

24th May 2016

EHF Club Manager Seminar

Media – What works best in our Club?



About Us

Olympia Handball Club is one of England's premier handball clubs, and is based in London. The club was established in September 2005 as a multi-national team. It remains one of England's most diverse handball clubs in London, boasting members from over 23 countries.

In addition to providing an opportunity for all to play handball. Olympia has four Senior teams, participating in England Handball Association Leagues/Competitions. Both Women and Men team compete at the 1st division, the Super 8 Level (England's highest division). The club also participates in the Development league (England's second division) for Men and Women. Olympia also takes part in handball tournaments in England as well as abroad - European Challenge Cup & EHF Cup, British Beach Handball, Liverpool Handball Festival, and several other friendly tournaments around Europe.

At a Junior level, Olympia is proud of its involvement with its satellite club - All Saints Catholic School, in Daggenham. The students compete at the National School level.

The Club has created its first Under 18 Men team for the 2016-2017 season.

We have about 100 registered members/players.

In the last 4 years, our women's team have won the England Handball Cup 3 times, including this season. They were the first Women English team to participate in the European Cup, which they have now attended twice. Our men are second of their league and we anticipate an invitation and participation in an EHF Challenge Cup.

Club Management

The club is a non-for-profit managed by volunteers dedicated to the growth of the club and Handball in Europe. Olympia HC is currently an amateur sports club and is working on obtaining the UK tax status to benefit from sponsorships, which will impact our future media strategies. At the moment we are funded through player memberships and corporate partners' donations.

Media Strategy

Our current media strategy has been developed to meet the historical amateur nature of the club, however with the new management team and the teams' successes, we hope to broaden our media strategy.

Our media tools served several purposes:

- Promoting our brand, culture and values. Providing consistency in our presentation as a leading club in the country with fighting spirit, playful energy and OlympiaFamily focus!

- Encouraging new players to join our club, giving us the best selection of potential players in England. This is true for both experienced new arrivals in London seeking a club, and for junior players seeking a club.
- Informing of games and club developments
- Promoting adhoc events: PE teachers, junior selections etc.

- Social Media

What has worked well for us is social media. We actively update and post our website, Facebook and Twitter accounts. We have been able to leverage Hootsuite to facilitate the dissemination of material.

Facebook: <http://www.facebook.com/pages/Olympia-Handball-Club-London/282511231783061>

Facebook is our most active social media tool with our most audience engagement. We reach about 3,400 users. These were obtained organically with very limited sponsored posts. Our page is liked and followed by individuals across the world. Outside of England, Romania is our largest viewership, given our history and have players from the country. We however have an audience, from Europe, Africa, and the Middle East.

We try to diversify the content to create interest from our followers and generate engagement. We create series of short videos, we share lifestyle event to promote the culture and spirit of the club.

We try to update weekly or twice a week to avoid saturation of content. We found that too many posts diluted audience engagement.

Website: <http://www.olympialondonhandball.co.uk/>

Our website is being upgraded.

Twitter: https://twitter.com/Olympia_HC

The account was set up last year. We have about 1,300 followers. In addition to our material, we retweet various tweets and grow our follower base. This medium is evolving but has already proven effective in broadening our reach.

Hashtags: We create and participate in various EHA, EHF, sport related hashtags for promotional events

- News Coverage

News: We have benefited from local newspaper coverage of our teams successes. And international papers. As our players are international, we have been featured in news articles in Scandinavian, French, and Romanian news outlets.

- Adhoc coverage

BBC: We have recently participated in a BBC sports program to educate school children on handball as part of the school curriculum. This will be released in September and made available to school children. Unless our logo is blurred, our shirt will clearly depict Olympia and we could use for promotional purposes and increased brand recognition.

Rio: We were recently interviewed ahead of Rio 2016 by a Brazilian crew documenting the impact of the Olympics on London and on the handball legacy.

What next?

Our past media strategy met the historical needs, as we build the club, we hope to take a more proactive role with the creation and dissemination of material in more newspapers and other media outlets to increase the visibility of handball in the UK broadly, and of our club more specifically. We aim to better leverage the international make-up of our players to tap into international outlets, and increase our fan base. This we hope will create an appealing platform for sponsors, which in return will contribute the much needed funds to grow our team and sport.

We want to remain the go-to club in England and to solidify our brand as the leading club in handball in the UK.