



WHAT WORKS WELL IN MY CLUB

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IDENTITY

- **History** (established X, top competitions won)
- **Name** (with few changes along the years, stick to the inner core of what this name really means to the team)
- **Slogan** (few words, but powerful; feeling of appartenency, bringing the fans and players together in rough moments)
- **Venue** (established sports hall, people of the place, locals who grew up with the team)







COMPONENCE

- **Strong organigrama** (each one's job is crucial and highly tailored, as to increase the profieciency and therefore, success)
- **Players** – the key actors (most important: know the actual need of your team)
- **Technical staff** (the people who are 'playing the game outside the field', the *coach* usually holds a communicating channel with the team manager)
- **Spectators** – above all, the people who are not directly implied in this phenomenon, but just as dedicated and why not, important



ROLE MODEL TYPE OF MANAGING

- Finances – sponsors – local funds – own capital

- marketing strategy, developed by an expert

- accountant

- legal support provider, e.g. lawyer

- team manager, who is the 'bridge' between all this structures and end effect, has to organize all

- logistics, security, medical team, masseur, etc.



MY TEAM - THE BEST?

- Small steps are safe steps.
- Build your connections and team one by one.
- Do a 'sustainable' handball – one year's glory is not going to bring you the tradition and respect in the community.
- Invest continuously in the youth.
 - training/selection centers
 - offer the clear chance to play for the juniors
 - 'grow' your own players, make the tradition go on




MARKETING IDEAS/STRATEGIES

- PR (publicity, social media channels, flyers, local media)
- Financing problems covered: have the financing coming from private and public section
- Give something back to the community!
- Charity events (donating, helping each other, get involved!)
- Keep the supporters active in sports activities:


Bring your kid to handball



One training with your favourite player



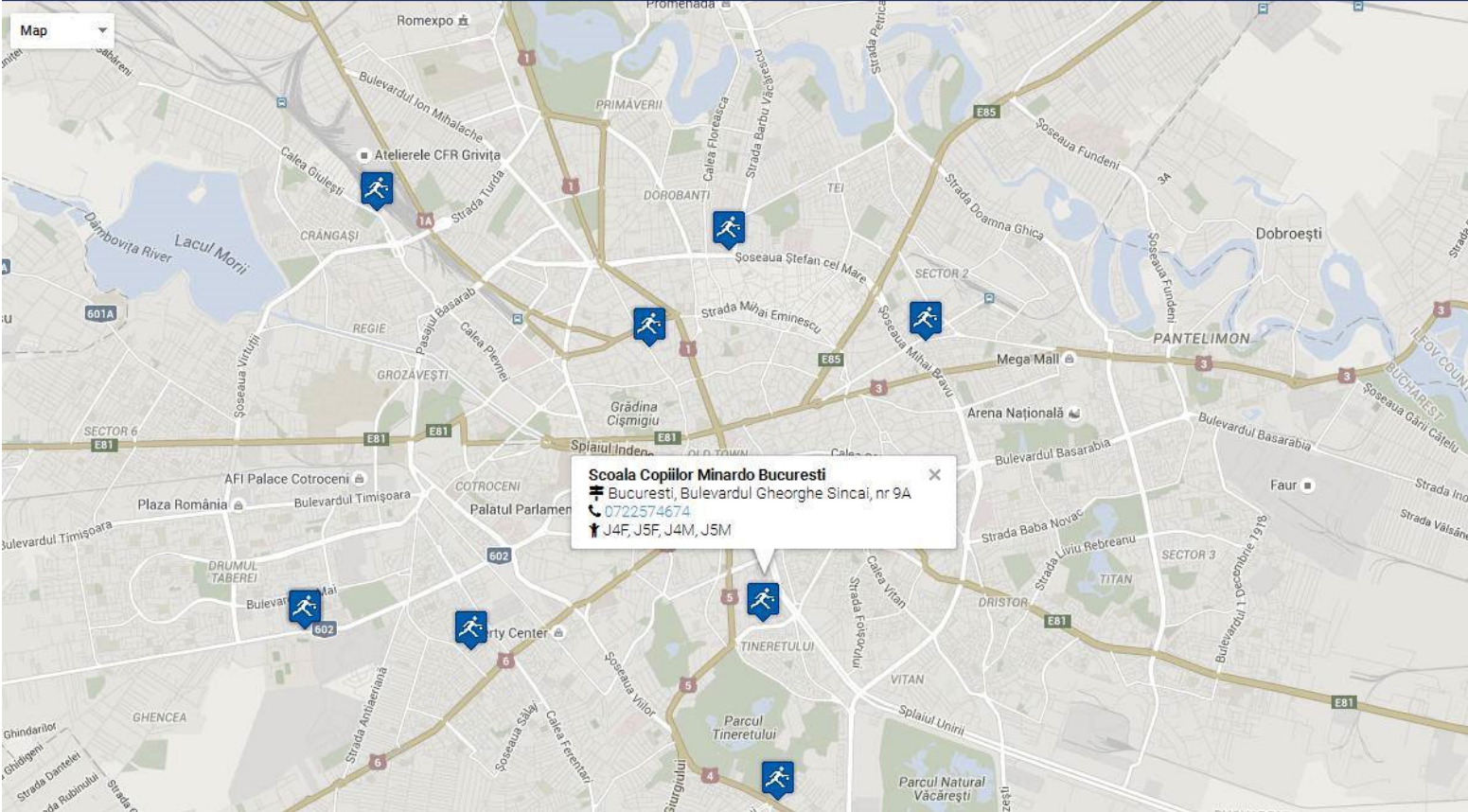


Adresa dumneavoastra este.. (Oras, si < 50 km) Toate sectiile


 Unde imi duc copilul la handbal?


 Like  Share 1.5K


Map




Scoala Copiilor Minardo Bucuresti



 Bucuresti, Bulevardul Gheorghe Sincai, nr 9A

 0722574674

 J4F, J5F, J4M, J5M







client OBRIGADO
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