



FIVB™

How To Promote Successfully A Beach Volleyball Event

Guidelines

This is...



Olympic Discipline



Spectacular Games



Outstanding Resorts



Sustainable Budgets



Rules of the Game
Easy to Understand



Universal

... Beach Volleyball!

The background of the entire image is a photograph of a beach volleyball match. Three players are visible: one on the left is jumping to hit the ball, one in the center is jumping to block, and one on the right is in a ready position. The net is in the foreground, and the sand is visible. The image has a color gradient overlay, transitioning from yellow on the left to blue on the right.


Why This Guidelines?

The background of the image is a beach volleyball match in progress. Two players are jumping high above the net, one in a red jersey and one in a green jersey, both reaching for a volleyball. The court is sandy, and there is a large crowd of spectators in the background. Various banners and flags are visible, including "FIVB WORLD CHAMPIONSHIPS MANTOVA 2013" and "ORLEN".

To promote successfully
Beach Volleyball events at any level

A wide-angle, high-angle photograph of a beach volleyball match. The court is sandy and surrounded by a large, dense crowd of spectators seated on bleachers. In the background, there are buildings and a body of water. The scene is filled with energy and excitement. The text 'To attract on site audience and engage spectators' is overlaid in the center of the image.

To **attract** on site audience
and engage spectators



To **increase** media exposure
and value of an event



FIVB

To encourage and inspire everyone
who seeks to engage with an FIVB
Beach Volleyball event



5 Major Pillars



Attract On-Site
Audience



Digital Audience



Red Carpet Stars

—
Athletes



FIVB Support
to the Organisers



Development
Programs



I – Attract On-Site Audience

- 1) Goals
- 2) Stats
- 3) How
- 4) Recap





Goals



**To have packed stadia
not only over the final days**



**To create an experience
for the on-site audience**



**To share a philosophy
of life**



**Beach Volleyball = high-level sport
+ lifestyle + entertainment + fun**

Host the Events in **Iconic Places**



France
—
Paris



Germany
—
Berlin



Stavanger
—
Norway

Choice of the Venue

Strategic locations in terms of people's concentration & surroundings (restaurants, bars, shops, etc.)



Choice of the Venue

Safety of athletes, spectators, media representative, VIPs, etc.

DERS

Choice of the Venue

Sufficient number of **comfortable seats**
for general spectators and VIPs

Choice of the Venue

Evaluate the possibility of using
an **existing venue**
(e.g. tennis stadium, concert facility,
indoor facility, etc.)

Choice of the Venue

Space in the bleachers to give access to the athletes' guests and athletes



Choice of the Venue

Sufficient space to set up the facilities
(competition courts, warm-up courts,
village, etc.)



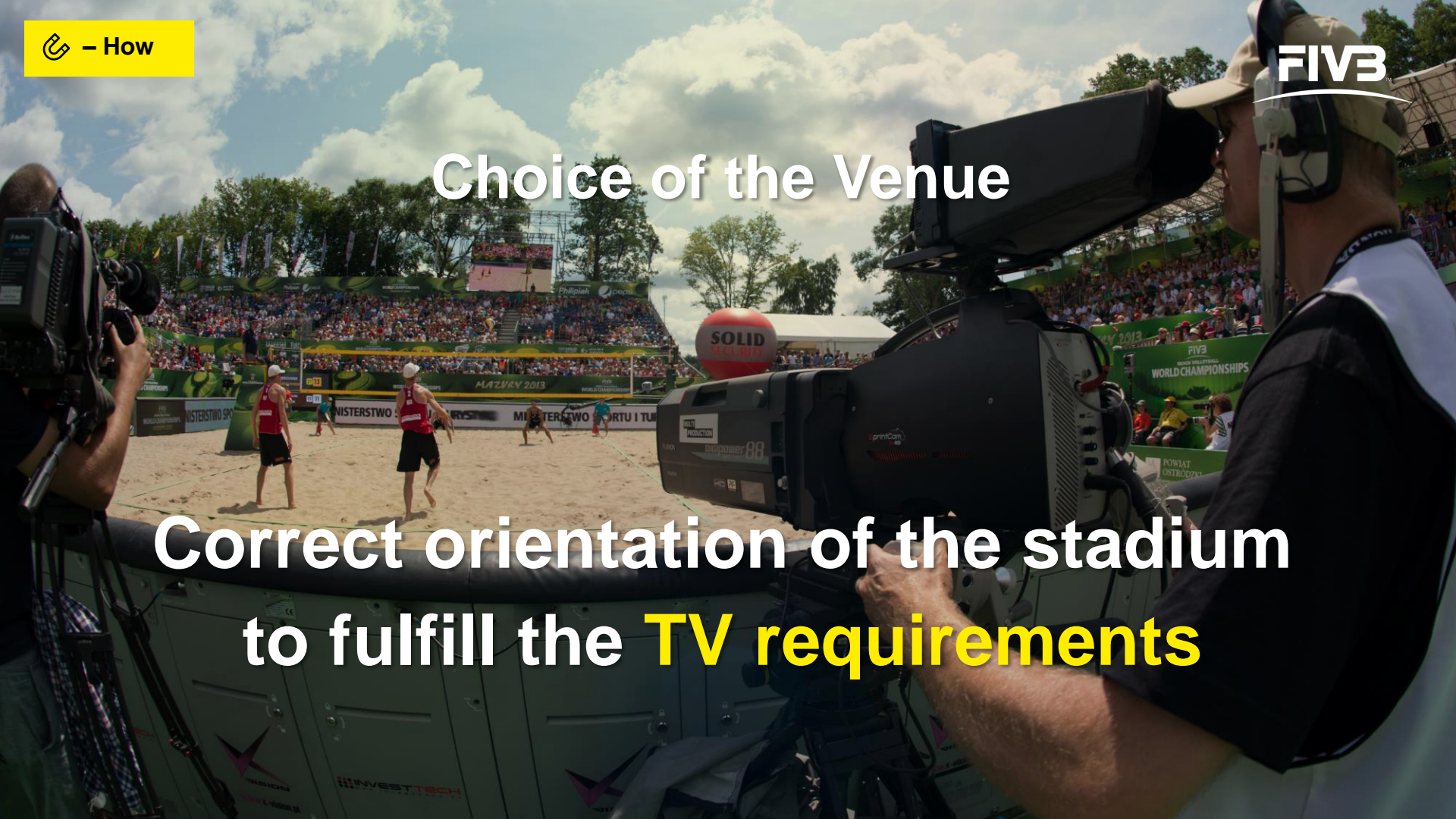
Choice of the Venue

Good visibility

from all VIP areas, general stands, etc.

Choice of the Venue

Correct orientation of the stadium
to fulfill the **TV requirements**



Choice of the Venue

Correct placement of the **video boards** and the **electronic scoreboards** (if any),
provision of the necessary space
to set up an **artificial lighting system**
(if any) and **sound system**

Choice of the Venue

Distance from the event's
official hotel



Choice of the Venue

Easy access to the venue from the main road /parking areas to the venue and proper flow of spectators



Choice of the Venue

Well-connected with transportation
with the city



Choice of the Venue

Wi-Fi connection



Set up Permanent Courts



Copacabana

—
Rio de Janeiro



Dorigny

—
Lausanne



Hermosa Beach

—
California

Night Matches/Sessions



London 2012



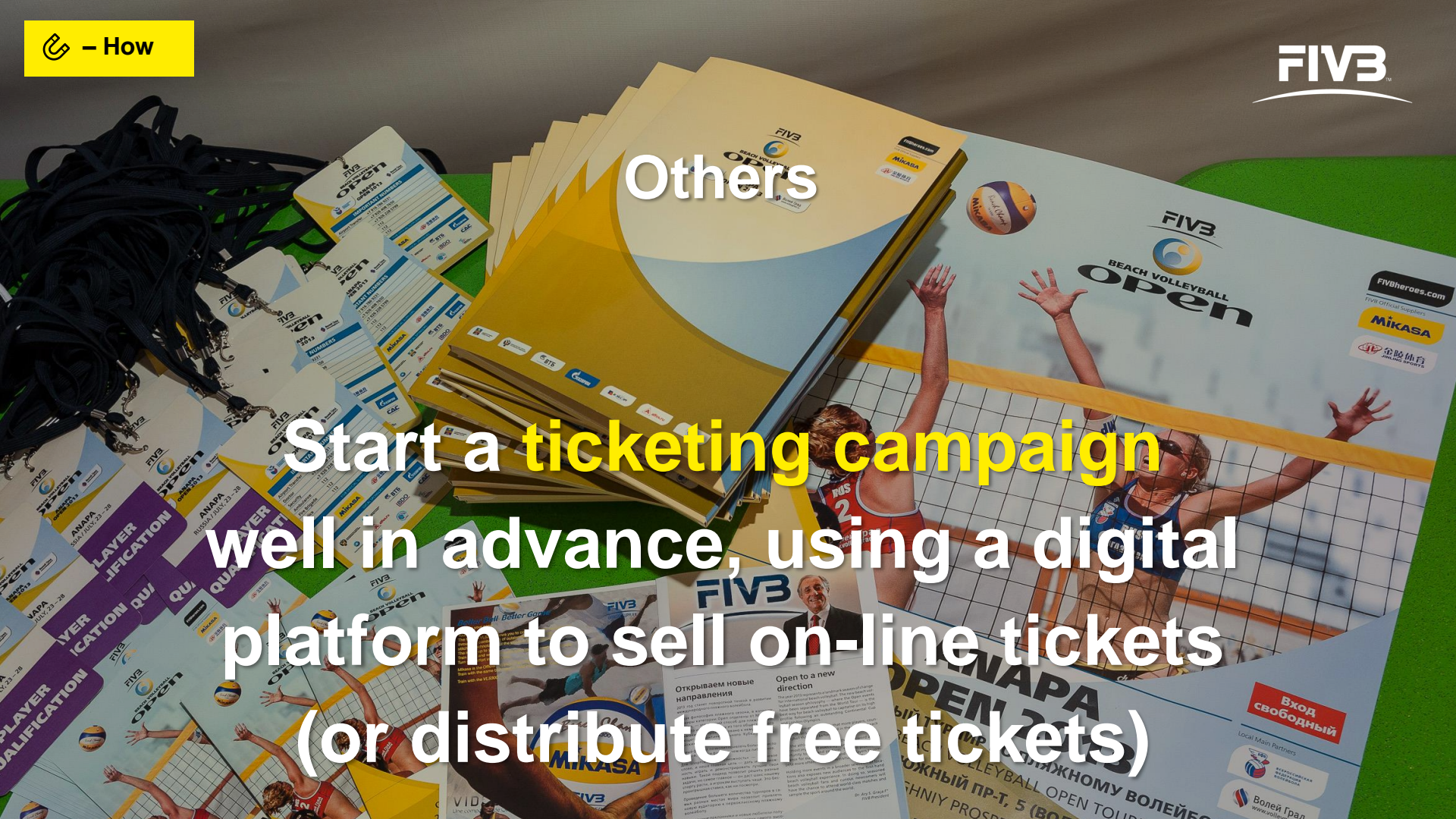
Rome 2011





Larnaca 2014

Others

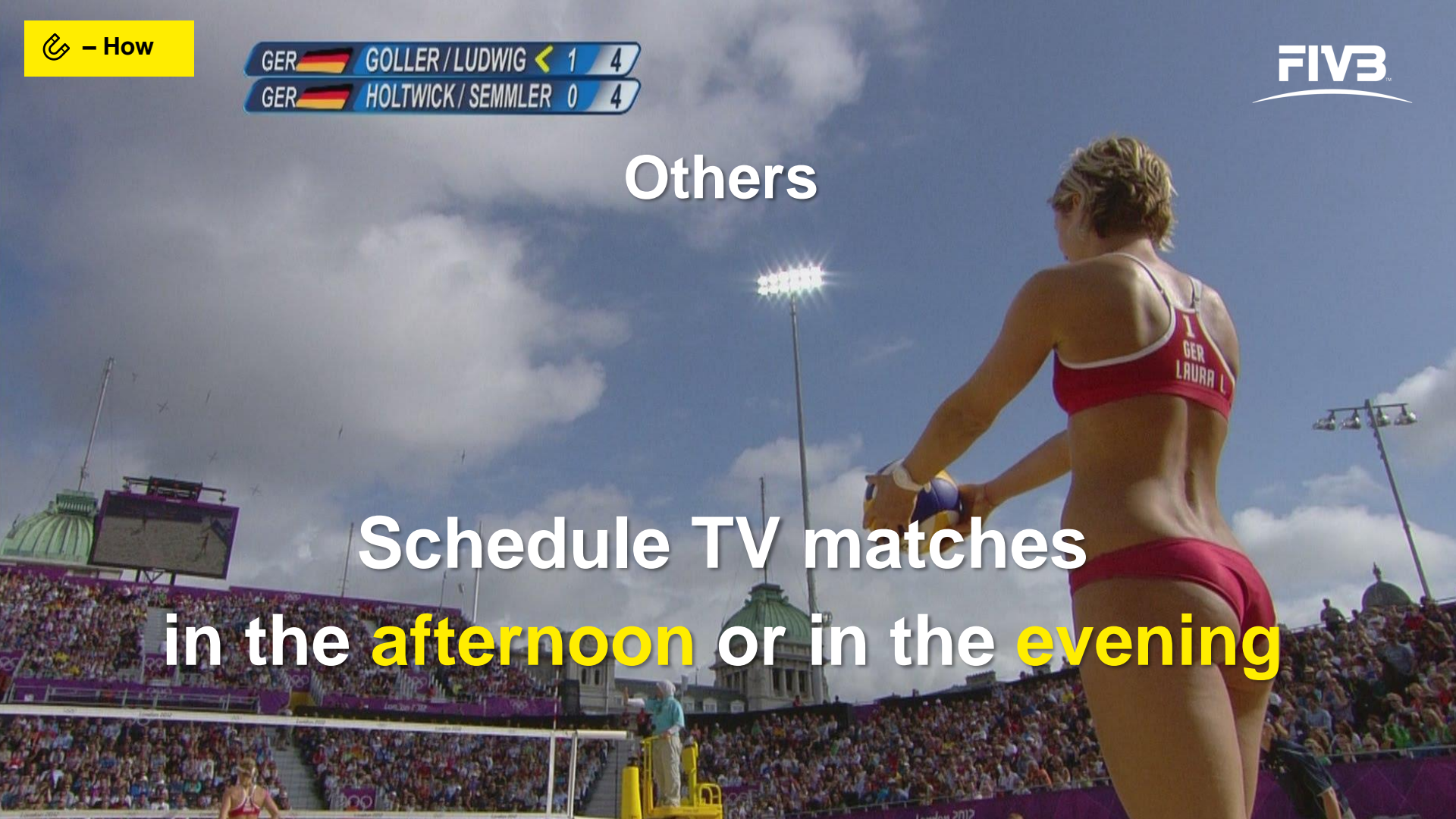
Start a **ticketing campaign** well in advance, using a digital platform to sell on-line tickets (or distribute free tickets)



GER  GOLLER / LUDWIG < 1 4
GER  HOLTWICK / SEMMLER 0 4

Others

Schedule TV matches
in the **afternoon** or in the **evening**

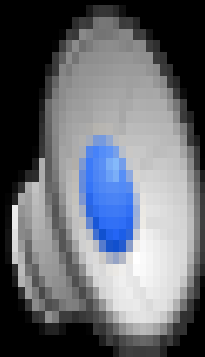


Others

Explore the possibility to concentrate audience on the **center court** for important matches, but with no outside courts running at the same time

BVAW

To Organize Amateur Events Around an Official Competition,
i.e. **BVAW - Beach Volleyball Around the World**



BVAW

The only **International Amateur Movement**
for **Beach Volleyball** in the World



Experienced professionals in all areas of technical, logistical, administrative, sporting, promotional & commercial management



Develop and organize the whole amateur movement worldwide at each FIVB World Tour event



Vast solidarity movement

What will we find in **BVAW** ?

- **Amateur competitions**
 - 3 days
- **Pro athletes of the FIVB World Tour**
 - Involvement as guests
- **Close connection with the hosting territory**
- **Every day celebrations, new experiences and fantastic beach parties**
- **The Best Live Music**
 - in fascinating locations
- **Active holidays**
 - in fascinating locations
- **Sports & environmental excursions**

The Media Plan

To Start Well in Advance Before the Event

Press Conferences

(before, during and after the event)



The Media Plan

To Start Well in Advance Before the Event

Press Personnel

(press director, press staff, professional photographers, press PR social media)



The Media Plan

To Start Well in Advance Before the Event



Dominic CLARK
Media Operations Delegate



José CASANOVA
Referee Delegate



Ed DRAKICH
Technical Supervisor

Press Releases

(before, during and after the event)

The Media Plan

To Start Well in Advance Before the Event

Media Cooperation
(TV, radio and printed media)



The Media Plan

To Start Well in Advance Before the Event

Event Press Kit



The Media Plan

To Start Well in Advance Before the Event

Conceive a **Connected** Venue



The Media Plan

To Start Well in Advance Before the Event

Media Stand & Media Center



The Media Plan

To Start Well in Advance Before the Event

Digital Marketing website, YouTube, social media, media reports, clippings, newsletter, daily bulletin, etc.



The Media Plan

Promotional and Advertising

- **Poster, maxi-posters & flyers**
- **Official program, VIP package**
- **Billboards, banners, etc.**
- **Event guide**
- **Stickers in the local transport**
— train, metro, buses, tram
- **City promotion team**
- **Beach volleyball demonstrations**
- **POS of partners**

The Media Plan

Highlights
during the event



The Media Plan

Side Events / Highlights during the event



On-site

—
With the participation of the athletes,
sponsors, celebrities and reporters
—
Concerts, parties, fashion shows, etc.
Grassroot courts around the venue



Off-site

—
Booths, information points, etc.
—
Universities, shopping centers, restaurants,
lifestyle clubs, cinemas, leisure centers, etc.

Venue Entertainment Program

On Court

Announcer



Venue Entertainment Program

On Court

Dancers



Venue Entertainment Program

On Court

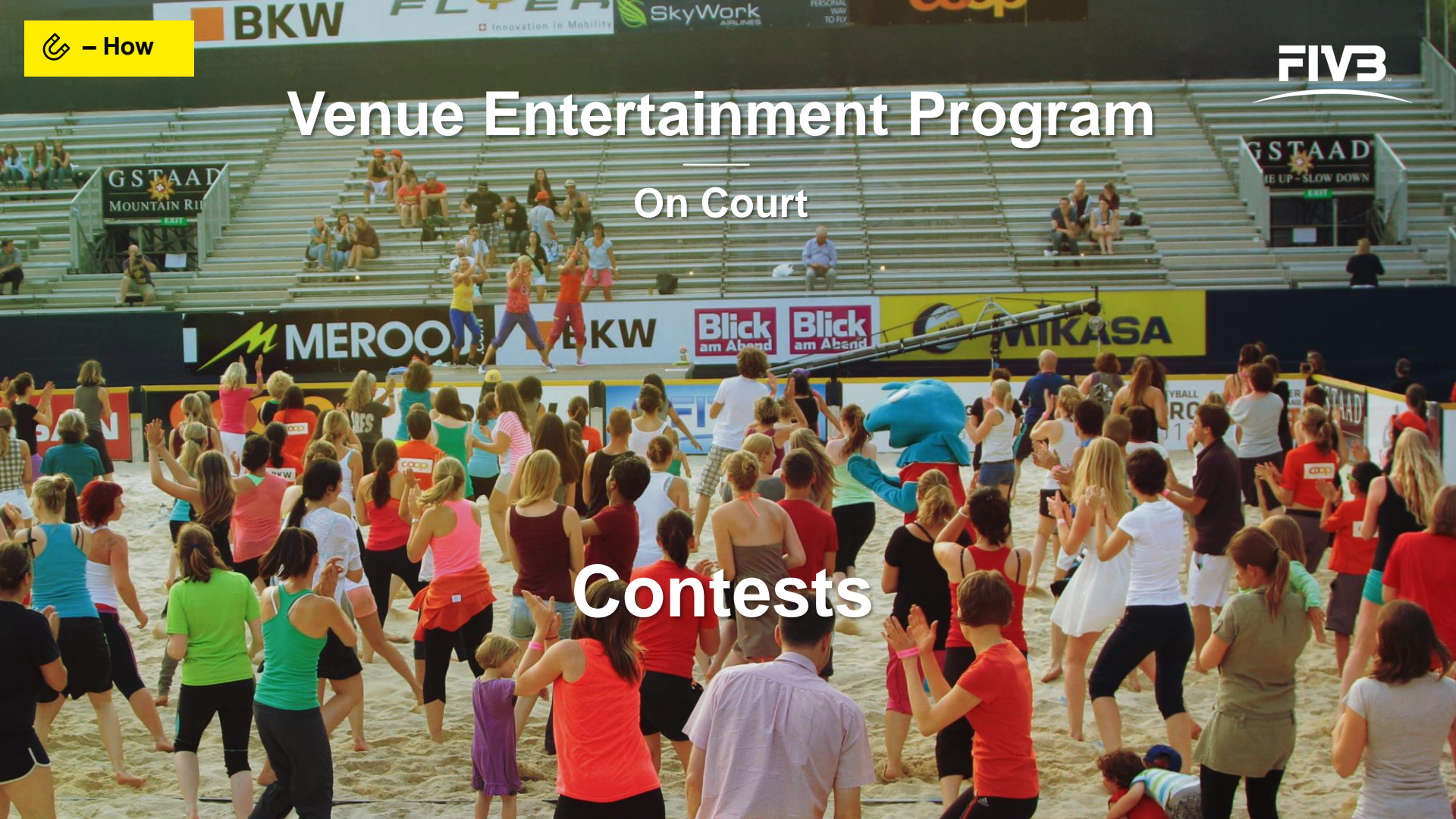
DJ & music library



Venue Entertainment Program

On Court

Contests



Venue Entertainment Program

On Court



Venue Entertainment Program

On Court

Players
interviews

FIVB

FIVB BEACH VOLLEYBALL
WORLD TOUR

SPONSORS: SODACORRIENTES, NIKE, FIVB, etc.
FIVB BEACH VOLLEYBALL CORRIENTES GRAND SLAM 2013 PRESENTED BY CIUDAD DE CORRIENTES



Venue Entertainment Program

On Court

Cheerleaders



Venue Entertainment Program

Event Village

Fan zone



Venue Entertainment Program

Event Village



Beach Club

Venue Entertainment Program

Event Village

Family point



Venue Entertainment Program

Event Village

Merchandising
& promotion booths



Venue Entertainment Program

Event Village

Points of sale (POS) of partners



Venue Entertainment Program

Event Village

FIVB



Inviting celebrities
or reporters



Venue Entertainment Program

Event Village

Sell the event as a
“corporate activity” to the companies





Competition Format



Include slots for entertainment



**Explore single elimination
to concentrate in one court
the matches (and in site audience)
over the last days**

Cross Promotion Between Events



**Messages on LED system
and gigantic video wall**

At volleyball events or at other sport events,
to promote the event in the country



**Use sport conventions within the city
to promote the event**

I.e.. City Events, Sport Accord, etc.

Sponsorship Activation

Brand Exposure & Media Awareness, Key Factors for Sponsor Engagement



**Product prizes
for spectators
contests**



Giveaways



**On-site
sampling**



**Sales promotion
offers**



Etc.



City Cladding





Look of the Venue

WYJŚCIE
I WAKACJONIE

FIVB
BEACH VOLLEYBALL
WORLD CHAMPIONSHIPS
MAZURY 2013

FIVB
BEACH VOLLEYBALL
WORLD CHAMPIONSHIPS
MAZURY 2013

Live Wall & Live Hub TV



**Live wall during the game,
time out and breaks**

Propose interaction with the giant screen via the mobile app to involve fans




**Live hub TV,
pre-match, breaks and post match**

Offer exclusive live feed from all arenas simultaneously and promote the mobile app

A group of six female volleyball players are standing on a podium, smiling and holding their trophies. They are wearing blue and black athletic gear. The trophies are large, ornate, and feature a floral design. The background shows a large crowd of spectators in a stadium setting.

Memorable and magic moment
over the awarding ceremony



Control the **spectators' flow**,
concentrating them to the bleachers
in front of the TV



Recap

- **Locations**

- Iconic and strategic

- **Choice of the venue**

- Permanent courts

- **Night matches**

- **Contract BVAW**

- **Ticketing campaign**

- Start well in advance through a digital platform

- **Solid Media Plan**

- **Live Wall & Live Hub TV**

- **Magic awarding ceremony**

- **Event**

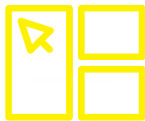
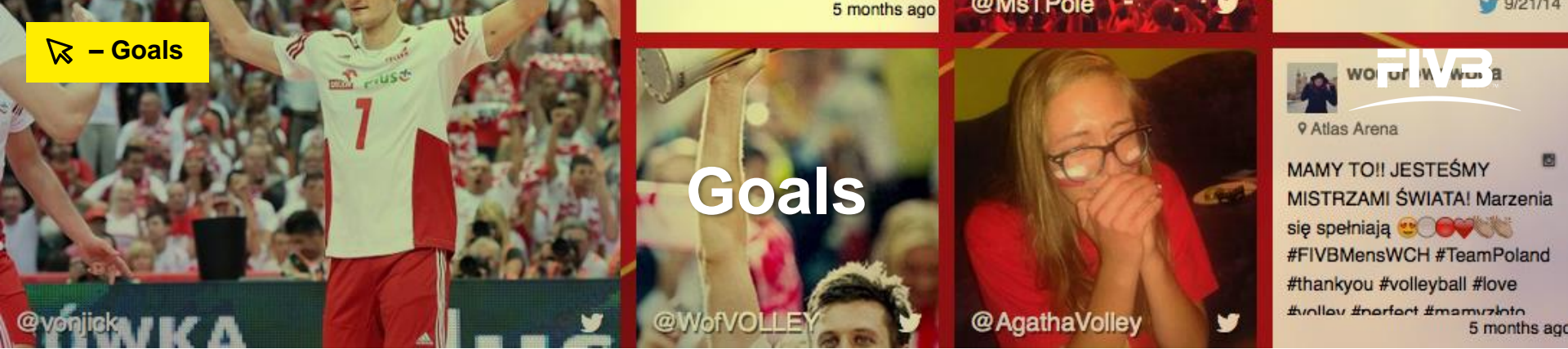
- Strong entertainment program, competition format, cross promotion between events, sponsorship activation, city cladding & look of the venue, etc.

- **Control spectators' flow**

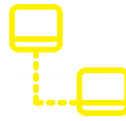


II – Digital Audience

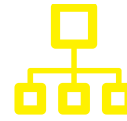
- 1) Goals
- 2) Stats
- 3) Next Steps



Digital fan engagement



Development of a digital ecosystem



Synchronizing and merging all elements from different platforms

71%

of global users access social media
through mobile devices

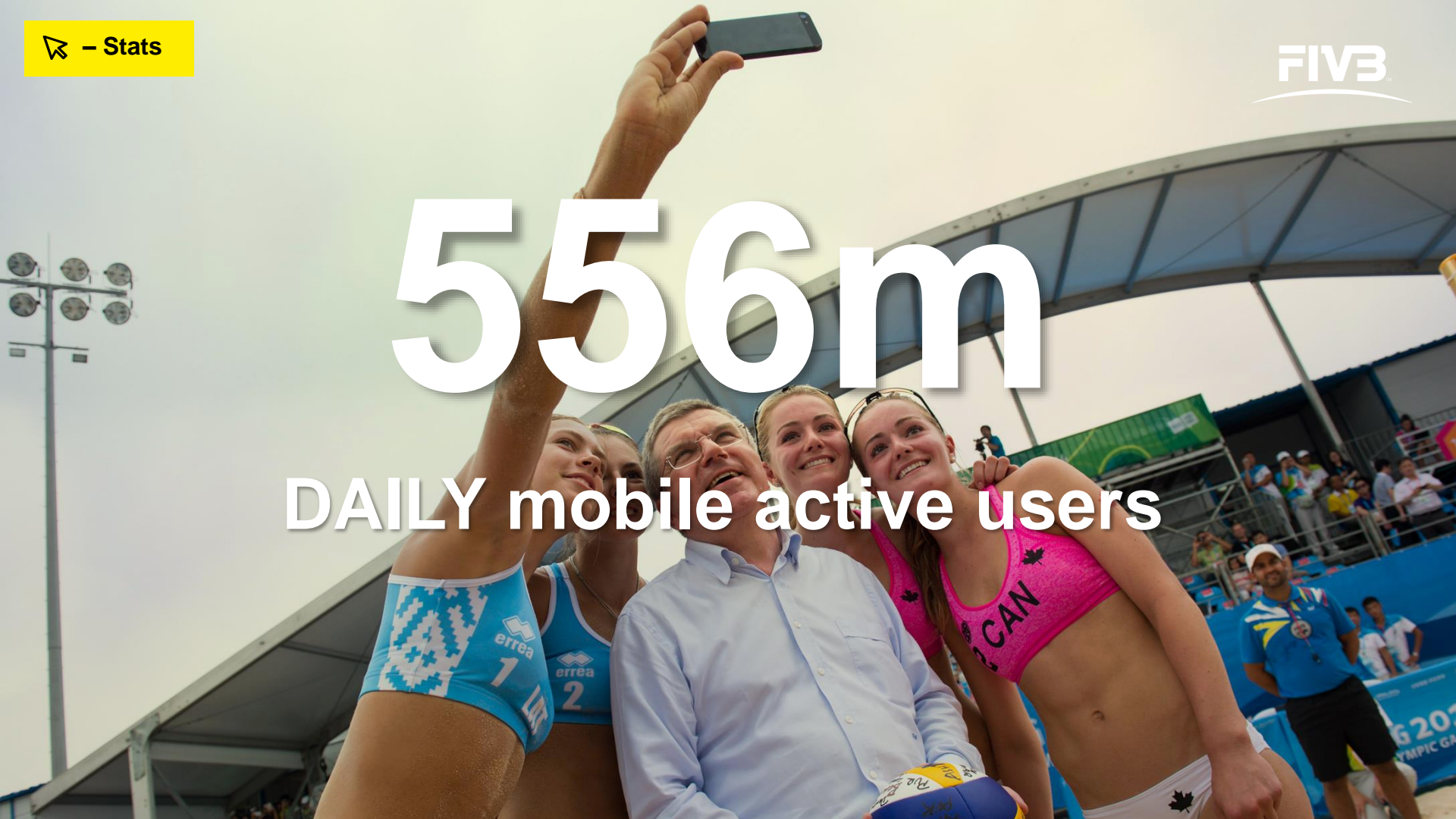


1.01b

mobile monthly active users
as of March 2014 (79% of total users
access through mobile)

556m

DAILY mobile active users



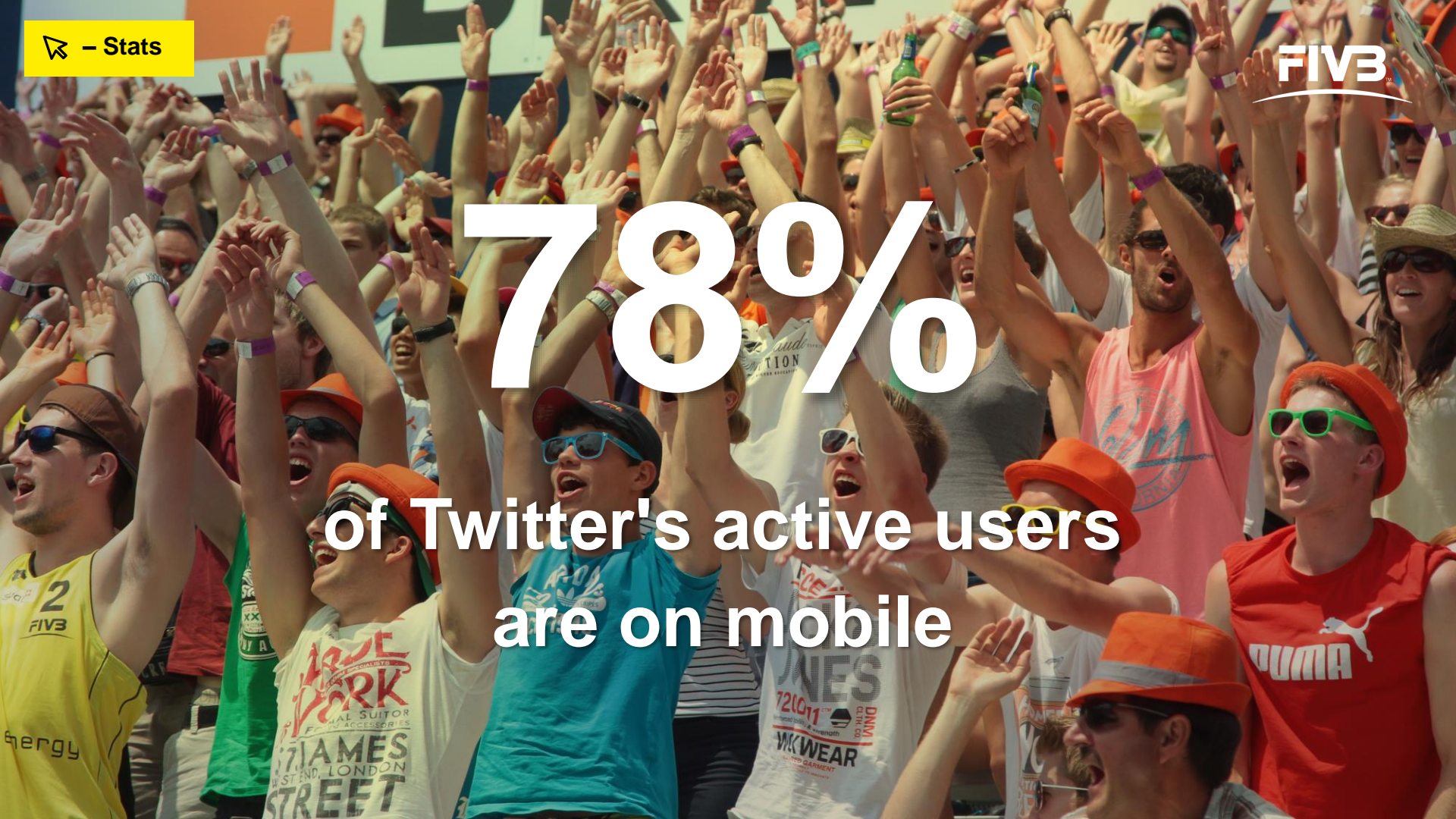
23%

of Facebook users login
at least 5 times per day



78%

of Twitter's active users
are on mobile



500m


tweets are sent per day



1 billion

the average YouTube
mobile videos views per day





Most Used Mobile Applications by Volleyball Fans

86%
Email

64%
Facebook

33%
Sport news

46%
News

44%
Games

33%
Search Information

Most users tend to check their phones for:
Emails, Update their Facebook, Check Sports News, Play Games, Search for local information*



Using **cross disciplines** to drive connected awareness, engagement and customer acquisition.



Organizations that do not
integrate **paid, owned and earned**
media types are at a disadvantage



It is crucial to **integrate all platforms** and utilize the **same messaging, branding** and spread the content across different platforms in order to reach a higher audience.

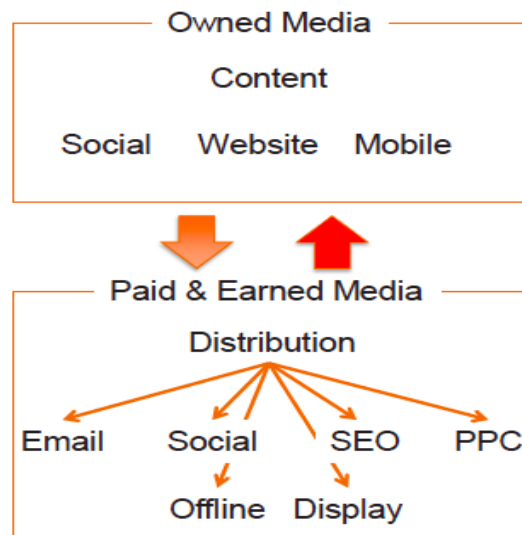
Types of Digital Media for Promotion



Fragmented messaging



Low customer engagement/
advocacy



Social Media Platforms Can Provide All Three Types of Media



Paid (Optional but Important)

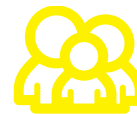
Sponsored tweets, posts,
engagement ads

SEM: Paid media on Google
searches for specific keywords.



Owned

- Facebook page
- Twitter page
- Curated content
- Website
- Mobile Application



Earned

Fan/user-generated content
posted related to brand

Website Best Practices

Built for Email Acquisition



High ranking on Google searches



Higher conversion rates



Localized searches for geo targeted ads

Website Best Practices

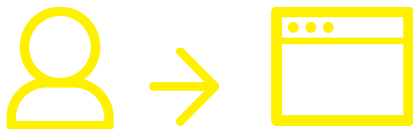
SEO Friendly

- **Keywords**
 - Using targeted keywords in content
- **Structure of the website**
- **Performance of the website**
- **External referrers**
- **Optimized landing pages**
- **URL structure**

** SEO = abbreviation for "Search Engine Optimization", the process of optimizing and tuning a web site and gaining online awareness for it, in order to deliver targeted visitors and ensure high conversion rates.*

Website **Best Practices**

Traffic From Other Channels

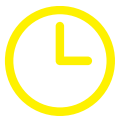


**Direct social media users
to website**



**Direct to the
right landing page**

One Ecosystem



Integration and real time content creation is crucial for successful digital activations.



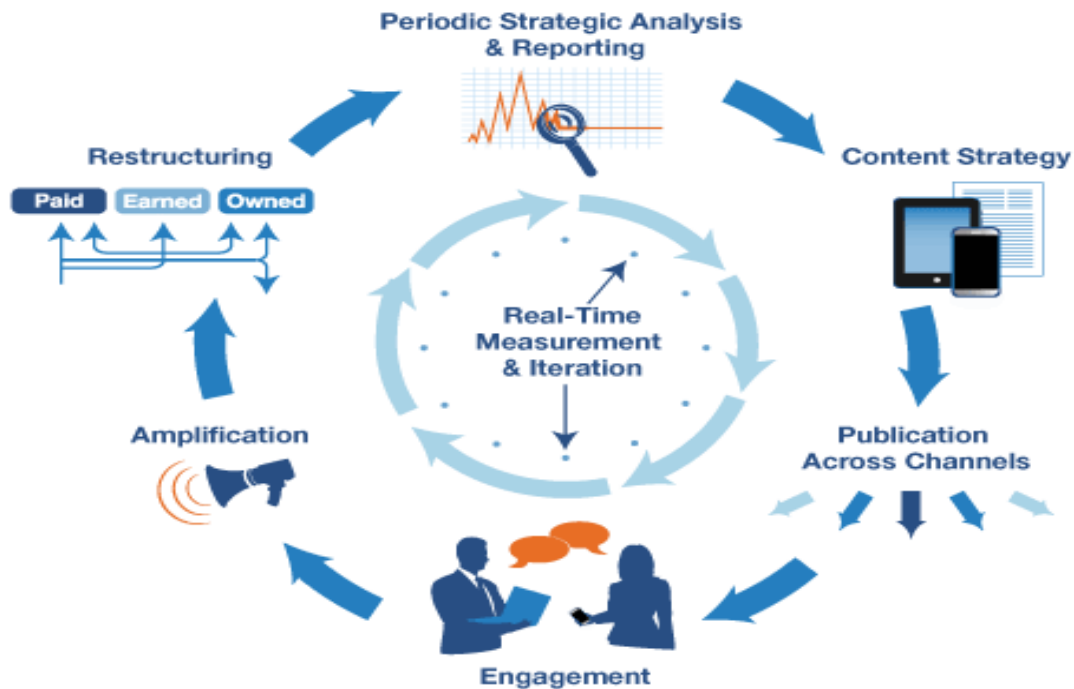
Current users attention is currently in Micro-seconds.



Building multiple platforms to

- Catch their attention
- Engage
- Bring them back to the ecosystem

One Ecosystem



Social Media



Facebook content

Weekly campaigns #TutorialTuesday,
#ThrowbackThursday

Likes and followers acquisition

Link ads

Social Media



Promoting content

On Twitter, YouTube, Pinterest,
Instagram, etc

Social Media

Blogger outreach programs

Utilizing those beach volleyball fanatics



Social Media

National Federation outreach



Social Media

Social Media contest with Prizes

Contests

Photos, trivia

2014 FIVB fan favorite

Prizes for athletes & fans



FIVB WT App



Event & athlete's info



Live scoring & streaming
from all courts



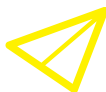
Stats

Promoter's Website In English & Local Language



Ranked for Google listings

This would be the result of creating daily content on promoter's page (e.g: Promoter Blog or Video Blog showcasing behind the scenes footage)



Email acquisition

When users are required to complete an action on the website, such as buying tickets, it would be recommended to collect their emails in order to start a newsletter program



Design within the website

- Fan Zone
- Social mosaic and live feed
- Ticket sales
- Ticket giveaways on social media to create buzz
- Competition information
- Sponsors
-

Other Technologies



Event calendars

Event enlisted on event calendars
(most are free)



Beacon technology

Beacons are a low-cost piece of hardware — small enough to attach to a wall or countertop — that use battery-friendly, low-energy Bluetooth connections to transmit messages or prompts directly to a smartphone or tablet.



SMS massive campaign

Taking the database from the municipalities

Athlete of the Year



FIVB

VOTE

MALE & FEMALE BEACH VOLLEYBALL ATHLETE OF THE YEAR

Who is your favorite male and female beach volleyball athlete from the 2013 FIVB season?

FIVB athletes are voting for their picks and so can you!
"Vote" by naming your favorite athlete in the comments below.

The winners will be announced later this week, in correlation with the official season award winner picked by FIVB athletes.

- **Athlete of the Year**

- Social media fans will vote for the best beach volleyball athletes of the year.
- Contest will be hosted on dedicated websites in order to collect email signups.

- **Special Price**

- Winning athletes will receive a special edition Mikasa volleyball.
- Voting fans will also have the opportunity to win the ball.

Social Wall

Fan Zone

The **social mosaic** and **live feed** implemented during the 2014 FIVB Volleyball World Championships to be reproduced for 2015 beach volleyball events was one of the highlights of both championships gathering **more than 1.1 Billion impressions**.



karokarokaroo
5 months ago

#Nie_wazne_jak #wazne_gdzie #Spodek #FIVBMensWCh #finalWCh #teamPoland #gold_medal #gold #Panowie #dziekujemy #najlepsi #kibice #na #swiecie #teambrazil #teamgermany #amazing #free_weeks

👍 Like



mallet94

#FIVB
#MENS_WORLD_CHAMPIONS
#PROUD #TEAMPOLAND
#POLAND #KATOWICE
#SPODEK #FRIENDS
#POLISHGIRLS

5 months ago

fivbmenswch

خبيبيبي وبيتياسك جدم فخر متي هردان
جهان رو بالا برد
که بیشتر این افتخار واسه هوادار شوئه که
اینجوری حمایتتون کر
(خوب شده کلی عذاب وجدان گرفته بوند
) ;)

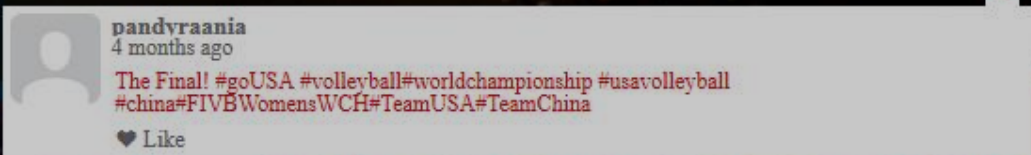
Congratulation to poland for
winiing on #fivbmenswch

5 months ago

Social Wall

Fan Zone

Fans were asked to use a specific hashtag and their **photos and tweets** would be shown **on the giant screen** and in our Fan Zone on the Championship **Websites**.



Join the conversation for your chance to be in the Spotlight.

Tweet For Your Team

In Venue Activation

Users were asked to use a specific team hashtag and with the use of a dedicated platform we were able to track the tweets and showcase a “Battle”. **Resulting in over 300 Thousands Original tweets throughout both championships.**



Main Takeaways

Real time content is king
with the help of paid media



Main Takeaways

**Email & direct Communication
(social media) are important**



Main Takeaways

**Integrating all platforms
for one key message (ticket sales,
awareness etc...) is crucial**

Main Takeaways

**Tracking paid media for conversions
and directing users to ticket pages
increases conversions**

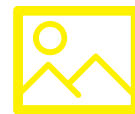
Before (T-Minus 6 Months)



**Newsletter & Facebook
activation**



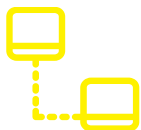
**CTA's on website partners
and social media**



**Creation of
inspirational content**



During



**Ecosystem building
and interconnectivity**



**LED screen activations
& notifications**



**Highlights of the game,
player “insider” photos
& overall atmosphere
of the games**

After

(T-After 3 Months)



**Sharing of the best moments
of the game in terms of rallies, atmosphere**

E.g. loudest game on social media or in the arena



Sponsor activations

By thanking the Most Valuable Fan,
the ones that shared the most,
or interacted the most
with FIVB's digital properties

Next Step

To hire a person
specialized in digital marketing

NANJING
2014
YOUTH OLYMPIC GAMES



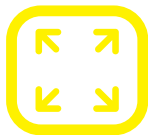


III – Red carpet stars (athletes)

- 1) Goals
- 2) How
- 3) Recap



Goals

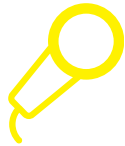


Global exposure for players

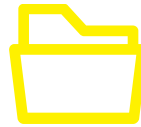


A tool for fan engagement

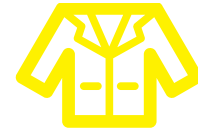
Educational Sessions On



**How to speak to the Media
by a media expert**



**What type of content to create
on TV & digital media**



**How to dress and how to
be fashionable**

A female athlete with sunglasses and a yellow FIVB bikini top is smiling and interacting with a group of children on a beach. The children are wearing white shirts, red shorts, and white caps. They appear to be participating in a beach activity. In the background, there are banners for 'KEIHAN FINANCE' and 'OSAKA ADAM', and a group of children sitting on the sand. The text 'Athletes to take part in side events and activities (i.e. TV commercial, comic shows, cooking test, acting as a DJ, etc.)' is overlaid on the image.

Athletes to take part
in side events and activities
(i.e. TV commercial, comic shows,
cooking test, acting as a DJ, etc.)



Connect them with **amateur events**
organized in the hosting city



Competition matters, avoiding major changes in the list of participants



Calendar



**Long-term
sustainable calendar**



**Grouping the events per continents
& create some free week-end
for the national and continental events**

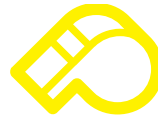
i.e. American season, European season,
Asian season

An Opportunity to Technically Prepare Athletes



Facilitate their preparation through training centers

—
certified venues



Coaches opportunities for athletes



USA universities scholarships for elite athletes

Recap

- **Educational sessions**
 - Athletes about how to interact with Media
- **Involved athletes**
 - In side and amateur events
- **Avoiding major changes in the list of participants**
- **Sustainable calendar**
- **Technically prepare the athletes**
- **Certified venues centers**
- **USA scholarships**



IV – FIVB Support to the organisers

- 1) Goals
- 2) How
- 3) Recap

Goal

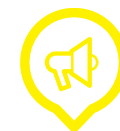
Position Beach Volleyball
as **top athletic** and **highly professional**
sports played around the world

FIVB World Tour Media Plan



**External worldwide promotion
of the World Tour as a global event,
through several means of communication**

FIVB website, social media, press release, etc.



**Internal promotion through other FIVB
Beach Volleyball and Volleyball events**

Roadshows for growing and expanding its fan base worldwide, especially in the key targeted territories

Centralize TV production for all major events



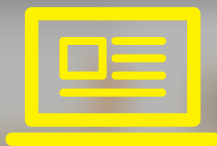
Create synergies working together with certain services company

- **Venue**
 - i.e. Nussli International Ltd,
GL Events
- **Entertainment**
- **TV production**
- **Uniforms**
- **Shipments**
- **Merchandising**
- **Jinling**
 - special prize
- **etc.**



Plan a **workshop**
at each World Tour Council
to discuss ideas and issue
with all the promoters

Rosetta Stone



World's most trusted
language learning software



Top ranked athletes
—
Men & Women



Official language
English



FIVB

FIVB to create a prize for the 3 most successful programs of a season (2 Grand Slam and 1 Open), and put money as a reward every year (in progress)

FIVB

FIVB to evaluate the possibility to allocate tickets for the Olympic Games by **creating contests within the different digital platforms (in progress)** (i.e.: best video in YouTube, best picture in Facebook, etc.)

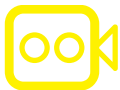
FIVB

FIVB Digital support
(see above Digital Audience)



FIVB Departments' Support

TV & Marketing



Work closely with the Host Broadcaster or/and local TV channels well in advance



Explore new Pan Continental TV Platform

—
For primary or secondary rights



Offer TV products to The HB for other FIVB events (outside host country)

—
To build audience in the firsts years



Create players stats and enrich the TV graphics

—
Branding kit and guidelines

FIVB Departments' Support Communication

FIVB photographers and Media Operations Delegate





Recap

- **FIVB World Tour Media Plan**
- **Centralize TV production**
 - For all major events
- **Create synergies**
 - I.e. Jinling for net system, etc.
- **Workshop at each World Tour Council**
- **Rosetta Stone**
 - for athletes
- **FIVB to grant tickets for the Olympic Games**
- **FIVB digital support**
- **FIVB department's support**
- **Certified venues centers**
- **USA scholarships**



V – Development Programs

- | | |
|------------------------------|-------------------------|
| 1) Strategy | 1) Age Groups WCHs 2014 |
| 2) What is Relevant | 2) Growth of BVB Events |
| 3) Event's Structure | 3) FIVB World Ranking |
| 4) NF BVB Strategy | 4) Gira Volei (NF-POR) |
| 5) Continental Cup 2010-2012 | 5) Le Matin Open |
| 6) Continental Cup 2014-2016 | 6) Next Steps |

FIVB Development Strategy

Increase the number
of competitive National teams
and overall registered athletes

HIPRADIO Ö3

checkrobin.com
private training

checkrobin.com
private training

FIVB Development Strategy

Continued support to the athletes throughout the **FIVB Prize Money**

FIVB
BEACH VOLLEYBALL
WORLD TOUR
MOSCOW
Grand Slam
Fijalek-Prudel
US\$ 43,000

FIVB
BEACH VOLLEYBALL
WORLD TOUR
MOSCOW
Grand Slam
SEMOV-KRASILNIKOV
US\$ 57,000

FIVB
BEACH VOLLEYBALL
WORLD TOUR
MOSCOW
Grand Slam
Rosenthal-Dalhausser
US\$ 32,000

FIVB Development Strategy

Continued **support** to the organizers
of Age Groups events



FIVB Development Strategy

Transfer best coaching practices
for developing countries

FIVB Development Strategy

Improve management and know
how of National Federations



What is relevant

Continental Confederations are heavily involved in the qualification process of practically all major events of the FIVB



Olympic Games

Winner NF of the
Continental Cup Final
and 2 & 3 teams at the
Continental Cup OG



World Championships

4 vacancies per
Confederation



Youth Olympic Games

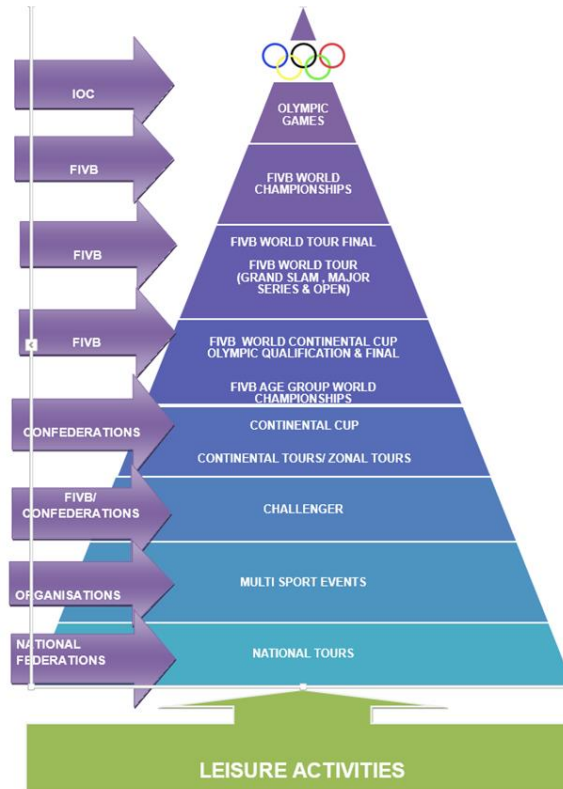
5 vacancies per
Confederations



Age Group WCHs

5+ vacancies per
Confederations

FIVB Event's Structure



NF BVE Strategy

Amateur tournaments



NF BVE Strategy

Beach Volleyball Clubs & Beach accommodations



NF BVE Strategy

Youth & talent development



NF BVE Strategy

Topsport events



Continental Cup 2010-2012

5

Continents

71

Tournaments

54

Organising
countries/NFs

10

Qualified places to
Olympic Games

4

Qualified places
from FIVB World
Cup OQ

Continental Cup 2010-2012

143 Participating Countries / NFs





– Continental Cup 2012-2014

FIVB

Continental Cup 2012-2014

3

Years of competitions

5

Continents

Almost 200

NFs

Over 100

Events to be held
worldwide

 – Age Group WCHs 2014

FIVB

Age Group WCHs 2014





BEACH VOLLEYBALL
U23 WORLD CHAMPIONSHIPS
MYSŁOWICE, POLAND 2014

June 10 – 15



BEACH VOLLEYBALL
U17 WORLD CHAMPIONSHIPS
ACAPULCO, MEXICO 2014

July 15 – 20



BEACH VOLLEYBALL
U21 WORLD CHAMPIONSHIPS
LARNAKA, CYPRUS 2014

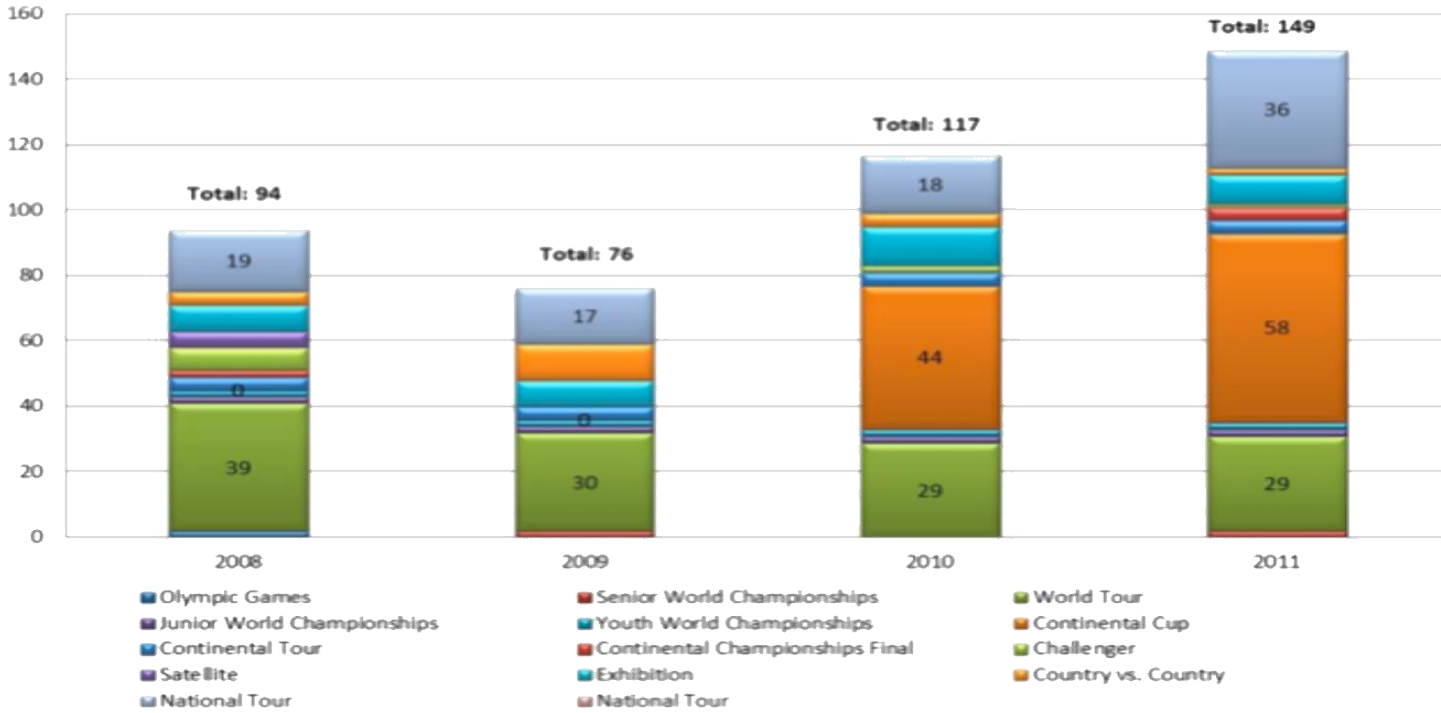
July 23 – 27



BEACH VOLLEYBALL
U19 WORLD CHAMPIONSHIPS
PORTO, PORTUGAL 2014

July 29 – August 3

 – Growth of BVE Events



Note: The Continental Under-Age activities are not included

FIVB World Ranking

Rk	Senior WCHs	Grand Slam / Major Series	Open/Cont.* Tour Final/Cont. Cup Final	Cont. Tour Master/Challenger/ Recognized Multi Sport Games	Cont. Tour & Zonal Tour/FIVB U17/U19/U21/ WCHs	Cont. Cup	Cont. Age Group Champs/*	Homologated National Tour
1st	500	400	250	160	140	80	40	8
2nd	450	360	225	144	126	72	36	6
3rd	400	320	200	128	112	64	32	4
4th	350	280	175	112	98	56	28	2
5th	300	240	150	96	84	48	24	1
9th	250	180	120	80	70	40	20	-
17th	200	120	90	64	56	32	16	-
25th	-	80	60	48	42	24	12	-
33rd	150	40	30	-	-	-	-	-
37th	100	-	-	-	-	-	-	-
41st	-	20	15	-	-	-	-	-

Rank points assigned according to the level of competition: the higher the level of the event the more points available

Gira Volei (NF-POR)

Main Goals



**Spread beach volleyball
at a national level**



**Develop new opportunities
for beach volleyball**



Create interest & passion



– Gira Volei (NF-POR)

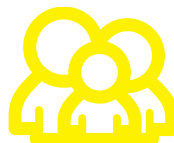
FIVB

Gira Volei (NF-POR)

Educational Goals



Enjoy sport



Building new relationships



Le Matin Open

(In progress)

Next Steps

- **Increase the number of competitive National teams & overall registered athletes**
- **FIVB Prize Money**
 - Continued support to the athletes throughout the
- **Continued support to the organizers**
 - Age Groups events, Confederations and NFs to develop Continental Cup and National & Continental events
- **Transfer best coaching practices for developing countries**
- **Improve management & know how of National Federations**



Conclusions



FIVB

Adapt the Promotion to Each Country

A Must to Reach the Local Needs



Klagenfurt

—
VIP area



Long Beach

—
Entertainment



The Hague

—
Amateur courts
on the Beach



Stare Jablonki

—
Polish food



FIVB



GUTSCHEIN
Für einen Winterurlaub in Kärnten

Provide **inspirational**
and **user friendly** guidelines
to all stakeholders
involved in the growth of the sport

Thank you...



Special thanks to:

Mr Vicente Araujo (FIVB President Beach Volleyball Commission) vicentegoncalvesaraujo@gmail.com

Mr Angelo Squeo (FIVB Beach Volleyball Events Director) beach@fivb.org

Mr Motasem El Bawab (FIVB TV & Marketing Department) motasem.elbawab@fivb.org

Ms Meili Gernet (FIVB TV & Marketing Department) meili.gernet@fivb.org

Ms Maria Eugenia Garcia Muñoz (FIVB Beach Volleyball Events Department) beach@fivb.org