



Content

- 1 Important proposals for the future of handball

Important proposals for the future of handball – 40 experts discuss at IHF Forum in Herzogenaurach



For the first time ever the IHF hosted a “Forum for the Future of Handball”, staged in Herzogenaurach, Germany. IHF President Dr Hassan Moustafa opened the conference together with Herbert Hainer, CEO of IHF partner adidas. For Hainer, handball “has been one of the key team sports in our portfolio for decades.

We will assist the IHF in developing handball to become even more attractive”, Hainer said. Dr Moustafa mentioned the changes of the game in recent years, supported by a video presentation comparing the 1996 Olympic final with the final of the 2009 World Championship. “Handball had meanwhile become a real fast sport”, Moustafa mentioned and added: “But still we have to progress worldwide in order to sell a better product, especially on television.” IOC Vice-President Dr Thomas Bach mentioned the high importance of handball on the Olympic Program: “There is excellent cooperation between the IHF and us, the IOC. And we all have the responsibility to inspire young people to become handball players or supporters of this sport. I hope that this forum will serve as a model for other international federations.”

Nearly 40 experts from every field of handball – coaches, players, managers, referees, TV representatives, IHF partners, federation or club representatives - then worked out proposals for the future of handball in three working groups: development/structure of the game, TV and marketing.

Participants of the working groups:

Handball on TV: Robert Müller von Vultejus, Ignacio Gomez, Vlado Sola, Christian Schwarzer, Anett Sattler, Michael Langkau, Mikkael Pettersson, Morten Stig Christensen, Leon Kalin, Marcus Tepper, Frank Birkefeld.



International Handball Federation
 Peter Merian-Str. 23
 P.O. Box
 4002 Basle
 Switzerland
www.ihf.info
ihf.office@ihf.info



The balance of attacks and defence is ok but the speed of the game has reached its limit.

Game structure and development: Claude Onesta, Heiner Brand, Juan de Dios Roman de Seco, Uli Derad, Naser Abu Marzouq, Lars Geipel, Manfred Prause, Else-Marthe Soerlie-Lybekk, Philippe Bana, Jua Anton, Dietrich Späte.

Handball and its partners: Kim Klastrup, Steen Fladberg, Dominik Leu, Lars Gerling, Sven Harke, Michael Riehl, Max van der Doel, Marc Niewalda, Lionel Arlin, Mads Hansen.

For working group number one the balance of attacks and defense is ok but the speed of the game has reached its limit. Coaches and TV should more focus on 1-On-1 play. Aside from that, the importance of defense actions should be promoted. The group agreed on a professional physical preparation for referees before major events, a better communication between coaches and referees and a long-term preparation for the nominated referees. In the future, video technology should assist the referees when facing unclear situations like aggressive actions in the back of the referees or goal decisions. Tests for video assistance should start in 2011. Another proposal was about a special rulebook to be produced for children.

The TV working group proposed to have more team time-outs during matches broadcast on TV to allow a greater number of show emotions, slow motions or spots. Moreover, more opportunities for interviews, a TV pool for exchanging content and workshops for the commentators are to improve the service for TV stations. Another proposal was the forming of stars via TV and the use of new (social) media to promote handball among young people. Sponsor networks should be able to use TV footage for promotion. As for the protocol and procedures during World Championships, the awarding ceremony should start ten minutes after the final whistle at the latest and the bronze medal awarding should be carried out right after the bronze final.



Handball is a sleeping giant.

For the marketing working group handball is a “sleeping giant”; all stakeholders should aim at making handball the number one sport in the world. The experts



mentioned entertainment, high speed, team spirit, physical contact and fans being close to players as the “unique selling point” of handball. Those experts underline three stages concerning the promotion of major events: before, during and after the tournament. The aims before the WCh are: creating excitement, focusing on kids and stories about stars. During

the event the organizers should create fan parties and assure a high quality of hospitality. With help of special actions in social media and a fixed calendar, permanent promotion should include stories about handball and major events.

For more information about the IHF Forum, please visit www.ihf.info