

EHF EURO

BEYOND 2020

BID BROCHURE

EHF EURO 2022/24

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Be part of the next chapter of the EHF EURO

In 2016, billions of people watched the Men's and Women's EHF EURO events around the globe. Millions more followed across digital channels and hundreds of thousands of fans witnessed the events for themselves in arenas across Poland and Sweden. These were record-breaking results and offered us a moment to savour and celebrate as the EHF's flagship national team events reached new heights.

The EHF EURO has flourished since the first European Championship events were held back in 1994 and has firmly established itself as one of the top events in international handball. It is an appealing platform for partners and sponsors and, even more importantly, it has become a competition that thrills and excites both players and fans alike.

This successful development also points us to the future potential of the competition. Audience numbers and media coverage have been growing exponentially year on year, as has the event's online reach thanks in no small part to the EHF's innovative approach to digital and investment in providing engaging content to handball's ever-growing fan base. This global audience makes the EHF EURO an attractive proposition to companies looking for an opportunity to promote their brands.

In 2020, the EHF EURO will expand once again, as the men's competition grows from its current 16 teams to 24, becomes the first to be hosted by three nations, Sweden, Austria and Norway, and the first to be played in a football arena. This will be a pivotal moment in the development of the competition as more national teams are offered the chance to play for the European title, the event enters new markets and attracts an even larger pan-European audience.

Croatia and France will host the next events in 2018 and we expect both continued growth and success. The focus of this publication, however, is the EHF EURO 'Beyond 2020' and particularly the Men's and Women's EHF EURO events in 2022 and 2024. Here we set out the EHF's vision for these events and offer bidding nations an insight into the standards and expectations of organising a major international sports event.

The EHF EURO is a prestigious sports event and can offer bidding nations many benefits and opportunities. Successful bids will bring new ideas and innovative concepts and we are looking forward to working with member federations to ensure both the organisation of successful events and a lasting legacy in host nations.

Michael Wiederer, EHF President

THE MOST ELECTRIFYING TEAM SPORT IN EUROPE

Europe's N^o.1
indoor sport

115
MILLION
HANDBALL
FANS

HUGE
GLOBAL
TV AUDIENCE

19
MILLION
HANDBALL
PLAYERS

FAST-
PACED
DYNAMIC
SPORT



THE EHF EURO IN NUMBERS

EHF EURO
world's most competitive
handball tournament

24 EVENTS
SINCE 1994

NORWAY
MOST SUCCESSFUL
WOMEN'S SIDE

SWEDEN
HAVE WON 4
MEN'S GOLDS

CROATIA
FIRST NATION TO
HOST MEN'S
EHF EURO TWICE

17 NATIONS
HAVE HOSTED
THE EHF EURO

The EHF EURO is the European Handball Federation's flagship national team event. First played in 1994, the final tournaments for men and women have established themselves over the past two-and-a-half decades as leading events on the international sports market.

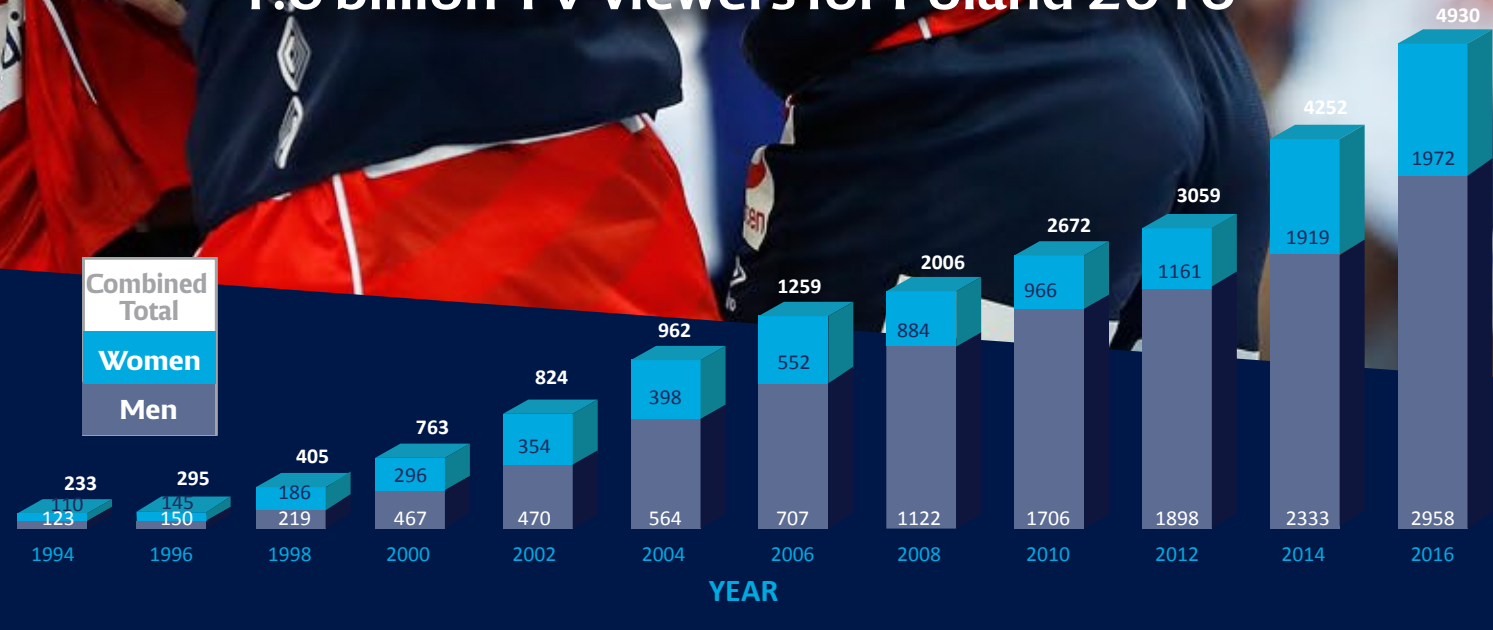
Each event is followed by billions around the globe on TV, across digital platforms and also live in sold-out arenas in each host nation. The competition brings together Europe's top teams and the world's best players in a format that is both interesting and enthralling not only to fans and players but also to the media, partners and sponsors.

EHF EURO TV AUDIENCE KEEPS GROWING

1.6 billion TV viewers for Poland 2016



TV audience (millions) 1994-2016



Hours of programming 1994-2016

THE MOST SUCCESSFUL EHF EURO YET

1 billion impressions on official
hashtag #ehfeuro2016

400,622
RECORD N° OF
SPECTATORS

60 MILLION
DIGITAL REACH

1 MILLION
UNIQUE USERS
EHF-EURO.COM

The Men's EHF EURO 2016 in Poland was the biggest and best EHF EURO to date. The Polish Handball Federation invested a considerable amount into the event, not just in financial terms but also human resources and passion to create an event that was followed by the biggest TV audience yet. Millions followed across digital channels too, with a 300% increase in digital reach compared to the previous EHF EURO in 2014 in Denmark.

There was a real handball fever in sport-loving Poland in January 2016 as fans packed into the arenas in the host cities in Krakow, Katowice, Wroclaw and Gdansk during the two weeks of the championship. A record 400,622 fans watched the 48 matches of the tournament live in the arenas, breaking the previous total of 316,500 set in Denmark in 2014. The handball party also extended into the centre of each of the cities where fans without tickets were able to follow the action live via public viewing and join in the party in special fan zones created for the event.

1.65
BILLION
TV AUDIENCE

BROADCAST
IN 175
TERRITORIES

2,958
HOURS
OF COVERAGE



MOST WATCHED EHF EURO EVER

Men's EHF EURO 2018

Women's EHF EURO 2018

WHERE NEXT for the EHF EURO

CROATIA

The next Men's EHF EURO will take place in Croatia in January 2018. It marks a significant point in the history of the competition. The 13th edition of the Men's EHF EURO will be the first to be hosted by a nation for the second time (Croatia hosted back in 2000) and also the final men's event to be played with 16 teams.

The event will be played from 12 to 28 January 2018 with Europe's top teams competing in the preliminary round in Split (Group A), Poreč (Group B), Zagreb (Group C) and Varaždin (Group D). The three best ranked teams from the preliminary round will move to main round in Varaždin and Zagreb. The final weekend will be played in Arena Zagreb in front of over 15,000 spectators.

The Croatian Handball Federation is working hard to ensure full arenas in January 2018 through promotional activities focused around its mascot, Tor. Using the hashtag #TorOnTour the mascot has been travelling around Europe to raise the profile of the final tournament.

Varaždin

Zagreb
(Finals)

Croatia

Poreč

Split



FRANCE

France will host an EHF EURO event for the first time in its history in December 2018. The event will be played from 29 November to 16 December 2018, an additional day added to the programme to allow for the playing of an opening match involving the French national side.

Five different venues around the country will host the 16 participating teams. The preliminary round will be played in Nantes, Brest, Montbéliard and Nancy, the main round in Nantes and Nancy before the event moves to the nation's capital, Paris, for the final weekend. The event's slogan is 'Handballissime', a simple yet powerful message encouraging all towards maximum achievement in 2018.

After having entertained more than 540,000 people during the Men's World Handball Championship in 2017, the tournament's much-loved mascots, Rok and Koolette, have been brought back to promote the Women's EHF EURO 2018. The two characters embody the values of handball, combining strength and power for Rok, agility and dynamism for Koolette, their names referring to the 'roucoulette', the French word for spin shot.

Brest

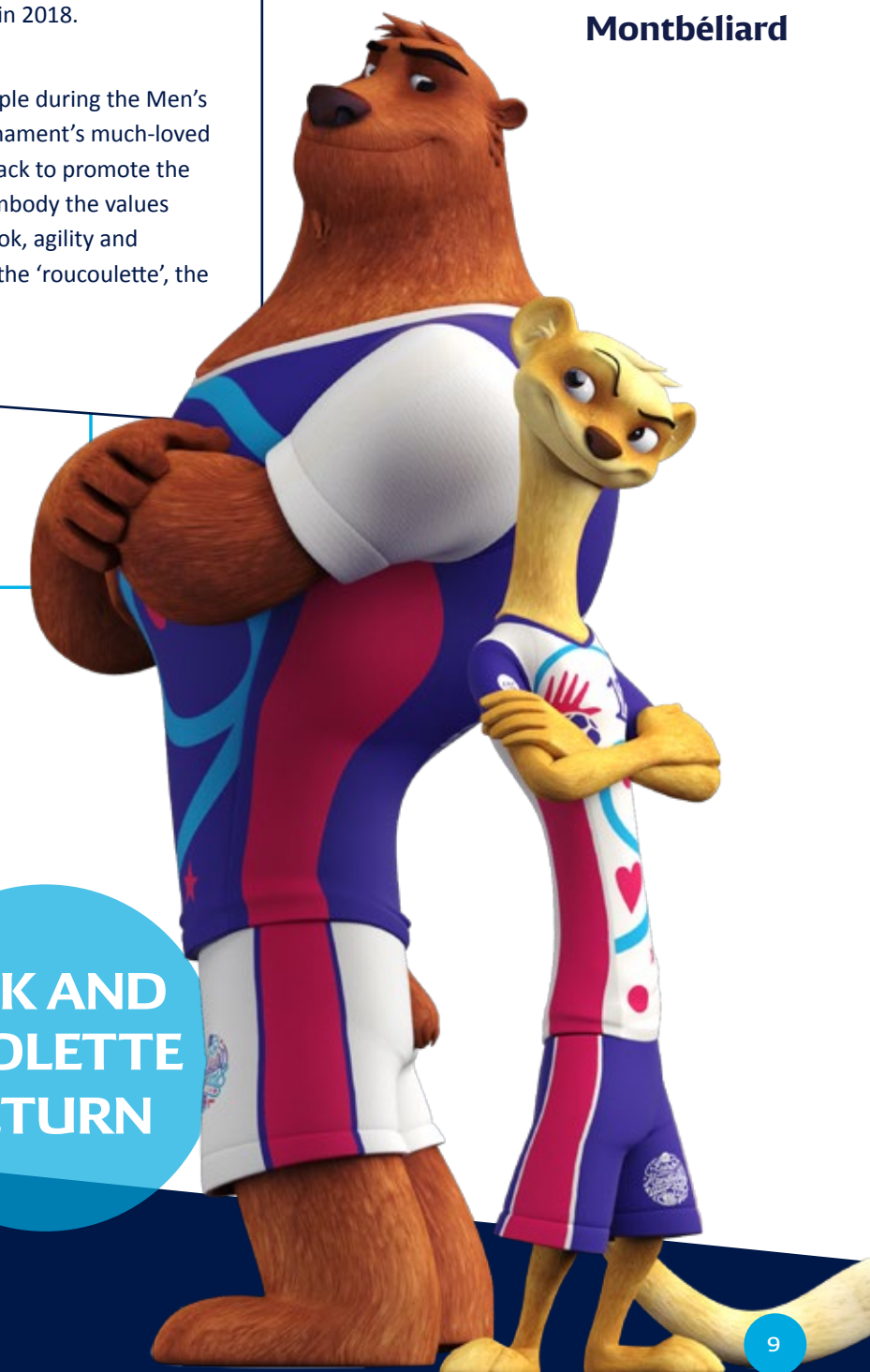
Paris
(Finals)

Nancy

France

Nantes

Montbéliard



ROK AND
KOOLETTE
RETURN



OFFICIAL
MATCH
BALL



TOURNAMENT GROUP DRAW RESULT

Group A	Group B	Group C	Group D
Croatia	France	Germany	Spain
Sweden	Belarus	FYR Macedonia	Denmark
Serbia	Norway	Montenegro	Czech Republic
Iceland	Austria	Slovenia	Hungary

Men's EHF EURO 2020

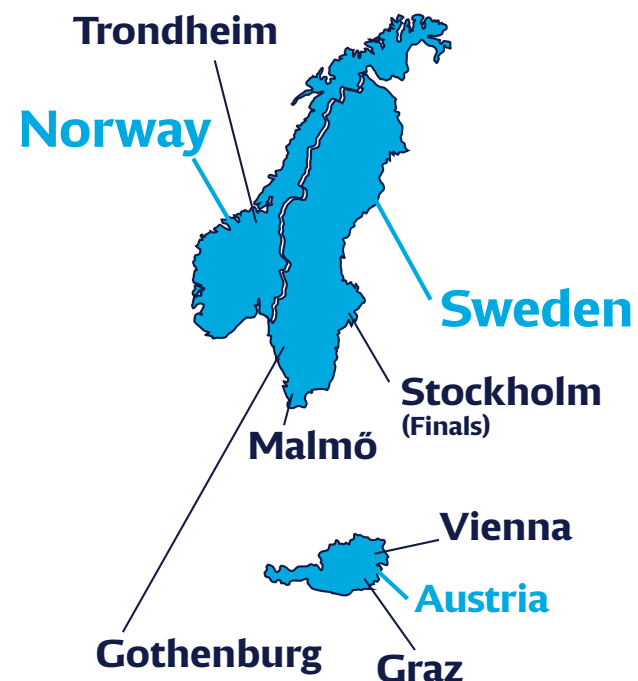
Sweden, Austria & Norway

In 2020, the Men's EHF EURO will take a giant step forward as it expands from a 16-team event to be played with 24 teams. Also, another first will see the event hosted by three nations. First to take up the challenge are the federations of Sweden, Austria and Norway; three hosts with a wealth of experience, having organised six men's and women's events between them. Norway will also co-host the women's event in 2020.

**FIRST
EHF EURO
WITH 24
TEAMS**



MEN'S EHF EURO 2020
SWEDEN - AUSTRIA - NORWAY
10 - 26 January



RECORD CROWD FOR FINALS PLANNED

The three organisers plan to hold the championship in six different cities and venues. They have also confirmed that this EHF EURO will be the first to be played in a football arena, with the final weekend to be held in Stockholm's Tele2 Arena, a multi-purpose stadium with a retractable roof in front of 24,000 spectators. The six preliminary round groups shall be played in the Austrian cities of Vienna and Graz, the Norwegian city of Trondheim and the Swedish cities of Malmö and Gothenburg. The main round will take place in Vienna and Sweden (either Malmö or Gothenburg), and for the finals the tournament will move to the Swedish capital Stockholm.



Women's EHF EURO 2020



**Norges
Håndballforbund**

**10 X
WINNERS
NORWAY &
DENMARK**



NORWAY & DENMARK

Two of the most successful women's handball nations of all time will join forces in 2020 to host the 14th edition of the final event after being awarded the event at the EHF Congress in Dublin in September 2014.

Together they have won a total of 10 EHF EURO titles and also rank amongst the most experienced host nations in Europe. They were joint hosts of the women's event in 2010; Denmark hosted the women's event in 1996 and 2002 and the men's in 2014. Norway previously hosted the men's event in 2008 and will also co-host with Sweden and Austria in 2020. The event is scheduled to be played 4 to 20 December 2020.

Venues

Norway will take the lead in the organisation of the event with the final round set to be played in the Telenor Arena in the capital, Oslo. The preliminary round will be played in the 14,000-capacity Boxen Arena in Herning, Denmark and Trondheim, Norway. The main round will take place in Herning and Stavanger's Idrettshall.

EVENT CONCEPT EHF EURO 2022/24

With the Men's and Women's EHF EURO events in 2022 and 2024, a new era begins for the EHF's flagship national team events. In 2020, the Men's EHF EURO will be played with 24 teams for the first time, a massive development for the competition as it enters new markets and provides more nations with the opportunity to play with the very best on the European stage.

The event has already established itself in the psyche of the sports fan. TV audiences are counted in their billions and there is a large and growing following across social and digital channels. With this level of interest there are huge rewards for the organisers of a successful EHF EURO event in 2022 or 2024, in addition to opportunities to create a legacy for the sport for many years to come.

The men's and women's events in 2022 and 2024 will be played in two different formats. 16 teams will play in the Women's EHF EURO over 15 days. The preliminary round is made up of four teams each. The top three teams in each group then play in the semi-finals. An expanded men's competition from 2020 sees 24 teams competing but still over 15 days. The major difference will be the fact that the preliminary round is played in six groups of four teams (examples on next page).

An EHF EURO is, however, about more than just playing handball. It is a major international sports event and a brand in its own right. It needs to be promoted and fans want to be entertained. It is a communications platform for partners and sponsors and the needs of the media need to be catered for to ensure extensive worldwide coverage. Over the next few pages you will find out more about what it will take to organise an EHF EURO event in 2022/24.

MEN'S EHF EURO 2022
14 - 30 January

WOMEN'S EHF EURO 2022
4 - 20 November

MEN'S EHF EURO 2024
12 - 28 January

WOMEN'S EHF EURO 2024
29 November - 15 December

MATCH SCHEDULE WOMEN'S EHF EURO 2018

16 TEAMS DIVIDED INTO 4 GROUPS

BREST • MONTBÉLIARD • NANCY • NANTES • PARIS

<

16 PLAYING DAYS*, 47 MATCHES

*Extra match day to be played due to addition of an opening match
The schedule is subject to change

MATCH SCHEDULE MEN'S EHF EURO 2020

24 TEAMS DIVIDED INTO 6 GROUPS

VIENNA • GRAZ • TRONDHEIM • MALMO • GOTHENBURG • STOCKHOLM

</

15 PLAYING DAYS, 65 MATCHES

The schedule is subject to change

NEW FORMAT

24 teams
from 2020

Eight additional nations will get the opportunity to play in the Men's EHF EURO from 2020 thanks to the expansion of the competition to 24 teams. The initiative from national federations will give a major boost to the 'middle-ranked' nations, which will now also have a realistic chance of playing at the top level and allow them to access additional funds and subsidies.

This expansion also opens up new commercial opportunities for the competition as it enters more markets, creating additional revenue streams through the sale of media and marketing rights.

With the objective of the first EHF EURO in 2020 with 24 teams in sight, the European Handball Federation developed various new initiatives to tackle the issue of qualification for the revamped EHF EURO. The changes started with the introduction of a new two-tier playing system from 2016 in the younger age category events, to encourage more nations to play in national team competitions.

To maximise the number of nations playing in qualification, and aware that playing in qualification on a home and away basis can be challenging for many of the continent's emerging nations, the EHF also integrated the Men's IHF Emerging Nations Championship into the qualification system. For qualification to 2020, no fewer than 48 out of the EHF's 50 member nations entered, with nine nations playing in the first phase of qualification and 15 playing in the Men's IHF Emerging Nations Championship.

ROUTE TO QUALIFICATION

10/2016

EHF EURO 2018
EURO Qualification (1/2)

EHF EURO 2020
EURO Q phase 1 (1/2)

01/2017

EHF EURO 2018
EURO Qualification (3/4)

EHF EURO 2020
EURO Q phase 1 (3-6)

04/2017

EHF EURO 2018
EURO Qualification (5/6)

EHF EURO 2020
IHF Emerging Nations Championship

06/2017

7 Groups of 4 teams:
1st, 2nd, and 1 best 3rd
ranked team qualifies

01/2018

EHF EURO 2018 CRO¹⁶

3 top ranked teams qualify

10/2018

EHF EURO 2020
EURO Qualification (1/2)

EHF EURO 2022
EURO Q phase 1 (1/2)

01/2019

EHF EURO 2020
EURO Qualification (3/4)

EHF EURO 2022
EURO Q phase 1 (3-6)

04/2019

EHF EURO 2020
EURO Qualification (5/6)

EHF EURO 2022
IHF Emerging Nations Championship

06/2019

8 Groups of 4 teams:
1st 2nd and best 3rd
ranked teams qualify

01/2020

**EHF EURO 2020
SWE/AUT/NOR**²⁴

**EHF EURO 2022
Qualification**

Winner qualifies

Winners qualify

Qualified teams too

IDENTITY

the EHF EURO logo evolves



In 2016 a new corporate identity was launched for the EHF EURO events, starting with the Men's EHF EURO 2020. For over 20 years the EHF EURO logo has changed with each championship, often causing problems in its implementation in areas such as TV graphics, merchandising and printing.

The further development of the EHF EURO brand was clear for all to see from the start of the Men's EHF EURO 2016 in Poland. Gone was the distinctive but outdated 'yellow and blue' flooring system that was first introduced in 1998 to be replaced by a 'lagoon blue' floor, already well known to handball fans given that it has been an integral part of the EHF Champions League brand since 2006. Extra elements, however, make the floor unique to the EHF EURO. The area surrounding the court is dark blue as is each six-metre area – the same blue as used in the updated EHF logo – and, a key feature of the previous floor, the coaching zone, is red.

The new EHF EURO corporate identity incorporates a design system, which reflects not only the EHF brand but also the individual characteristics and flare of each championship. The EHF logo is at the centre of the new logo and each organiser has the freedom to create an individual logo for their event within the framework of the design system.

The first version of the logo for 2020 combines the colours of the three host nations in the same space while incorporating each country's flag. Combined with the EHF logo and its official font, the logo offers a clear and uncomplicated design, but still allows for creativity to flourish and partnerships to evolve.

The system does also allow for some flexibility. The newest addition to the logo family is the composite logo so that every official sponsor, host city, partner or supplier can have their brand implemented in the right way.

The aim of the changes is to create a consistent look for handball in Europe - with the use of the distinctive 'lagoon blue' already used in the EHF Champions League - that handball fans will recognise as being a common feature across all EHF's top competitions. The floor has also been introduced to the EHF's top younger age category events.



5 COLOURS

The MEN'S EHF EURO 2020 colour palette consists of pre-defined complementary colours to give maximum flexibility in their use.

It may occur that for applications of the logo on/in textiles, the colours of the MEN'S EHF EURO 2020 palette are not available. In this case the closest possible colours need to be selected; colours that fall out of the MEN'S EHF EURO 2020.

5.1 COLOUR PALETTE

CMYK

- 1 100/54/19
- 2 0/14/100/0
- 3 0/86/43/0
- 4 0/0/0/0
- 5 15/100/85/2
- 6 0/0/0/0
- 7 100/48/21/5
- 8 0/0/0/30
- 9 100/70/72

RGB

- 1 0/82/147
- 2 254/203/0
- 3 239/51/64
- 4 255/255/255
- 5 250/14/52
- 6 255/255/255
- 7 0/0/155
- 8 238/229/239
- 9 0/20/50

Pantone

- 1 PMS 301 C
- 2 PMS 116 C
- 3 PMS 032 C
- 4 PMS 156 C
- 5 PMS 287 C
- 6 PMS Cool Gray 1 C
- 7 PMS 448 C

Black

- 1 0/0/0/100
- 2 0/0/0/0

White

- 1 0/0/0/0

Monochromatic

- 1 0/0/0/77
- 2 0/0/0/20
- 3 0/0/0/15
- 4 0/0/0/0
- 5 0/0/0/70
- 6 0/0/0/0
- 7 0/0/0/82
- 8 0/0/0/10
- 9 0/0/0/100

Hexadecimal

- 1 #005293
- 2 #FECB00
- 3 #E73440
- 4 #FFFFFF
- 5 #E51833
- 6 #FFFFFF
- 7 #005293
- 8 #E5E5E5
- 9 #005293

7 REPRODUCTION PROCESS CARD

This page gives you a quick overview of which logo state to supply when you are producing your communication material.

Printing

- Four-colour/digital
- Two-colour
- One-colour
- Silk-screen

On-screen

- Electronic media
- Word processing
- Web
- Television

Other

- Embroidery
- Engraving/foamcutting
- Etching/engraving
- Holography

To guarantee quality reproduction, do supply at or near files or highly defined .jpg (.png) files.



MEN'S EHF EURO 2020

SWEDEN - AUSTRIA - NORWAY

10 - 26 January

ORGANISATION of the EHF EURO

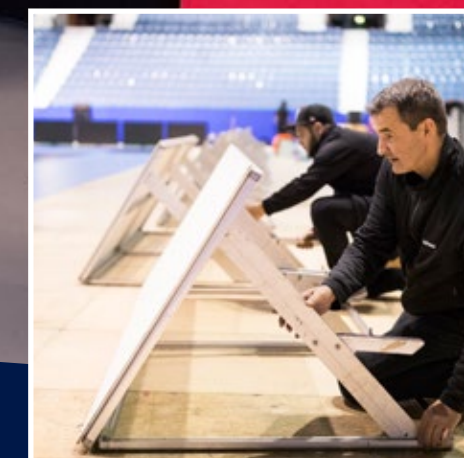
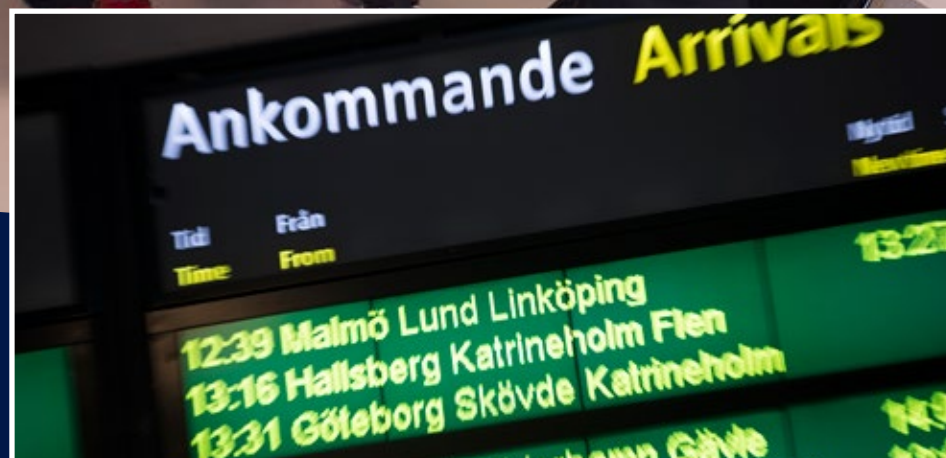


The organisation of an international sports event such the EHF EURO is a major undertaking for any national federation and many different aspects have to be taken into consideration right from the awarding of the event by the EHF Congress.

A basic timeline is defined for organisers for the next four to six year period detailing all the preparation and tasks that need to be completed before the final tournament. Continual expert assistance and support is provided throughout the process by the EHF and its event partners with regular workshops and site visits to ensure progress towards the final event.

Key elements such as venues, ticketing and preparation events have to be agreed with the EHF as do aspects such as event promotion, the organisation of draw events, heads of delegation conference and the officials conference.

Underpinning the organisation of the event is a professional team of staff and volunteers, especially in key areas such as media management, marketing, finances, venue management, logistics, transport and ticketing.



Men's EHF EURO:

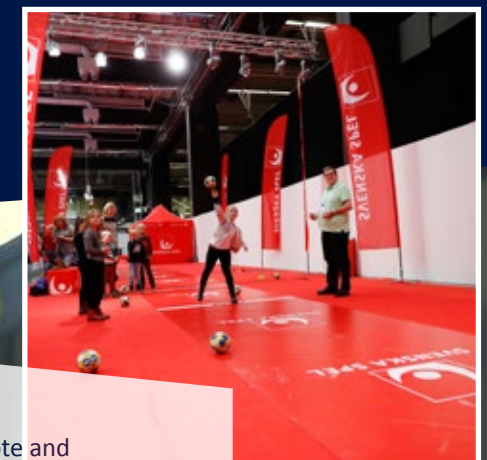
100 staff, 1,800 volunteers,
6 arenas, more than 500,000 fans

Women's EHF EURO:

70 staff, 1,200 volunteers,
4 arenas, more than 400,000 fans

PARTNERS & SPONSORS

Clear & exclusive partner structure



The EHF EURO provides partners and sponsors with an unrivalled pan-European platform through which to promote and activate their brands and products to an audience of billions on TV as well as through digital channels and on-site.

The package of benefits available to the event's official sponsors includes: strong brand positioning in camera view around the court through advertising sequences on LED boards, floor stickers and interview backdrops as well as full activation rights, corporate hospitality opportunities and tickets. From the EHF EURO 2018 in Croatia, sponsors will be able to make use of a full 80 metres of LED advertising surrounding the court, providing much improved visibility for brands and their advertising.

In addition to presence in the arenas, sponsors can also benefit from many additional branding and activation opportunities. Through branded content or campaigns on digital channels, it is possible to engage with millions of fans through the EHF EURO events' official digital channels. On-site too, opportunities can be provided for activation at special locations in the host cities, including fan areas in the city centres or arenas.

**TITLE
SPONSOR**

**8 OFFICIAL
SPONSORS**

**ADVERTISING
PARTNERS**

EHF PARTNERS

8 NATIONAL SUPPLIERS

- Most exclusive level in the partner hierarchy
- Complete category exclusivity
- All available rights



PROMOTION of the EHF EURO

Every EHF EURO organiser dreams of sold-out arenas, record TV audiences and the chance to raise the profile of handball in their home nation through the successful organisation of this high profile international event. This success, however, comes only with careful planning and a lot of hard work in the run-up to the event to publicise and promote both on a national and international basis to raise awareness of the organisation of the event and sell tickets.

A carefully thought-out and targeted promotional plan forms an essential part of the organisation of any major event to raise the profile of the event to handball fans looking to buy tickets and also to create a buzz around the event once the matches begin. The most successful EHF EURO events to date have been highly active in their promotional campaigns through social and digital media channels, special media events, PR events, an official song as well as mascot and trophy tours.

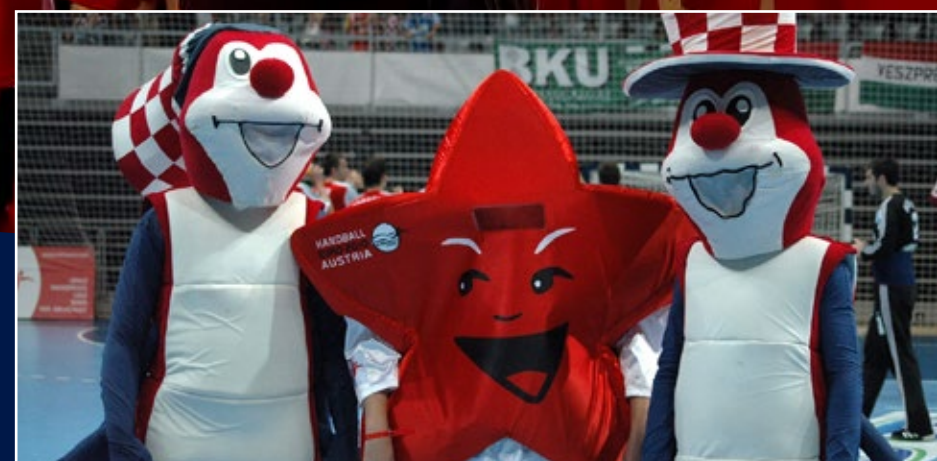
CASE STUDY: Men's EHF EURO 2010

The Austrian Handball Federation had to work hard to create 'Magic Moments' in Austria in 2010 but thanks to an extensive international promotions tour and a little help from DJ Ötzi's extremely catchy song 'Sweet Caroline' the event proved to be one of the most memorable EHF EUROs to date.

CASE STUDY Men's EHF EURO 2016

The Polish Handball Federation's promotion of EHF EURO 2016 started a full 20 months before the event threw off in the country. With a whole series of promotional events in Poland, across Europe and worldwide aimed at selling tickets and, indirectly, popularising handball in the country.

Visit beyond2020.ehfoffice.at to read the complete case studies



EVENT EXPERIENCE

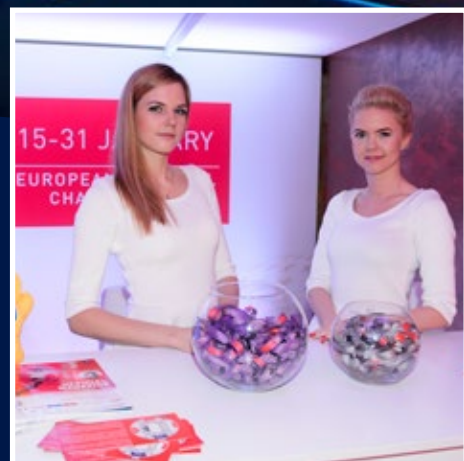
Top-class handball has long been about more than simply two teams competing over 60 minutes.

The handball match has become an event and the sport a form of entertainment, competing to attract fans not just from other sports but also many other leisure activities – and it is a competitive market.

Fans want an experience well beyond the handball court and their expectations have been raised by the development of major sports events, like the VELUX EHF FINAL4, where the sporting action is mixed with spectacular show elements.

Partners and sponsors too want more than simple brand exposure through television or in the arena through floor or LED advertising systems. They want to create a dialogue with fans and their customers and to engage with them whether this be on site through promotional stands or corporate hospitality or through social and digital campaigns.

At the EHF EURO events, the overall event experience is key to attracting fans to the event and ensuring that they come back for more. This is a major consideration for organisers and includes entertainment, VIP and corporate hospitality opportunities, fan zones and promotional areas as well as entertainment, music and show elements around matches.



DIGITAL ENGAGEMENT

1 BILLION
IMPRESSIONS
#ehfeuro2016

With the Men's EHF EURO 2014 in Denmark came the development of a new digital strategy for the EHF EURO events. The official website, ehf-euro.com, was relaunched, new social media channels were added and there was a fresh approach to content creation, with a focus on the development of storytelling and engaging multi-media content. A team of almost 30 media professionals now provides content for the official EHF EURO channels during each event.

The EHF has also pioneered the use of mobile journalism in its coverage. As the smartphone has become the defining device when it comes to news consumption, mobile journalism has enabled the federation to engage quickly and effectively with its continuously growing fan base.

At the Men's EHF EURO 2016 in Poland in January, mobile and tablet usage accounted for 54 per cent of visits to the official website, www.ehf-euro.com. For the first time, mobile use had exceeded visits from desktops. Figures for the Women's EHF EURO 2016, played in December across Sweden, showed that 60 per cent of all users accessed the website with a mobile device. Furthermore, the EHF's social media channels on Twitter, Facebook, Instagram and Snapchat – channels which are aimed primarily at mobile users – have accumulated a following of more than 500,000 people.

EHF EURO
BEYOND 2020

Engaging the mobile generation

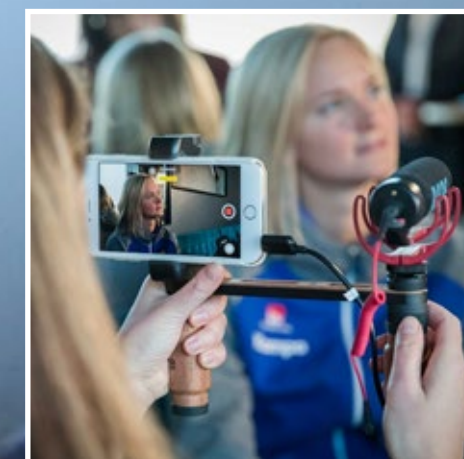
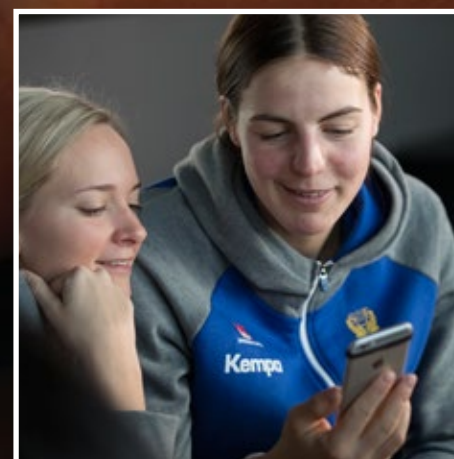
EHF's digital channels have increased their reach by more than 300%

The challenge for the EHF has been how it can best create media-rich content for a variety of channels to engage effectively with its growing mobile audience. The answer: mobile journalism, and a team of reporters providing innovative behind-the-scenes coverage using just their mobile devices and a variety of apps.

At the Men's EHF EURO 2016 in Poland, a team of eight mobile journalists joined the EHF's media team. This record-breaking event saw the EHF's digital channels grow their reach by more than 300 per cent, engaging an audience of upwards of 60 million thanks in no small part to the extensive behind-the-scenes content gathered by mobile reporters.

2016 ended with the Women's EHF EURO 2016 in Sweden, and the coverage provided by the EHF's mobile reporter team over the course of the 15-day event underlined the fact that the EHF's mobile journalism strategy continues to develop in the right direction from event to event.

A dedicated Snapchat mobile reporter was also added to the team for the first time at the Women's EHF EURO, bringing a new level of personality, creativity and originality to the coverage, unleashing the potential of Snapchat as a captivating storytelling tool in particular for younger audiences. This has also led to the development of a brand new format for the platform with the first 'Handball Zap', a magazine format show.



MEDIA & TV

ensuring the whole world
sees the EHF EURO

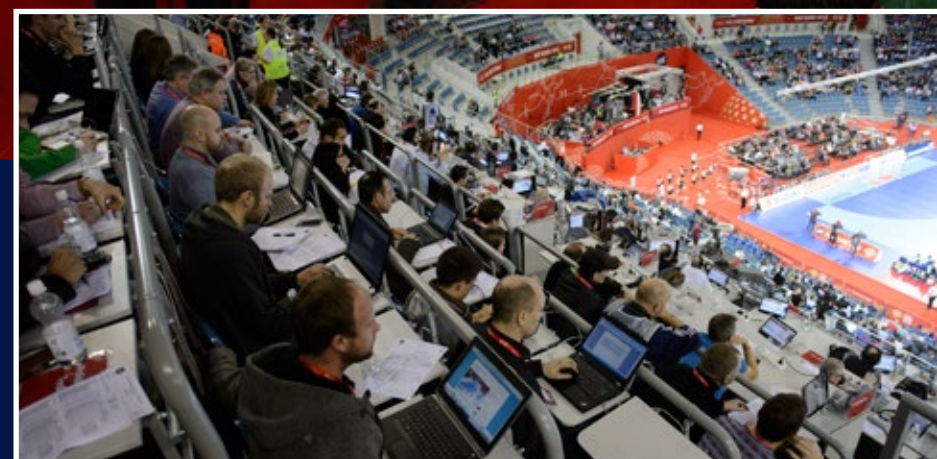
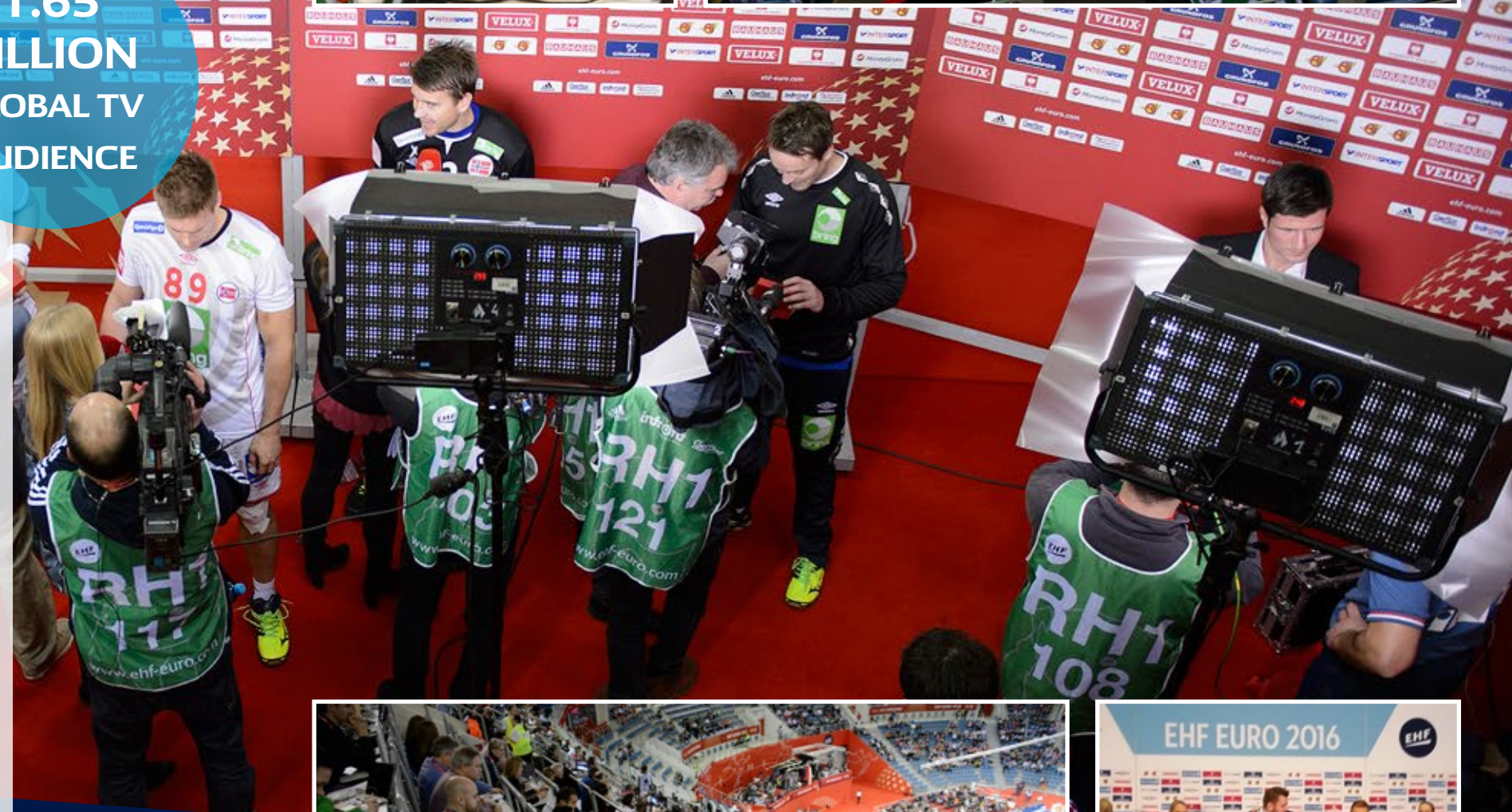
1.65
BILLION
GLOBAL TV
AUDIENCE

The EHF prides itself on its positive relationship with the sport's media and seeks to provide the best working conditions to ensure both positive and extensive coverage of the EHF EURO events worldwide. This is particularly important at the EHF EURO events, where more than 1,000 media representatives can be on-site, and a close cooperation is essential between the EHF's own media team, the organising committee and media partners.

A professional media management concept is the key to providing the infrastructure, services and access that the media require at major international events. The EHF's operations are managed by an experienced media manager, with the support of media supervisors in each venue. They work closely with the organiser's own media management staff and volunteers in each of the venues and also the staff of the EHF's media partner.

The extensive media services provided by the EHF complement those provided by the EHF's own media partner to ensure that all media, whether they be written journalists, photographers, TV or radio, have the support they require during the event. This includes the provision of extensive event information and statistics, a flash-quotes service as well as numerous media events to ensure that the story of each event can be told through direct contact with players and coaches off the court.

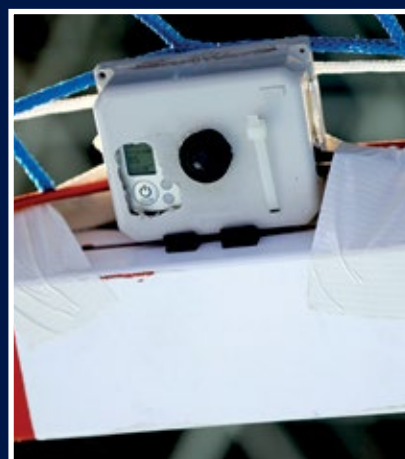
For TV partners, a complete range of host broadcaster and production services are offered to ensure that the best quality pictures are beamed into the homes of viewers around the world. With a large number of broadcast agreements for each event, the best quality production quality is guaranteed and always developing from event to event.



TECHNOLOGY

in game administration

The EHF has been at the forefront of the development and use of new technologies in handball to assist match officials in game administration in its top competitions. The Women's EHF EURO 2016 in Sweden was the first to make use of an extended range of tools:



Goal-light technology

Goal-light technology is a special initiative from the EHF to ensure that players, officials and fans also have a visual signal each time a buzzer sounds for team timeouts or at the end of each half – essential in large arenas where a loud atmosphere can make it difficult to hear the whistle. The signal also provides further help to referees in deciding whether a last-second shot has crossed the line or not.

Goal-line cameras

With cameras installed in each goal, this technology provides referees with the opportunity – if they decide – to pause the game and see whether a ball has completely crossed the line, or, as the video is linked to the match clock, if the ball has crossed the line before the end of the half.

Instant replay

Introduced for the first time at the VELUX EHF FINAL4 2016, the system was in use in every game at the EHF EURO in Sweden. It offers referees the possibility to watch any match situation immediately on a TV screen at the side of the court, before they reached a final decision. It is only the referees and not a third official or delegate, who can decide that they wish to refer to technology to ensure that they reach the correct decision.

Digital scoresheet

The EHF offers teams and officials a unique service at each of its top events in the form of the digital scoresheet – basically, a visual representation of the paper scoresheet available at the end of each match – users can view any situation of the game with the click of a button in real-time on a PC or mobile device. Situations that have been scouted can be filtered to view different actions during the game including goals, two-minute suspensions or fouls.

NEXT STEPS

BIDDING TIMELINE

01/05/2017

Bidding nations to provide expressions of interest in the hosting of the Men's and Women's EHF EURO 2022 and 2024

01/07/2017

Publication of EHF EURO - Beyond 2020 and bidding manuals on official website and in print form to be sent to all bidding federations

01/09/2017

Extended deadline for bidding nations to provide expressions of interest in hosting the Women's EHF EURO 2022 and 2024

01/11/2017

Deadline for completed bidding and application documentation to be provided to the EHF Office

15/12/2017

Applications to be approved by the EHF Executive Committee at its meeting in Hamburg, Germany on the fringes of the Women's IHF World Championship

01/2018 TO 03/2018

Site inspections and bidding reports to be prepared by the EHF Office

03/2018

Confirmation of final EHF EURO 2022/24 bids by EHF Executive Committee at scheduled meeting (date and venue TBC)

13/04/2018

Deadline for providing the content for the official EHF EURO 2022/24 bidding website

02/05/2018

Bidding information from all bidding nations goes live on official EHF EURO 2022/24 bidding website

18/06/2018 TO 19/06/2018

Awarding of EHF EURO 2022/24 events at the 14th Ordinary EHF Congress in Glasgow, Scotland

Completing your bid

For a bid to be successful, not only is a world-class event and organisational concept required but also a professional presentation. The EHF EURO is Europe's flagship national team event and this must be reflected in the bidding materials. Each bid submission should be made up of the following elements:

Bid Book

Applications should be presented with detailed information in the form of a bid book. This should contain all of the main elements of the bid: vision, event concept, national, regional and local support for the bid as well as details of the host cities and venues. Deadline: 1 November 2017.

Online presentation

To assist in the promotion of each bid, each submission will be provided with a one-page section on the official bidding website. This should contain a summary of the main elements of the bid and can include: text, photographs and a promotional video. Each bid can also provide an additional link to its own bidding website. Deadline: 13 April 2018.

CREDITS

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