

2018 EHF Club Management
Seminar (7th edition)
24 – 26 May 2018 in
Cologne/GER

“THE ROLE OF PLAYERS IN MARKETING”

What works well in my club

- ▶ we are ALPHA team from Romania-Oradea city
- ▶ RAMONA & GEORGE TAUTU



What works well in my club

- ▶ our private club started its activity in 2013
from a dream
at a time when juvenile handball almost does not exist, it is our idea to reinvigorate handball in our city

we promote handball first of all for a healthy life as well as for performance



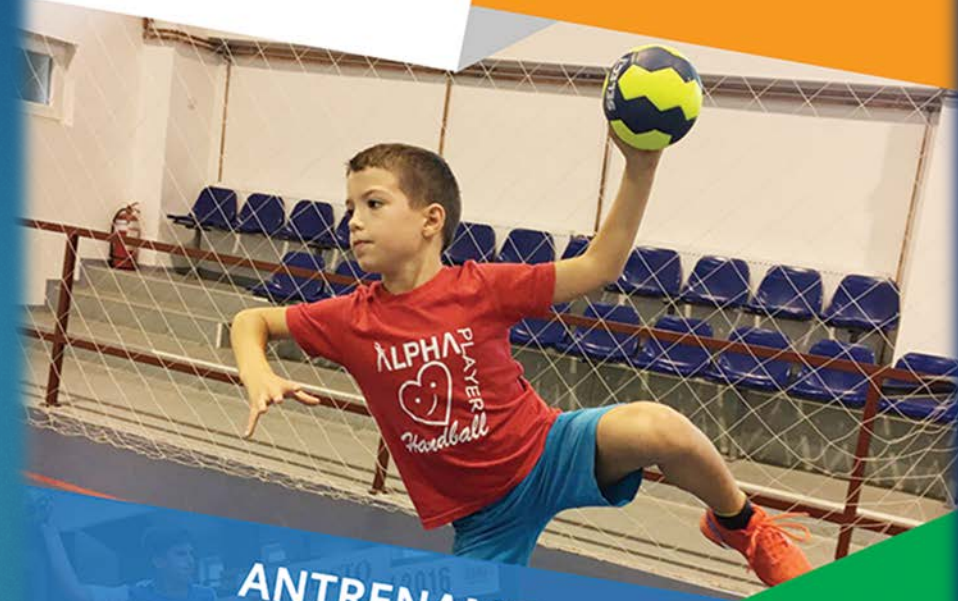
What works well in my club

- ▶ the promotion of the club was done primarily in schools through demonstrative lessons and with the help of the media



CLUBUL SPORTIV
ALPHA ORADEA

TĂUTU GEORGE - 0726 343 126
TĂUTU RAMONA - 0745 991 339



ANTRENAMENTE DE HANDBAL
pentru copii cu vârsta
între 5 și 14 ani
JOACĂ HANDBAL, FII ALPHA!
Clubul asigură materialele necesare
practicării jocului de handball!



ALPHA

- ▶ we have teams girls and boys from 5 to 17 years old (baby handball to juniors)
- ▶ about 200 athletes
- ▶ in the 2017-2018 season we participated in the national championship with 8 teams where the U15 boys team was ranked among the top 12 teams in the country
- ▶ our satisfaction is that some of our juniors have managed to take the step in the senior team of our city "CSM-ORADEA"



- our satisfaction is that some of our juniors have managed to take the step in the seniors club of our city, with whom we started a collaboration for the promotion of young player in the senior team "CSM-ORADEA"



ALPHA

- club funding is made more from the private environment and the main sponsors are the families of the children



What works well in my club

- ▶ besides the dedication with which we are involved in all the activities carried out in the club, our strength is the communication and close relationship with the members (coaches, athletes and parents)
- ▶ we have periodic technical meetings to organize the activity that are tailored to the needs of handball players
- ▶ OUR challenge is to creating partnerships with future sponsors
- ▶ Increase de number of teams

What works well in my club

- ▶ in order to create better conditions for athletes, we will have to improve the marketing part of our club
- ▶ Better conditionsbetter performances



- ▶ WE BELIEVE
THAT AFTER OUR
PARTICIPATION
IN THIS MEETING
WE WILL CREATE
FRIENDLY
RELATIONSHIPS





THANK YOU