





# Marketing Beach Handball Peter Fröschl / EHF Office (Based on a presentation by George S. Bebetsos,

EHF BC, Marketing & Development)



#### **Presentation topics**







## Beach Handball: The Story of a Hype!



## Responsibilities and Expenses

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#### **Responsibilities and Expenses**

- General (local transport, visas, VIPs etc.)
- Venue

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- Personnel
- Accommodation
- Press and TV
  - Marketing and Equipment
- Publications, Production and Promotion



- Medical
- Regulations
- Accreditation and Security
- Others (electricity, water, internet, office, communications, sanitary etc.)

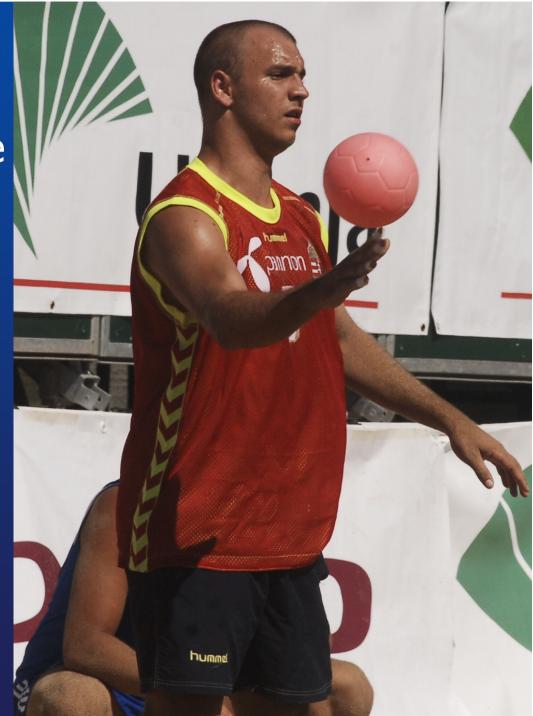


# Important people

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# Beach Handball Important people

- Promotion director
- Press director
- PR director
- Announcers -Producers
- Photographer





#### Common objectives







#### **Common objectives**

- Increase the commercial value of BH
- Create a strong BH image
- Generate business for all partners
- Create productive & long-term sponsorship programs
- Attract BH for audiences







Common objectives (continue)

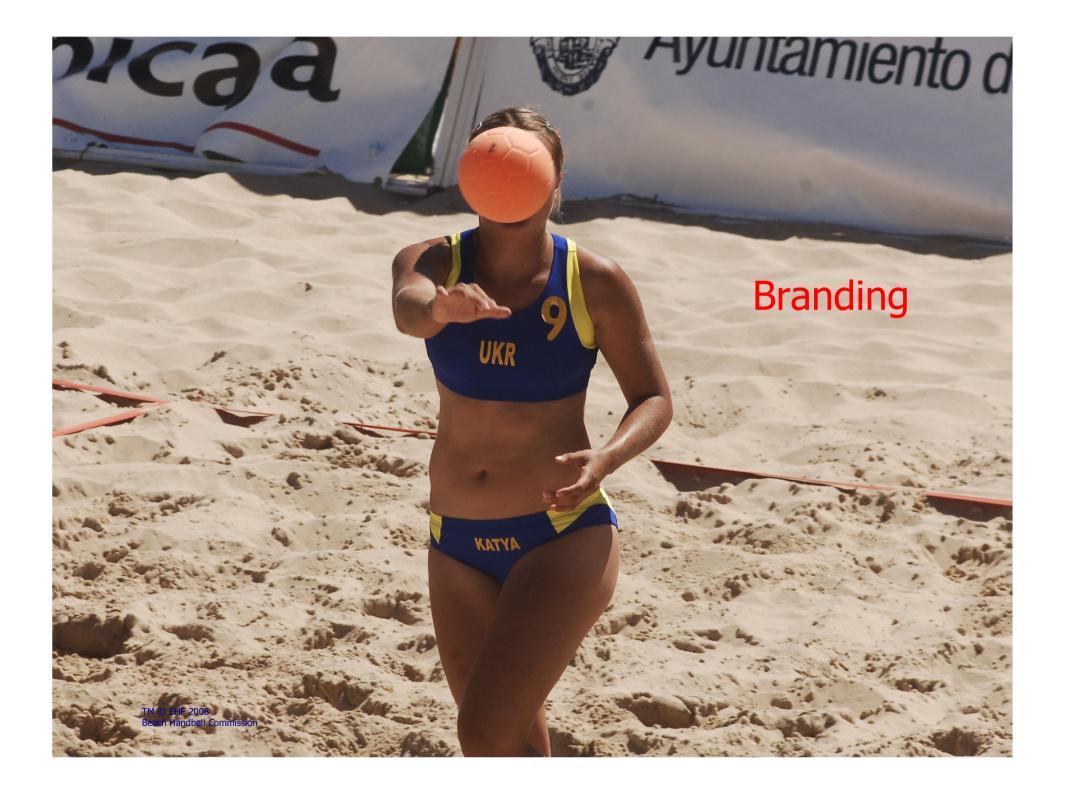
- Project attractive values, concepts & principles (Fair Play, athleticism, glamour & lifestyle, healthy image, handsome athletes, wonderful venues etc.)
- Generate opportunities for athletes become stars, pros
- Evaluate TV exposure value of the sponsors





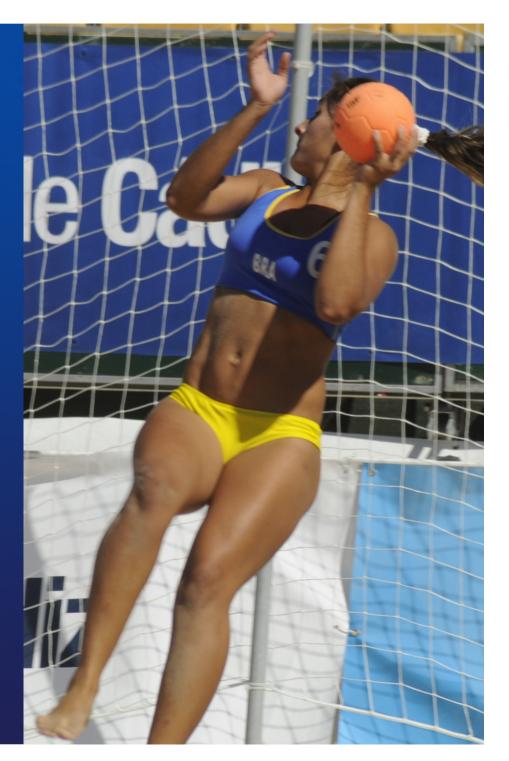
The EBT: A Strong Brand for international & national sponsors







Branding is the total sum of a company's identity. From its name and logo to every piece of communication, internal or external







#### Event production Key elements

- Producer
- Announcers
- Music

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- Entertainment
- Sound system
- Intro athletes & officials



#### Video board

- Info/research
- Communication
- Venue look
- Attendance









#### **Competition guidelines**

- Great athletic performance
- Competition format to meet audiences' needs
- Fair and open system to enter the EBT events
- Consistency in the implementation of Rules & Regulations makes BH a Strong Property





# Marketing the Event or...

### ...marketing the Area?

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#### Tips for effective events

- Look for opportunities to promote athletes
- Ensure high quality of everything
- Provide essential background info
- Effectively communicate in local language & English
- Continuously supply Media with up-to-date info
- Support BH journalists
  - Arrange interviews







Tips for effective events (continue)

- Provide audience with info
- Provide assistance in interview translation
- Use press releases
- Study the target group and provide user-friendly info
- Hire clipping service for Media monitoring
- Keep local Media up-to-date
  - Respect the spectators and give them what they came



# Internal marketing



- Market yourself and your Commission:
  - Promote yourselves
  - Show your pride







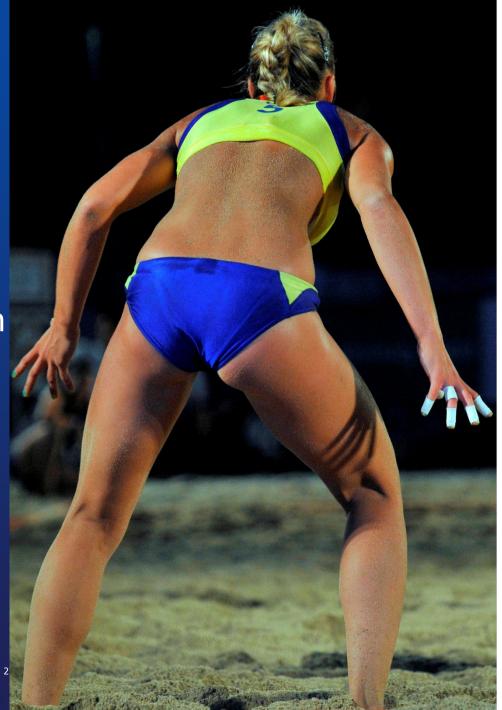
Internal marketing (continue)

- Strengthen your Commission's standing:
  - Develop professional business skills
  - Make friends with those who can help you
  - Clarify your place in the organizational chart
  - Send out emissaries





- Other tips:
  - Make a business plan
  - Project control
  - Build your reputation
  - Strengthen your general consulting skills



# Thank you for not looking at your watch too many times!...