

Event management

General

Europe wide Handball matches – more than 1000 handball events in various categories are held all over Europe under the blue en yellow brand of the EHF. The European Handball brand guarantees handball competitions at a high level and top quality organisation of each event.

Delegates and referees are a part of the job.

In the past years we tried to harmonise our guidelines, procedures and instructions to all parties involved and to realise a uniform appearance of the products in national team and club competitions.

In the Delegates and Referees Convention, April 2005, we introduced the EHF Event Management Tool kit – a guideline to help you complete your tasks in the best way and under the best conditions. This Toolkit will be distributed to you after been revised and updated.

It is a pity to say, but it is impossible for me in one lesson of a hour and a half to make a real event manager. Nevertheless I will try to give you some guidelines how to handle in specific situation and how to prepare you on the tasks of a delegate.

Mission

The delegates and referees represent the blue and yellow handball message of the European Handball Federation and stands for the European voice in all our competitions.

The main task is to supervise the framework of conditions according to the rules, regulations and procedures for all parties who are involved in our competitions and to mediate between parties in conflicts, if necessary.

This is not an easy job. You need experiences, knowledge of handball and a lot of courage to do this tasks.

The person for this job

Compared to some years ago, the EHF delegate is currently about to achieve a status, which is as important as all the other people involved in an official EHF match or event.

The duties of a delegate have developed from an observer of referees to a delegate, who is the EHF person in-charge of the complete event.

Based on enough knowledge of the Rules of the game and the Regulations of the competitions you must do your work in order to achieve a higher goal than only referee observation.

Until now the nominations for the delegates were made by the national federations without a strong screening from our side.

To day there will be more control from the EHF about the qualities and skills of the nominated persons.

In the past nations nominated former international referees, who finished their carrier. Of course there are referees who can handle a match in a correct way as a delegate.

However it is no guarantee that a good international referee will also be a good delegate.

You need more skills and it is the duty of the national federation to prepare the new proposed delegates on their future tasks. One of the mean problems is the possibility to communicate with the referees, the clubs and the media representatives. We can no longer accept new delegates with too less knowledgeable skills.

Obligations towards the EHF

Delegates shall be aware that they are carrying out a special mission, demanding to optimise the conditions for the teams and the referees to organise the matches.

The first priority is to carry out the match in a correct way, under all circumstances and to optimise the appearance of the event.

Secondly you must organise the communications between all parties involved and finally you must make a correct observation of the performances of the referees and do the work on the timekeeping table in the best way.

What is an event

All matches and tournaments organised by the European Handball Federation are events.

Some are smaller and some are bigger - some with less media interest and some with a lot of media presence.

Items to deals with are:

- safety and security aspects
- hall inspection
- inspection of the team hotel
- media, TV, radio, writing press and photographers
- technical meeting and meeting with security staff
- preparation of the match
- to solve problems during the match
- to write a report after the event

Of course this is a list of items and you are able to mention more points.

Match administration

Priorities on the day before the match.

- contact with the local organiser for an introduction meeting
- contact with the guest team and check their hotel
- take care of the referees (they must be in the same hotel as the delegate)
- check the playing hall
- handling the finances for the EHF officials with the home team

Priorities on the match day

- follow-up of open issues from the first day
- meeting with the referees (no other people present)
- preparation of the necessary document for the match
- supervision of the arrival guest team
- check of the match report
- check of the materials on the timekeeping table (clock, cards etc)
- contact with the floor manager

Priorities after the match

- to supervise the exit of the teams and referees
- send the results (half time and final result) to the EHF hotline
- to finish the match report and send it by fax to the office of the EHF
- to finish personal notes in case of any special report
- to talk with the guest team and check further programme (dinner, departure etc.)
- to talk to the referees to discuss their performance (you must mention the points)
- to talk to the local organiser about any mistake or weakness in the event organisation

Basic requirements at the event venue

Introductory meeting

In order to get a good impression on the status of organisation and the location /situation at the venue, a respective introductory session with the responsible persons from the local organiser and from the venue shall take place upon arrival. Don't forget to make notes, especially of the important telephone number of the organiser.

Relating to this session a timeline for the entire event duration shall be set-up.

Site inspections (arena and hotels) directly after this meeting.

Preparation meeting room for the technical meeting.

Preparation of the security meeting and briefing.

Briefing of the Host Broadcaster – if foreseen for the respective event.

On the match day

Briefing of the floor manager, timekeeper and scorekeeper. Clarify the individual tasks of the key persons in the sports hall.

Conversation with the announcer and the person in charge for the mopping crew.

Check all the stairs and corridors for the emergency exits. Take the necessary measurements when doors are locked. In too many sports halls is this a real problem.

Final meeting / check with the security staff.

Be aware of the fact that only in matches with the national teams the national anthems will be played. Never allow this for the normal EC matches. Sometime there is a lot of pressure on the delegate to agree with playing the national anthems in the club competitions.

Supervision of TV and advertising

TV and advertising is a part of the professional appearance of the EHF events, therefore it is a task of the delegate in all competitions to be aware of the overall picture and to intervene if necessary.

Important items are:

- briefing TV host broadcaster
- EHF advertising in the arena
- visibility and product exclusivity
- number of floor advertisements
- hospitality activities

EHF Marketing Supervisor

Some years ago we introduced in the Champions League for men's competition the EHF Marketing Supervisor.

As you can imagine that our interest in this competition is very big. We have to compete with the other indoor sports, what is not so easy, and we want to have a very good organisation around the matches in this competition.

Let me give you an overview of the tasks of the Marketing Delegate in relation with the - let me say – Delegate on the sport.

Main tasks:

- inspection of the playing hall and venue facilities concerning marketing and branding issues
- responsible for Marketing and TV related matters
- supervision advertising set-up and removal of advertising
- check of hospitality and side-events
- check of media related matters (mixed-zone, etc)
- briefing of photographers
- supervision of pre-/post match procedures

May be this item is now a little bit too far removed from your daily business.
So, I can imagine that you have some questions for us.

Please tell us and we will answer you.