end of the first half of the match and at the end of the match and distributed those on the media tribune. The mixed zone was easy accessible and served the media for collecting all the statements, interviews and information needed

outside of the press conference. It was located so that all players had to pass through the mixed zone on their way to the dressing rooms after the match without the possibility to avoid the media. The photographers' area was located behind the goal sides and was provided with benches for the efficient working environment for the photographers'. They were allowed to do their job without blocking the LED displays with advertising and sponsors. The organizers took care of the meeting for the photographers before the beginning of the Final Tournament – Final Four SEHA Gazprom League and on the day of the final matches where essential information regarding photographers' positions, guidelines and timetable were distributed. The Media Supervisor was in all day contact with all the media representatives accredited for the event and was informing them about changes in the plan and about all the meetings by e-mail, but also by putting all the information on the information wall in the media work room. It was important that the Final Tournament – Final Four SEHA Gazprom League is the source of the media material so the SEHA Gazprom League Media Team facilitated the work for all the media representatives with live scores and live statistics during all the matches, which were available on the SEHA Gazprom League website ([www.seha-liga.com](http://www.seha-liga.com)). The SEHA Gazprom Photographer Team was at the right time at the right place making sure every moment of the Final Tournament – Final Four SEHA Gazprom League is captured, after all a picture is worth a thousand words. The team was publishing photos within five (5) to ten (10) minutes after each arrival to the venue, trainings, warm ups and press conferences, during and after all the matches and other events (e.g. kids day, charity events, special meetings) on the SEHA Gazprom League photo deck (<http://sehaphoto.photodeck.com/-/galleries/final-tournament-final-4-seha-gazprom-league-ves>). After every match, press conference and activity, reports of the matches, statements from the press conference, written articles and all other event-relevant stories were published on the SEHA Gazprom League website. After publishing, the SEHA Gazprom League Media Team provided and prepared all the materials for the press release on three languages – English, Hungarian and Croatian. Multilingualism enabled sending information to a greater number of PR agencies and media so that those media, that were not able to attend the Final Tournament – Final Four SEHA Gazprom League, had all the needed information

and photos as soon as possible to inform their public about this major handball event which is expanding and growing with every year.

Tomica Madjerčić