

Teamwork Clubs/Players to develop a successful marketing campaign

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Intro

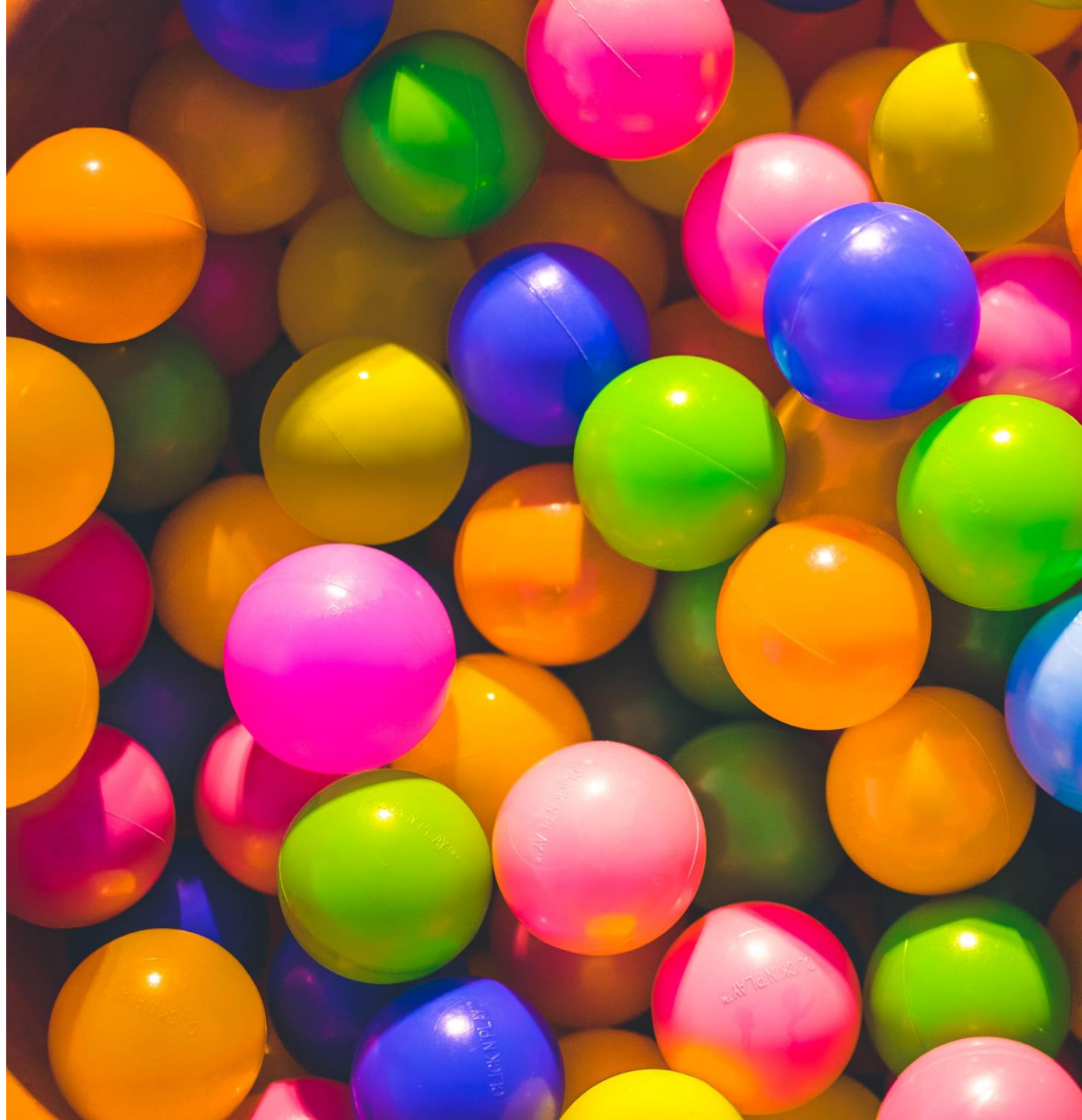
Carlos Prieto. www.shareandplay.org

- 3 x Champions League winner
- 4 x Liga ASOBAL
- 4 x Copa ASOBAL
- 2 x EHF Cup winner
- 1 x Olympic Bronze Medal
- 1 x Super Globe winner
- 10 Teams, 5 countries
- Sport Education Diploma
- Sport Sciences Degree
- Share & Play Program founder
- EHF Lecture



Content

- 1. Knowledge
- 2. Blinders syndrome
- 3. Club concept and goals
- 4. VIP lounge
- 5. Right players to the right sponsors
- 6. Knowledge about the players
- 7. Players formation
- 8. Sense



1. Knowledge

- Do you know your toolkit
- First plan, then act



Pay attention

- Different strategies (people or stars)
- Analyze your market
- Adapt your resources
- Create a solid concept



Bella photo

2. Blinders syndrome

- No look / No listen. Dangerous
- Looking the line, missing the point
- Eyes wide open!!
- Surround yourself with experienced people
- Creativity!



- 
- Stars
 - People
 - Product
 - Success
 - I+D+I

Tendencies,
risk analysis, go
beyond,
players
connection

3. Club concept and goals

- Do I know my identity?
- Are the duties clear enough?
- Where do I am?





Find your identity,
embrace it

- Clear mission
- Make it with a purpose
- Diversify and win
- Always something to offer
- Museum



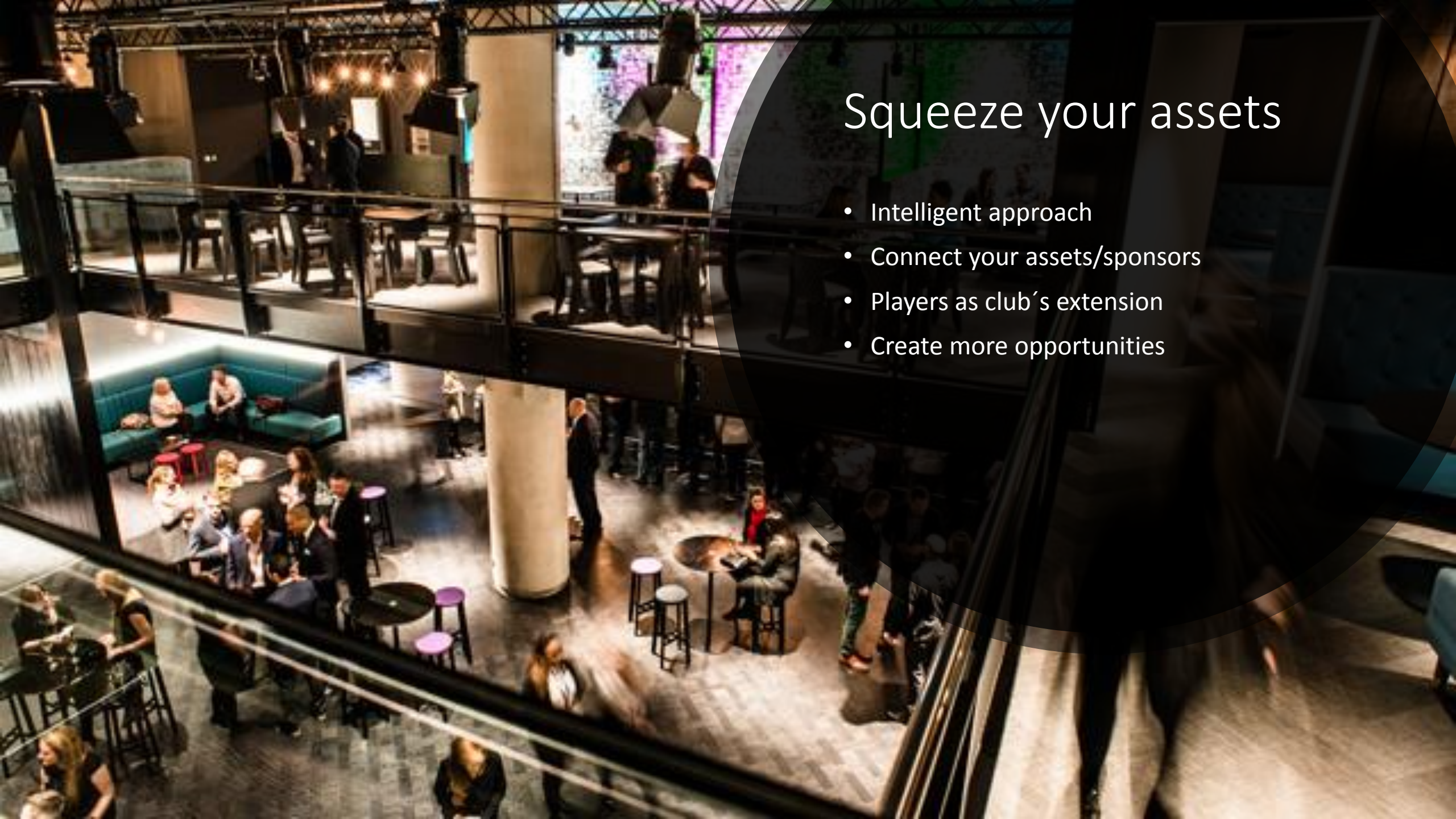
BARCELONA
que un club



4. VIP lounge

- What is VIP for? Business?
- Best practice?





Squeeze your assets

- Intelligent approach
- Connect your assets/sponsors
- Players as club's extension
- Create more opportunities

5. Right players to the right sponsors

- Analysis of situation
- Connection between the parts





Clever movement

- International brand + Youngstar + Country
- Nice cocktail = Perspective
- Whole new market

6. Knowledge about the players

- Do you know them?
- Beyond performance





There is more than just having coffee

- What do they do?
- Manager responsibility
- Information about them

7. Players formation

- Are they prepared to represent the club in the best way?
- Do they have a proper formation?

$$\frac{dN}{dt} = \frac{1}{q_{\text{fact}}} - \gamma_0(N-N_0)(1-\varepsilon S)S + \frac{N_e}{T_n} - \frac{N}{T_p}$$

$$\frac{dS}{dt} = T_0 \gamma_0(N-N_0)(1-\varepsilon S)S + \frac{\gamma_0 N}{T_n} - \frac{S}{T_p}$$

$$\frac{S}{P_k} = \frac{T_p \gamma_0}{T_{\text{act}} \gamma_{\text{nc}}} = \odot$$

$$S \leq \frac{1}{\varepsilon}$$

$$\left. \begin{array}{l} N = \\ P_k = (\end{array} \right\}$$



- Social media
- Communication skills
- Representing the club
- Giving them options
- Supporting young players



8. Sense

- Same direction
- Purpose of acts



A group of soccer players in blue Admiral jerseys are running on a field. The image is overlaid with a large, semi-transparent white circle on the left side, which contains the text 'Teamwork' and a list of bullet points. A smaller, semi-transparent blue circle is located on the right side, containing a list of bullet points.

Teamwork

- Knowledge
 - Plan
- Strategy
- Reviews
- Updates

- Collect your assest
- Design your movement
 - Plan it all
 - Information!!

Analysis exercise

- How will you start a campaign in your club/federation?
- How would be the start of the campaign?



Thank you

Work with passion

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