



**Beach  
Handball**

# **Promoting Beach Handball**

**George S. Bebetsos**  
**EHF BC, Promotion &  
Development**

**EHF BH coaches course, level #2**  
**October 2018, Catania (ITA)**



**Beach  
Handball**

# **Presentation Topics**

## **Topics**

1. Beach handball as a product
2. Our enemies
3. What we are
4. Tendencies in beach handball
5. Tools to promote BH
6. Event organization
7. Closing remarks



**Beach  
Handball**

European Handball Federation

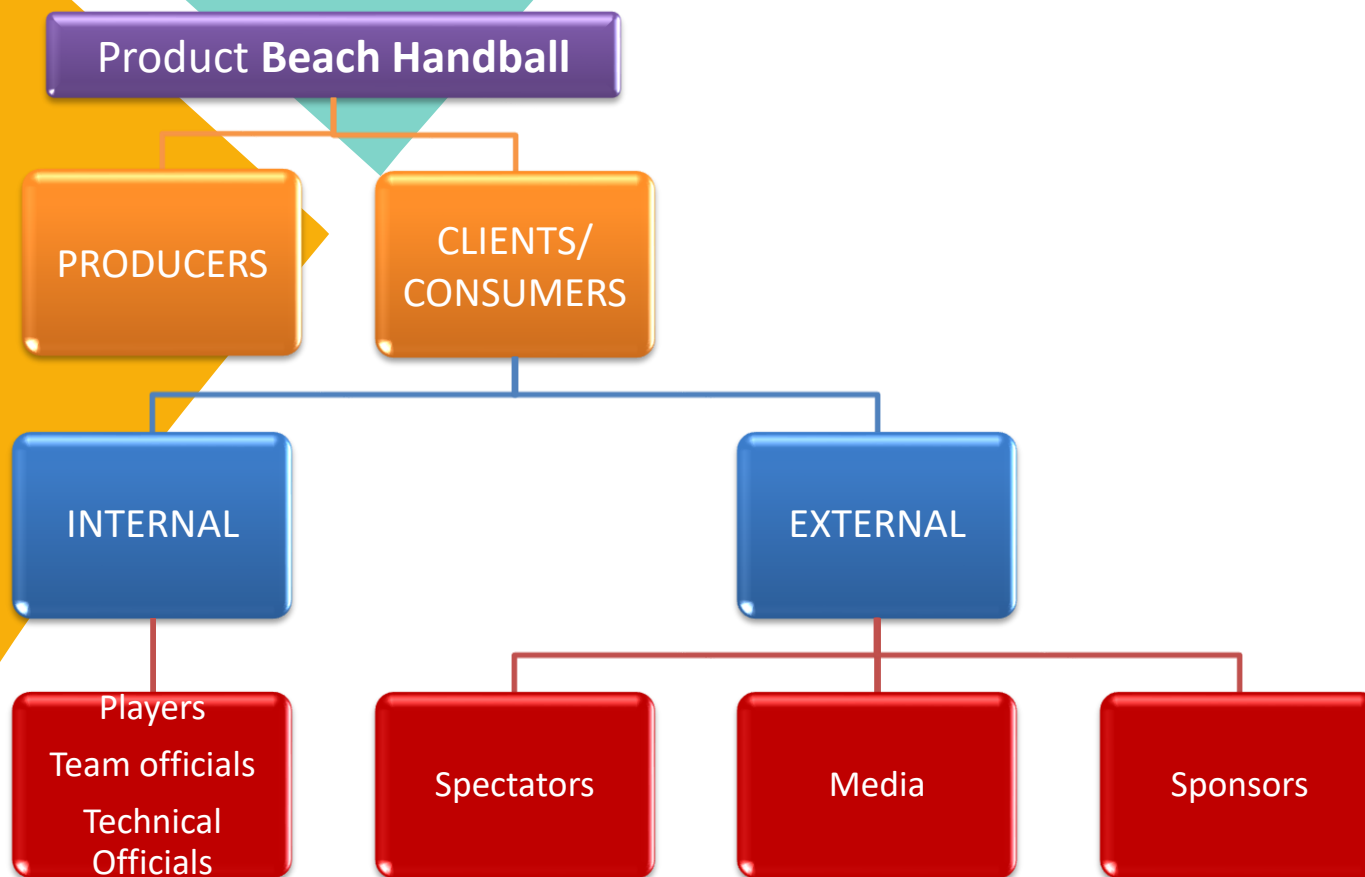
## **BH as a product**





# Beach Handball

## BH as a product





# Beach Handball

## BH as a product (cont.)

The client/consumer is the most important because he defines the quality of our product by his:

- Tolerance
- Acceptance
- Appreciation
- Admiration



**Beach  
Handball**

## **Our enemies**





# Beach Handball

## Our enemies







**Beach  
Handball**

European Handball Federation

**What we are**







**Beach  
Handball**

## **What we are Technical outline**

- Fast change of ball possession
- Easy, fast, attractive, exciting
- Game played at very high speed with many spectacular actions
- Score differences can be easily equalized
- Fair Play



# Beach Handball

## What we are Technical outline (cont.)



### Fast change of ball possession

- Fixed position defense practically useless
- Almost “bodiless” game



### Fun and spectacular scenes

- More valuable than winning at all costs



### Almost permanent 4:3 situation

- Goals can be scored relatively simple
- Technical/tactical approach



# Beach Handball

## What we are Technical outline (cont.)



### Goalkeeper throw instead of throw-off

- Game played at very high speed with many spectacular actions



### Score differences can be easily equalized

- By special scoring
- Because each period results separately



### Fair Play



# Beach Handball

## What we are (cont.) Image

- Fair Play
- Speed – Spectacle
- Spectacular venues
- Music – Match production
- Side events
- “We take the sport to where the people are”



# Beach Handball

What we are (cont.)

**BH is not...**

- ... a surrogate of indoor Handball.
- Beach Handball has its own:
  - History
  - Philosophy
  - Specific development
  - Sport analysis, training and coaching
  - Rules and regulations





# Beach Handball

What we are (cont.)  
**Keep in mind!**

You cannot solve the problems of the beach sport by applying the recipes of the “traditional sport”!



# Beach Handball

## Tendencies in BH





**Beach  
Handball**

# **Tendencies in BH**

Beach Handball tendencies:

- Worldwide rules and regulations
- Professionalism
- Philosophy in coaching, officiating
- Increasing interest in environment, nature, ecology
- Increasing interest in Fair Play
- Increasing individualism



# Beach Handball

## Tendencies in BH (cont.)

Beach Handball meets young people's demands from sports:

- Body oriented
- Impression making
- Excitement
- Performance
- Event oriented



# Beach Handball

## Tendencies in BH (cont.)

Innovative aspects of Beach Handball based on the new tendencies in youth's social life:

### The game and its development

- Space for creativity and development
- Easy, fast, attractive, exciting
- Space for individual performance

### Marketing

- “Beach Handball is a product”
- Sand, sun, fun, recreation and event oriented
- Space for expression, show-off and other body oriented activities

### New philosophy

- In sport event organization
- In rule development
- In officiating
- In coaching
- In education of coaches, players, technical officials, organizers





**Beach  
Handball**

European Handball Federation

## **Tools to promote BH**





**Beach  
Handball**

## **Tools to promote BH**

- Cooperation with Universities
- Publication of informational material
- Beach Handball Academy
- Training camps and tournaments
- Social networking
- Workshops and conferences/  
congresses/ symposiums
- Marketing and communications



# Beach Handball

## Marketing BH





**Beach  
Handball**

## Marketing BH

- Position of Beach Handball?
- What does it stand for?
- Where do we want to go?

**IMAGE**

(BH  
characteristics)

**REPUTATION**

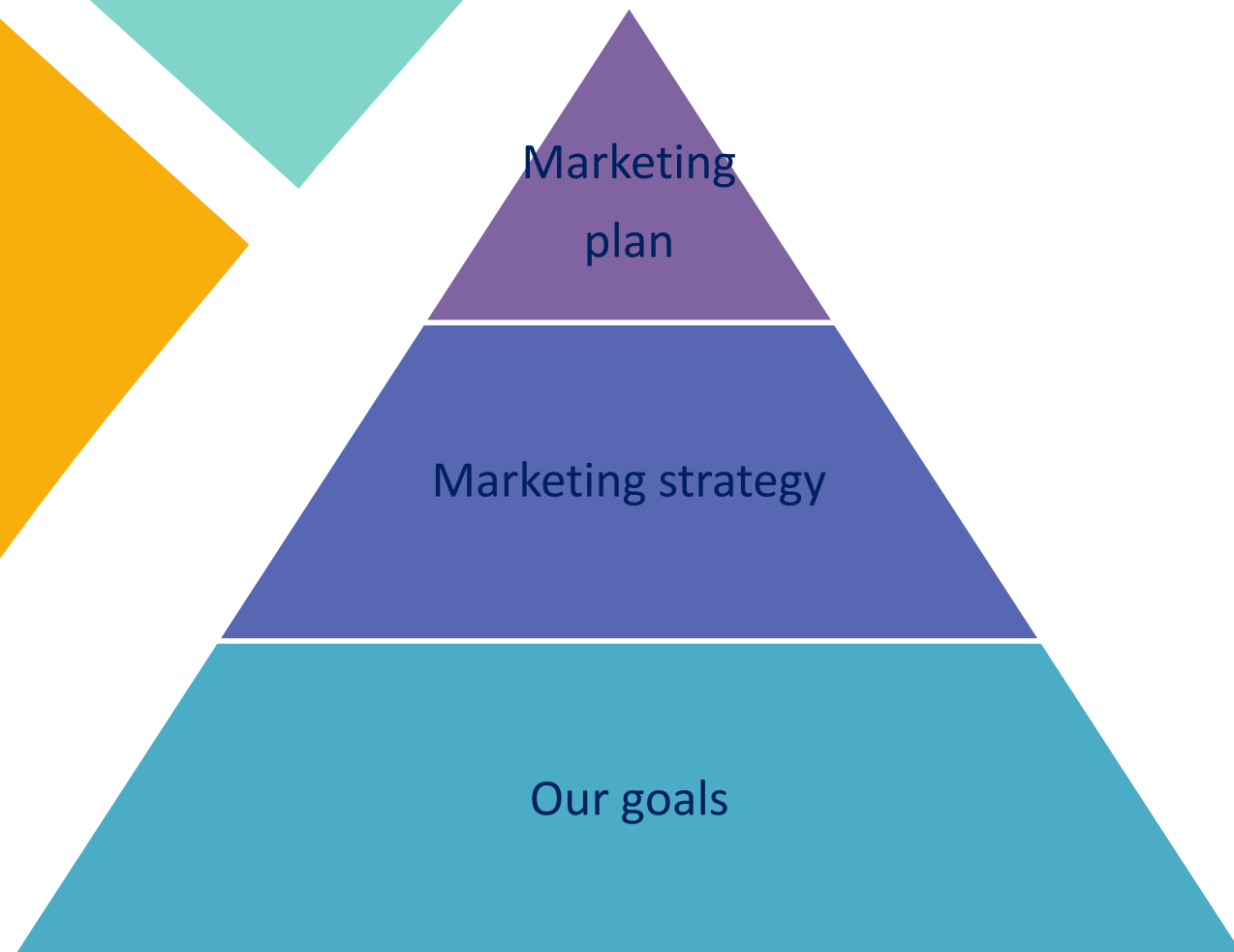
**CREDIBILITY**

**BRAND**



# Beach Handball

## Marketing BH (cont.) BH marketing pyramid







# Beach Handball

Basic element of our marketing: Create stars!

## Marketing BH (cont.)





# Beach Handball

Marketing BH (cont.)

## Marketing plan: Sales

- Airlines
- Hotel industry
- European regions
- Car industry
- Drinks
- TV
- Equipment
- Ice cream industry
- Betting
- Cosmetics
- Sunglasses
- Tourism industry
- Beach apparel



# Beach Handball

European Handball Federation

## Event organization



TM© EHF 2018© Beach Handball Commission





**Beach  
Handball**

# **Event organization**

Basic elements for an event:

- Scoreboard
- Brochures
- Party, banquet etc.
- Delegates
- Cleanliness
- Announcer/ Commentator/ Animator





# Beach Handball

## Event organization (cont.)

### Points of organizational consideration:

- From a sport event to a family event
- To keep the people in the event area as much as possible
- To keep the spectators on the stands as long as possible





# Beach Handball

Event organization (cont.)

## Press conference

Points of organizational consideration:

- What is the event?
- Who will participate?
- When is going to take place?
- Where is going to take place?
- Why is important (or new)?
- How can someone get there, how much does it cost, where to find tickets?



# Beach Handball

Event organization (cont.)

## Means of promoting your event

- Program and staff
- Magazines and newspapers
- Posters – Graphics – Brochures - Pictures
- Social media – Radio – Television
- Website
- Public speaking – Discussion groups
- Demonstrations



# Beach Handball

## Closing remarks





# Beach Handball

## Closing remarks

- Beach Handball is the only team sport in the world that its match result is depending on spectacle
- Beach Handball is the fastest developing handball product
- We are taking the sport to the people (beach) and not the people to the Sport





**Beach  
Handball**

European Handball Federation

**BH, the story of a hype!**

