

# What works well in Handball Club Vardar



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FEDERATION

***presentation***  
***EHF Club Management Seminar***  
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# Summary:

- Great Tradition, since 1961
- Ten times Champion of Macedonia
- Eleven times Cup Winner of Macedonia
- Two time Champion in SEHA Gazprom League
- Three seasons in a row in eight best teams in Europe





# What works well:

- ▶ Handball academy – Vardar Junior League
- ▶ Hummel Vardar Fan shop
- ▶ Team work
- ▶ Marketing and social activities
- ▶ Vardar TV
- ▶ Infrastructure
- ▶ Vardar Tournament



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# Handball Academy

- ▶ 20 schools of handball
- ▶ 1450 children in Macedonia
- ▶ Different generations and gender
- ▶ Selection of young talents
- ▶ One life, one love – tournament



## Vardar Junior League

- 45 teams participating
- Competitive spirit



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# Hummel Vardar Fan Shop



- ▶ Sold over 19 000 Vardar jerseys
- ▶  Member cards
- ▶ First Fan shop in Skopje

# Team work

## Together Everyone Achieves More



- ✓ Good Communication & Social Skills
- ✓ Positive Interdependence: We instead of me
- ✓ **trust**: making sure you meet all commitments and maintain confidentiality when required
- ✓ **coaching**: using your skills, knowledge and experience to assist others or ask for help
- ✓ **sharing information**: to assist others do their job
- ✓ **flexibility**: show a willingness to cooperate and help others when possible
- ✓ **good manners**: doing small, simple things, eg. thanking colleagues for their help



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# Marketing and social activities

- ▶ <https://www.facebook.com/rkvardar/> – 98 409 followers
- ▶ <https://www.facebook.com/ZRKVardarSCBT/> – 18 057 followers
- ▶ <https://mobile.twitter.com/RKVardar>
- ▶ <https://mobile.twitter.com/VardarZRK>
- ▶ <http://rkvardar.com.mk/>
- ▶ <http://zrkvardar.com.mk/>
- ▶ Fan zone – before every match
- ▶ Visiting schools



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# Vardar TV



- ▶ Vardar's television show
- ▶ Every Sunday from 11:00 – 12:00



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# Infrastructure

- ▶ Sport Center Jane Sandanski
- ▶ Hotel Russia
- ▶ SRC Kale
- ▶ Kineticus – medical center
- ▶ Fitness and Spa center



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# Vardar Tournament

- ▶ Men and women tournament
- ▶ Six teams – EHF Champions League participants
- ▶ Prize money and best players awards



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Thank you for your attention  
and have a nice day



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