

SEHA GAZPROM League – SEHA Video Team

SEHA Gazprom League has in her most difficult and advanced season so far, since its establishment in the year 2011., raised her standards and expectations very high. With every season from its beginning SEHA League has grown a little more and has proven that her team of handball and other experts has a good project with a secure plan of converting it into a great one.

After laying down the foundation of the SEHA League, at the end of the very first season high standards were established in the organization of the Final Four Tournament which was held in Zagreb, Croatia. As seasons passed and the League has grown, so has the Final Four Tournament which, with every season, required new ideas and improvements.

With the constant growth and development of the new media, especially the social media, as well as two-way online communication and community management, SEHA League and its Final Four Tournament had to adapt the new technologies and everything the new and social media had to offer so the League itself can grow along with them.

Season 2014./2015., therefore, had the chance to introduce the best organized Final Tournament of the SEHA League so far. The opportunity to host the Final Tournament received the Hungarian town Veszprem, whose team MKB-MVM Veszprem was also competing on the Tournament. The most interesting and toughest edition of the SEHA League so far led to a new and more exciting format of the Final Tournament which was officially held under the title Final Tournament – Final Four and included the play-offs of the SEHA Gazprom League as well as the Tournament of the best four teams of the League which competed for the title of the best team in the region.

New Final Tournament format brought with itself new needs and expectations which, of course, were required to be worked off at the highest possible level. The media organization has therefore risen to a new level and a new media team was created under it. It was the SEHA Video Team.

The SEHA Video Team at the SEHA Final Tournament –Final Four in Veszprem was formed to go along with the new development and growth of the social media. A highly professional team was gathered to produce good material and to convert ideas and stories into great projects and video clips for the distribution to all the followers and handball fans on Facebook and YouTube profiles of the SEHA Gazprom League, but also for all the media covering the SEHA Final Tournament – Final Four that were interested in the statements of the participating clubs and their players as well as the other sides of their preparations, free time etc. The video materials that were provided and distributed through the social media profiles of the SEHA Gazprom League were also good material for the participating clubs that had the opportunity to co-operate with the SEHA Gazprom League as well as to share their content on their own social media profiles, not only Facebook and YouTube but also Twitter and Instagram, and to bring their teams and players a bit closer to all the handball fans and

followers. This was also one of the goals of the newly formed SEHA Video Team on this event.

For the SEHA Video Team to exist and to work according to the high standards of the League itself a highly professional and quality equipment was required. The SEHA Media Office in the Veszprem Arena was therefore the place where the SEHA Video Team brainstormed through the current topics and ideas for the video clips and other stories but also where the most important work was done. It was the place where all the necessary equipment was appointed. It consisted of the necessary computers and screens as well as the planers and timetables.

The SEHA Video Team was under the supervision of a great professional who had all the strings of this team in his hands. This professional was the executive producer and editor and his role was to arrange every step of the making of process, from the transportation of the video teams to the venue and the hotels of the participating teams through the communication with the representatives of the participating clubs and arranging the shootings and interviews to approving the selected topics for the day and approving the final material that entered the montage process and was there shaped into the final video material for the distribution on the social media profiles of the League.

The video teams themselves were divided into mostly two teams, three when was needed, and consisted of a cameraman and a journalist, mostly female. Every video team had its own camera and participating microphone as well as a SD card which every journalist had to take care of and carry to the montage desk after the video shooting was finished and all the material was filmed.

Since the SEHA Final Tournament – Final Four was held in Veszprem, to every video team a driver was assigned so they could be on time on every arranged filming, whether it was a training session, the assembly of the teams, an interview, a walk during the team buildings or the video preparations of the teams and also back and forward to and from their hotels and the venue itself which was held in the Veszprem Arena. The video teams always had the drivers available for them, of course, with the agreement with the executive editor of the SEHA Video Team and the whole assignment.

In addition, The SEHA Final Tournament – Final Four had six (6) participating teams from five (5) different countries, therefore, the SEHA League arranged the video teams by the national languages of the participating teams and their knowledge of other languages since all the teams also have foreign players. Every video team has therefore covered two teams and the journalist in them spoke fluently English, Hungarian, Croatian, German, Serbian, Spanish and French. The teams themselves were filmed from their arrivals to the city of Veszprem and the hotel on the Lake Balaton where the teams were situated until the medal ceremony on the last day of the event.

The video material that was filmed and distributed through the social media profiles of the SEHA League was previously arranged and assigned with the producer and editor who arranged briefings with the video teams on every morning and evening during the SEHA

Final Tournament – Final Four. The briefings were the right place for making a correct schedule for the video teams and arranging the transportation but also for dividing the assignments, discussion of the selected themes, introducing and suggestions for covering new topics, devising new material if there was a change in the team's training plans or team buildings because of, for example bad weather, tiredness, etc.

The covering of the participating teams was a challenge itself for the video teams. Much professionalism and high devotion was necessary in order to produce and shoot the best material. The covering alone began with welcoming the participating teams to the city of Veszprem and their accommodation where, upon exiting the bus, a few key players of the teams gave for the audience, fans and the followers on the social media their first impressions of the SEHA Final Tournament – Final Four and the city of Veszprem, but they also revealed their expectations for the following days on the Tournament.

Team's trainings were one more assignment that was covered by the SEHA Video Team. Upon every arrival to the Veszprem Arena, every team received their own welcome form their video team and was escorted to the dressing rooms. After filming the first few or the most important parts of the training itself, upon the agreement with the representatives of the clubs or their coaches, a few short statements of the players were taken in order to follow up with their thoughts regarding the upcoming matches or the ones already behind them.

The SEHA Video Team and their producer arranged and assigned also the post match interviews in the flash zone that was installed on the handball court shortly after the match by the volunteers of the event. A novelty on the SEHA Final Tournament – Final Four was also presented in the form of the so called half time statements. Without any previous arrangement with the teams, only with notifying them about this newness, the video teams were brought to the court after the first half of the match to take a statement from one player or the coach of the each team competing in the game itself. After the match, the flash statements consisted of interviews with at least two of the players that were not part of the press conference that followed afterwards. Although the half time statements were a novelty, the teams and their players complemented them, along with the post match statements, and were ready to fulfill their duties without any problems.

The SEHA Video Team welcomed a various number of novelties that produced a great number of quality and interesting video clips with the off time material. The participating teams were opened to suggestions and they welcomed the video teams to their free time, as well as team buildings. The video teams therefore had the chance to film the teams in their team walks, mutually gatherings, afternoon coffee breaks, chats, even day rest which was sometimes used for relaxing with the PlayStation. Some of the payers of the teams even opened up a bit and shared with the teams how creative they are during their free time on the Tournament itself but also in their private life. Given such, great video coverage was made and the handball fans received a chance to get a step closer to their handball idols and role models.

In arranging the filming of the teams, their representatives were of great help. Although the SEHA Vide Team editor arranged the most of the video shoots and gathered the most

information about the whereabouts and plans of the participating teams, the existent experience and handball knowledge of the journalists in the video teams were also of great help. Since the journalists were previously following the participating teams in their countries and leagues, their acquaintance not only facilitated the work of the editor himself but also of the players and coaches in front of the camera that had no problem in relaxing and revealing a bit more or something that the audience and the fans could connect with. It also made the job easier for the cameraman's whose experience and knowledge therefore came to the fore.

Furthermore, the opportunity to film a short video coverage about the hosting city of the SEHA Final Tournament – Final Four was also given to the video teams, as well as making a few interviews with the residents of Veszprem but also with the honorary guests on the SEHA Final Tournament – Final Four who shared their impression about the matches, participating teams, possible surprises, the organization etc. and only had words of praise for this very well organized event.

Although most of the video material was filmed in the very same Veszprem Arena where the SEHA Media Office was situated, high importance was added to the promptitude of delivering the video material and the SD cards with it to the montage desk in the SEHA Media Office where new experienced assembler was waiting to edit the material, of course, with the help the video team itself. Therefore, the video teams had to arrive to SEHA Media Office as soon as possible, coming from another venue, hotel or other filming station, or just the handball court inside of the Veszprem Arena. Promptitude in delivering fresh, new and interesting material was extremely important not only for the editor but also for the handball fans and followers that were waiting online for new information about their teams.

On the end of the day, every video coverage and clip was evaluated in order to extract the first impression and conclusion about the work that has been done and to make notes and improvements for the following day and coverages.

With the necessary experience of the video teams, a firm hand of the editor, good ideas, quality video material and following and recognizing the growth and importance of the social media, the SEHA Video Team had the chance to provide an excellent video material, coverage's, stories and much more and has brought the whole SEHA Final Tournament – Final Four a step closer to the fans. Therefore, when the line was drawn, after the Tournament was completed, very good results came in and the fans and the audience, as well as the media that were covering the Tournament, had only good reactions which were supported with a good interaction and impressions on the social media profiles of the SEHA Gazprom League where the SEHA Video Team's products were published.

Igor Požeg