In today’s highly competitive promotional world, it is important to capitalize on every media and/or public attention. Local teams as well as top ranked international teams competing in an international event held in beautiful places create a perfect setting for this attention and can be the focus of domestic and international attention. The invitation of celebrities and the implementation of VIP Packages have become a “MUST” which generate a tremendous interest of the media, sponsors, national and city authorities, and potential interested Promoters.

7.1 Public Relations – Promotional Activities

The policy of the FIVB is to promote a dynamic and appealing image of Beach Volleyball and Promoters are encouraged to organize side events (with the participation of special guests, players, officials, media, sponsors, etc.), as well as camps for Beach Volleyball fans at the venue, and to conduct PR activities to stimulate public and media interest. Therefore, the FIVB and its Organizers implement at each of the major events a powerful program of VIP packages (the FIVB will provide information about these packages through its website in order to offer fans and sponsors a great opportunity to enjoy all the events). Well organized side events can attract important media coverage, as well as extend the scope of the event beyond the competition. It has proved that organizing camps for Beach Volleyball fans has attracted audience, hosting cities and sponsors. These programs are now compulsory for each World Tour and World Championships event in order to create an important social event and fill the stadia with spectators during the entire event. They are also an attractive magnet by allowing the public to have closer contact with the athletes and contribute to creating ‘stars’ and ‘role models’, thus making a valuable contribution to the sport. Side events should be included in the hospitality packages to attract fans from abroad. On this matter, the FIVB, in collaboration with Mr. Salema, Mr. Vizzino and its organizers, has endorsed a program starting from 2010 titled “Eating with the Champions of Beach Volleyball” which can contribute to increase the number of spectators and media coverage.

7.2 Production

Production is designed to foster a specific look, sound, and feel that creates excitement and engagement for spectators of Beach Volleyball and for television viewers. These guidelines detail various elements of production so that Promoters and FIVB Technical Supervisors can work together to improve the event presentation. Good production draws more people, sponsors, and commercial interest.

The sport is a product, which, associated with a good packaging may add value and make it more saleable to spectators, media, and sponsors. People attending an event judge the product by a range of criteria that transcend the sport itself, such as the tournament format, background of the athletes, dead time between the matches, entertainment, etc. A good event will turn into a great event, should a proper balance of sport, pageantry, education, and entertainment be maintained. These elements are essential to meet the high standards that the public now expects.

A. Key elements

The production job is difficult as many elements remain outside the traditional technical scope of the event. Time and money must be allocated to ensure that a Production Plan is appropriately put in place. Elements that create an efficient production plan include:

1. Producers

A competent person with the necessary professional skills should be appointed as producer to work with the Competition Director. It is the producer’s job to build elements of production around the Competition Director’s basic schedule, designed to enhance the event.

2. Announcers

The announcers are a key figure and play a vital role as crowd animators and mood setters. They should know the sport and be able to introduce a sense of excitement and crowd expectation in the in-game language and make events held in non-English-speaking countries (i.e. for foreign spectators, players, etc.) as well as the local people to educate the crowd on strategies in the game. The FIVB strongly recommends hiring two announcers in order to keep the level of their performances consistent throughout long days of competitions and eventually use both of them for the final games (i.e. one in the crowd and one on the field of play).

They must have the ability to animate the crowd, particularly during dead time, by feeding them with interesting and entertaining information, anecdotes about the sport and the athletes. At the same time, they should be able to focus their attention on the courtside activities. The announcers should rely on their personal style to convey the excitement of the match to the crowd. This can include strong elements of entertainment, but must at all times be neutral. The announcers are the bridge between the action and the spectators, must be enthusiastic and committed to what they are doing. The announcers must always remember that the crowd is there to watch world class Beach Volleyball and it is their job to enhance that experience. The better this job is performed, the longer the spectators remain on centre court.

3. Music

Music is a vital ingredient in setting the mood and animating the crowd. It can be used to generate anticipation, suspense, excitement, and celebration and the production plan must take this element into consideration. The Promoter must however ensure that the songs selected do not contain offensive lyrics and that no music and no jingles are played in inappropriate moments (i.e. during a rally). It is critical to hire a professional DJ to entertain the spectators. Short jingles can also be played between rallies but never during the match in order not to disturb the players.

At the venue, music must be always played after having obtained the necessary permissions in accordance with the music clearance of the host country.

4. Entertainment

Live entertainment can generate bigger crowds particularly in locations where Beach Volleyball is not well known. Dance groups are useful on court, but other animators such as mascots, jugglers, clowns, faces, face painters, and other entertainers can mingle to organize activities.

5. Sound System

A good well-tuned sound system for voice announcement and music is important for a successful production. The FIVB Technical Supervisors should test in advance the sound system prior the start of the event. The sound system should be placed in the stadium at positions which will not interfere with spectators view. A secured and roofed area must be set-up facing the Center Court as well in order to install the necessary equipment and control the sound, etc. Other announcements, play music, etc. An experienced DJ should work closely together with the announcer to entertain the on site spectators and provide information on the competition. Radio microphones should finally be used in order to move into the crowd and for interviews on the playing area.

6. Introducing the athletes and officials

The match protocol for introducing teams and officials can be one of the most exciting and focusing events of the tournament. As they enter the center court, the first and the second referees must be introduced by their name and surname, athletes should be introduced to the crowd with a fanfare and announced by their country and names/ surnames, possibly with detailed information about
their names. This latter information must be consistently used (i.e. TV graphics, scoreboards, announcements, etc.) during the events and during the season. At the discretion of the promoter a short opening ceremony can be organized at the beginning of an event in order to attract spectators and further warm-up the interest of the media. This is a well accepted tradition in certain countries in Asia in order to welcome the participants. However, this event may be extended to other events staged in other continents if it will be needed.

7. SWATCH Scoreboards/Digital Boards

The SWATCH colour scoreboards can be used to great advantage to present information about athletes, match scores, video, as well as international and local partners. Organizers should have players’ statistics for the most important matches. The digital board could also reproduce referee hand signals. Digital boards may also be used to conduct Trivia contests, sing-a-longs, display the start of the match/test countdown, time-out, competition schedule on the Center Court, etc. Live scoring could be possibly expanded to the SWATCH scoreboards, for Grand Slam and World Championships organizers and if requested for Open organizers.

8. Video board

The video board is mandatory for Grand Slam and World Championships. It is recommended for the Open events. The video board can help to entertain the on-site spectators and to increase the sponsor exposure. For events having an overwhelming number of spectators, an additional video board may be set-up on court 2 or in the village, showing the TV signal of the Host Broadcaster. Live scoring to be incorporated into the video board for Grand Slam and World Championships organizers, while the aforementioned service is available to all Open organizers for the centre court if requested.

9. Information/Research

Creating “Stars” status is critical to the success of the World Tour/ World Championships. The announcers, should be equipped with athlete information and statistics in “bullet list format” for ease of use. Organizers must never assume that the crowd has a complete understanding of the sport. The announcers can therefore make a major contribution with information and background anecdotes to fill dead-time. The Press Director and the FIVB Press Delegate must ensure that the announcers have a good supply of background material to educate the crowd, explain the essential rules of the sport and the referees calls, (especially in places where an FIVB event is held for the first time) and thus avoid hostile behaviors towards players or referees.

Information concerning the special programs and seminars, the tournament, the prize money, the history of the event, the competition system, the final results on external courts, the following games to be played, etc. should be communicated to the spectators as well.

10. Communication

The producer must be a pivotal point of communication between all other “actors” (athletes, organizers, technical staff etc.). The crowd must see all movement as “produced”. This includes movement of athletes and technical personnel on and off the court. The producer must know exactly what happens at all times. He/she is the conductor, orchestrating that movement.

11. Venue Look

The look of the venue should be clean and remain consistent (i.e. plastic bottles should be removed from the TV cameras’ view). The producer should make sure that the look of the venue, beyond the FIVB standard requirements and homologation, expresses the uniqueness of the particular venue. The main stadium should feature a cladding with the elements of the visual and gigantic pictures of the local heroes. It is recommended to print on the cladding direct all the relevant information on the policy to enter admission, correct ticket information, security, etc. and set up the competition billboards (brackets, schedule, etc.). At certain events such as the World Championships and the Grand Slam the promoters are encouraged to use the colour of the official look to dress the internal part of the tribunes. Each element of the look should be in line with the marketing kit.

12. Attendance

The Promoter of the event must make sure that the venue’s reserved seats are constantly fully occupied by the appropriate entities and will not hesitate to fill this area with the general public in order to avoid empty stands especially during the televised matches.

Before a televised match if the stands of the centre court are not filled in with spectators, the promoters should do his/her best in order to direct the broadcast towards the stands which in priority are frequently featured by the main TV cameras. This will give a better image to the event and to the global properties.

B. Production team

Good production is the work of a team, which formulates and makes recommendations to Promoters, who then decide on a production plan and staffing, in accordance with their budget. A typical team includes a producer, two announcers, spotting (whose job it is to sit with the announcer to make sure he/she stays with the planned script and provide him/her with the updated information concerning the event), a spotter is not necessary if the producer intends to sit with the announcer. Other team members are as follows: the stage manager, who advises the producer when athletes are ready to be introduced to the audience and the music operator, who plays music on queue from the script and digital board operator. Production assistants communicating with walkie-talkies are also necessary to report back to the producer the results of other matches, or quickly research a particular topic.

C. Planning

Production is never improvised. It is thought out and well planned in advance with production elements properly scripted. Production is critical to avoid “losing” the crowd in between matches or during warm-ups. In a good atmosphere some crowds may entertain themselves. In certain cases, the producer will have to train them. Production should be closely coordinated with promotional activities such as trivia contests, T-shirt give-aways, contests, athlete interviews, sessions, celebrity interviews, etc. The producer must coordinate the presentation of the event with the marketing department. Promoters should understand that production is a vital success component, turning their tournament into an event. It can be a major factor in getting crowds to return the following year. Brainstorming between Promoters, sponsors, FIVB Delegates and producers can result in excellent ideas for crowd animation and elements of production.

D. Script

The script must include the following sections:

- Block Number

This number allows the producer to communicate with other team members and also allows the producer to skip from block to block based on the time available. The script must allow the producer to cut out blocks if time is tight between matches.

- Segment Time

The start time is the actual time when a block should start if the schedule is not perfect.

- Segment Time

The segment time indicates the time a particular segment runs.

-Disc Count-Announcer-Script

A summary for the producer of what the announcer is going to say and a full scripted version for the announcer must be developed.

- Sound

The music selection must be coded for easy reference for the music operator.

- Digital Board

If a digital board is used, the message that will be displayed must then be indicated.

E. FIVB Technical Supervisor’s role

The FIVB Technical Supervisor must be advised about the production plan, in advance and check out the following elements:

- Check that the overall coordination between all parties (i.e. announcers, DJ, referees speaking to the audience, dancers, TV personnel, court personnel, Swiss Timing, video board operator, etc.) is satisfactory and it is projecting a professional image.

- Supervise the start time of televised matches with the entertainment activities.

- Review the script, if available and the correct communication of the name and the title of the World Tour/World Championships and the event (including in the main local media, in the main streets, on the posters, etc.).

- Review the plans for the Sound System, check them, and verify if the sound operator and the announcers are properly equipped to accomplish their work accordingly (proper set up of speaker, correct decibels, etc.).

- Meet the announcers and ensure they are aware of the importance of their role.

- Establish a rapport with the producer/promoter will entertain the crowd between matches.

- Ensure that the producers understand the flow of the tournament and have plans to manage dead time.

- Ensure that there is a communication system between the producer, announcers, production team and any key technical staff that may need to contact them.

- Ensure that the Official Logo (if any) and sponsorship announcement are really communicated to the audience as per marketing requirements.

- Guarantee that all the FIVB sponsors and SWATCH FIVB World Tour/World Championships as well as all the official titles of the event and the sponsors of the event are named and pronounced correctly and constantly.

- Make sure that no advertising campaigns and no sponsors actions are being carried out in the venue during a rally (i.e. for the proper respect owed to the players, the overall security, the general look, etc.).

- Coordinate with all FIVB Officials, Promoter, DJ’s, Announcers, etc. Control along with the FIVB Press Delegate that the promotion of the event is implemented accordingly.

- Verify that the awarding ceremony is conducted as per FIVB regulation terms of reference, link between the ceremony and the presentation team, right names of the players (in the case of multiple players), correct pronunciation, etc.

- Verify the right balance and best coordination between the competition, the promotional, and the entertainment parts.

F. The venue as a stage

All officials and court personnel are part of a “cast” for the event and everyone has a role to play. As such, the venue, especially the court, should be treated as a stage. Official and court personnel never remember that they are part of the show. The Neutral Referee can help spectators, with their microphones, to better understand the rules of the game and the “calls” made for certain rules.
7.3 Publications

A. General guidelines

Publications for Beach Volleyball events should be planned in order to maximize spectators’ interest, entertainment value and media appeal according to the cultural differences as well as the degree of importance and awareness of the sport in the country. The date of the World Tour tournaments must be promoted as including Country Quota Play-Off, the Qualification tournaments and the Main draw.

B. Printed material

1. Official Program

The official program is compulsory and must comply with the following requirements:
- Cover printed in 4-color format including the 2010 SWATCH FIVB World Tour Visual. The artwork of the Visual must be provided by the FIVB. The Promoters may customize the Visual according to the FIVB marketing regulations in order to fulfill the specific requirements of their Tournament (e.g. event title, name/logo of all local sponsors etc.).
- Format of A5 minimum (preferably A4) with a print run of at least 2,000 units.
- The cover and the advertising pages related to the FIVB International sponsors and local sponsors must be approved by the FIVB at least 10 days before each event.
- The content and the text must be written in the English Language (first) and then in the local language and should include the following:
  - Local emergency telephone numbers.
  - Beach Volleyball action shots and shots of crowded stadium*.
  - Cover layout and table of contents in English and local language (to be submitted to the FIVB for approval at least two (2) months before the event).

Note:
*This information can be obtained on the FIVB website: http://www.fivb.org/EN/BeachVolleyball and http://www.fivb.org/index.asp

The official program must be published and printed at least one (1) month before the event and sent by the Organizers to the following distribution list (possibly from one month to three (3) weeks before the start of the event):
- Participating athletes, International and local sponsors, International news agencies, Host Broadcaster, national news agencies, newspapers, National Broadcasting (other than Host Broadcasters) and radio, National Federations participating and/or organizing the events, Volleyball Confederations, VIP, Referees, FIVB Officials, FIVB Headquarters, and the members of the Organizational Chart and staff.
- The official program can also be circulated abroad via e-mail and/or posted on the event’s Websites in order to optimize costs.
- The FIVB encourages the distribution of such item through a well known newspaper and magazine.
- The FIVB Technical Supervisor should send 2 copies of the Official Tournament Program to the FIVB together with the final report maximum 7 days after the end of the competition. Additional copies should be available upon request.

2. Official Billboards

Organizers must print official billboards (extra large posters). The billboards must comply with the following requirements:
- use the SWATCH FIVB World Tour or the SWATCH FIVB Senior/Junior/Youth World Championships Visual. The artwork of the visual is available in the marketing kit (http://fivb.schuing.ch).
- The Promoters may customize the visual according to the FIVB marketing regulations in order to fulfill the specific requirements of their Tournament (Name/Logo of all local sponsors; and event title).
- use a format of a minimum of 1.50 m x 2 m (3 m2) or according to the city’s billboards standard sizes and regulations/printed in 4-color.
- produce and display a minimum of 300 units.

The layout must be submitted to the FIVB for approval at least two (2) months before the start of the event. The billboards must be posted in the host city’s most prominent locations, including but not limited to bus stops, buses, underground stations, etc., free standing billboards on main streets leading towards the venue, freeways, etc. at least two (2) weeks before the start of the event.

3. Official Poster

Organizers must print an official poster according to the following requirements:
- use the SWATCH FIVB World Tour or SWATCH FIVB Senior/Junior/Youth World Championships Visual. The artwork of the Visual is available on the marketing kit (http://fivb.schuing.ch).
- The Promoters may customize the visual according to the FIVB marketing regulations in order to fulfill the specific requirements of their Tournament (e.g. event title, name/logo of all local sponsors etc.).
- use a format of a minimum of 50 x 70 cm (or 3500 cm2), printed in 4-color.
- produce a minimum of 500 units or a greater quantity aiming to implement an effective promotion.

The layout must be submitted to the FIVB for approval at least 10 weeks before the event. The poster must be published and printed at least one (1) month before the event and sent out by the Organizers together with the official program from one month to 3 weeks before the start of the event. The FIVB Technical Supervisor should send two (2) copies of the poster to the FIVB together with the final report maximum 7 days after the end of the competition. Additional copies should be available upon request.

4. Athletes’ Biographies and pictures

Athletes’ biographies (possibly updated after each event during the season) and pictures (head shot and action shots) are available on the FIVB Website (http://www.fivb.org/EN/BeachVolleyball/PlayerInfo/Player.htm) as well as through the BVIS application. Biographies may be printed out from the BVIS application to be copied and distributed on site to all accredited journalists. The FIVB is making available hundreds of pictures of the top ranked athletes, hosting venues, Olympic Games, etc. through its web site. These pictures can be used by all organizers free of charge for promotional reason. However, any use of the above pictures for sponsorship actions must be cleared by the FIVB and by the player concerned.
7.4 Beach Volleyball Around the World (BVAW)

The FIVB has decided to joint efforts with a new partner ‘Beach Volleyball Around the World’. BVAW creates innovative international amateur Beach Volleyball activities and it aims to offer a new and exciting way to play sports and enjoy holidays around the world. BVAW’s core strength lies in the possibility of combining amateur competition with low cost holidays. This concept will give an opportunity to Beach Volleyball fans to enjoy the event by playing Beach Volleyball in a pool play format (in the first phase), where 2x2 women, 2x2 men, 2x2 mixed, 4x4 mixed will compete against each other, sometimes playing also on the centre court!

One of BVAW’s objectives is to channel, to coordinate and to sustain the unorganized movement of Beach Volleyball amateur into a single organization, aiming to achieve level of participation of 1,000-2,000 people. This new project has been designed to offer sponsors, promoter’s partners, BVAW family members, and Beach Volleyball fans the opportunity to enjoy a new “sport product”, contrary other emerging beach sports. Moreover, BVAW creates a new image and visibility of Beach Volleyball, portraying it as the ‘sport for all’ and not the ‘elites’ sport. Nevertheless, new revenues will be induced by the development of amateurs programs creating further opportunities to awaken the interest of amateurs and the public, towards professional and international events.

Beach Volleyball around the World offer to participants the following services:
- Transfer;
- Accommodation;
- Catering;
- Participation in tournaments;
- Camps and free training;
- Extra-sport entertaining activities;
- Walking tours.

As a consequence, organizers will benefit directly from the new movement as follows:
- ensuring significant numbers of spectators in the stadium due to the simultaneous presence of BVAW;
- attracting further media;
- create tourism development and therefore, increasing the bargaining power of organizers towards the local public authority;
- increasing the visibility and knowledge of the FIVB properties;
- revenue growth;
- achieving a social purpose through the involvement of schools and families in the Beach Volleyball activities.

The FIVB and BVAW team require to sign a partnership with all the organizers who want to join the amateur sports programs. Together, the most effective solutions based on mutual experiences could be found. In this partnership, every party should commit as follows:

**BVAW commits to:**
- Ensure the utmost professionalism while carrying out BVAW activities.
- Supply BVAW staff on site to set up and manage the BVAW program/activities (apart from 1 volunteer per court to be made available by the organizer of the event) BVAW will assign 4 supervisors for each BAW program that shall arrive on site 3 (three) days prior and depart 1 (one) day after the completion of the BVAW activity.
- Promote BAW program/activities emphasizing the synergy with the SWATCH FIVB World Tour event through all available channels.
- Coordinate all promotional efforts with the Organizers of the SWATCH FIVB World Tour event.
- Coordinate all funding requests from the local authorities with the Organizers.
- To structure the participation of the amateur athletes in order to avoid any clashes with the schedule of the SWATCH FIVB World Tour competition schedule and entertainment activities.
- To coordinate activities of the BVAW program/activities to complement the schedule of the SWATCH FIVB World Tour event.
- To propose and carry out entertainment activities (musical performances, parties, beach parties, involvement of the Star Athletes, etc.) in a complementary agreement with the Organizers of the SWATCH FIVB World Tour event.
- To avoid any conflict regarding the sponsor categories of the BVAW and the SWATCH FIVB World Tour at international and local level.
- To discuss any logistics difficulties with each Organizer of the SWATCH FIVB World Tour event on an individual basis to find the most appropriate solution case by case.
- To coordinate logistics (accommodation, arrival and departure, transportation, etc.) for the amateur athletes and BVAW staff members.

**FIVB commits to:**
- post information on FIVB official website.
- grant a dedicated page on the official FIVB website to launch the BVAW program and post results and news. BVAW to provide to the FIVB the consent to be updated on the dedicated page in a professional manner, in a format to be agreed upon at a later stage.
- issue related press releases through the FIVB Press Department.
- provide useful contact information from the FIVB database to reach wider audience.
- provide updated contact information of the organizers of the SWATCH FIVB World Tour events.
- facilitate contact with FIVB official sponsors and partners.

**Amateur matches**

- Organizing 5-10 courts in addition to the official SWATCH FIVB World Tour courts to be utilized for the BVAW program/activities outside the official competition schedule and entertainment activities established by the organizers. Depending on the space available at the events’ venues, if there is no possibility to set up courts for the BVAW program/activities adjacent to the venue, they may be set up in a nearby location to the event venue. Once the location of the courts for the BVAW program/activities has been agreed upon, organizer shall provide the pertaining authorization from the local authority. Alternative solution to the sand courts might be envisaged if required and if all parties agree upon.
- A detailed schedule featuring all BVAW activities shall be agreed upon in writing with the organizers before the start of the event well in advance.
- Each court shall be equipped with a net, 2 poles, lines, and antenna and eventually with referee chair or elevated platform, manual scoreboard. The fields shall be set up according to the FIVB safety requirements (padding of the poles, etc.) BVAW shall have an insurance policy covering any eventual accidents.
- Authorize the use the centre court of the SWATCH FIVB World Tour event for the Semi-finals, Finals, a maximum of 3 matches (final of each category, played to only 1 set of 25 points) and the Awarding Ceremony lasting 20 minutes of the BVAW competitions/activities following the agreed competition/activities schedule between the BVAW and the Organizer.
- Supply one (1) tent – 4 m x 4 m with power supply, tables and chairs, which shall serve to create an information point for the participants.
- National Federation of the territory (as hereinafter defined) shall endorse the BVAW program/activities within the pertaining territory, and do its utmost to provide any support facilitating the BVAW program/activities.

Organizer hosting a SWATCH FIVB World Championships and/or SWATCH FIVB World Tour commits to:

- Set up 5-10 courts in addition to the official SWATCH FIVB World Tour courts to be utilized for the BVAW program/activities outside the official competition schedule and entertainment activities established by the organizers. Depending on the space available at the events’ venues, if there is no possibility to set up courts for the BVAW program/activities adjacent to the venue, they may be set up in a nearby location to the event venue. Once the location of the courts for the BVAW program/activities has been agreed upon, organizer shall provide the pertaining authorization from the local authority. Alternative solution to the sand courts might be envisaged if required and if all parties agree upon.
- A detailed schedule featuring all BVAW activities shall be agreed upon in writing with the organizers before the start of the event well in advance.
- Each court shall be equipped with a net, 2 poles, lines, and antenna and eventually with referee chair or elevated platform, manual scoreboard. The fields shall be set up according to the FIVB safety requirements (padding of the poles, etc.) BVAW shall have an insurance policy covering any eventual accidents.
- Authorize the use the centre court of the SWATCH FIVB World Tour event for the Semi-finals, Finals, a maximum of 3 matches (final of each category, played to only 1 set of 25 points) and the Awarding Ceremony lasting 20 minutes of the BVAW competitions/activities following the agreed competition/activities schedule between the BVAW and the Organizer.
- Supply one (1) tent – 4 m x 4 m with power supply, tables and chairs, which shall serve to create an information point for the participants.
- National Federation of the territory (as hereinafter defined) shall endorse the BVAW program/activities within the pertaining territory, and do its utmost to provide any support facilitating the BVAW program/activities.

**Audio Equipment - Sound system, equipped with speakers, microphone, should have the minimum power necessary to transmit information and background music considering the area of the event.

- Any legal authorizations required by the governmental entities of the region to organize outdoor activities (musical performances, parties, beach parties, etc.). This documentation must be provided 30 (thirty) days before the event to ensure smooth preparation of the activities.

Volunteers (1 person for each court) to assist BVAW staff. Volunteers shall be required to work 6 hrs per day maximum.

- Provide information concerning special faxes for accommodation and local transportation.
- Provide All Access (except VIP and catering) Accreditations to the BVAW staff members.

More details of the terms of this agreement will be provided by the FIVB before the start of the season.

Finally, BVAW is an economically autonomous organization. Therefore, it does not ask for any money contribution from the Promoter or other partners in this project. Every involved figure will bring only its own competence and an existing structure and obtain in exchange long-term advantages.
7.5 Tips for Effective Event Communication

Each host country effectively promoting Beach Volleyball domestically participates strongly in the growth of the sport and Organizers should always:

- look for opportunities to promote athletes in radio/TV programs, press releases, photos, TV, autograph sessions and to involve them in kids camp programs, etc. The FIVB would like to stress the importance to enforce the term of the agreement signed with each participating athletes who has committed to give 1 hour of his/her time every day for PR activity associated to the FIVB event;
- ensure the high quality of all facilities, working conditions and communication material to enable the press, broadcasters, and photographers to cover the sport and the athletes in an optimal way;
- set-up (if requested) booth for other promoters of World Tour events to enhance the promotion of their tournament and/or results;
- provide essential background information as required for TV/radio commentators and announcers;
- effectively communicate in the local language and in English the starting time and the order of each game;
- continually supply all media with up-to-date results and information (SWATCH scoreboard, athletes’ guide, program, bulletins, results sheets, rankings etc.);
- support Beach Volleyball journalists with information and assistance (Press Kit);
- arrange interviews with athletes upon request and ensure that relevant questions are asked (i.e. number of training days in a week, willingness to become professional, etc.) in order to bring the players closer to the crowd;
- provide the audience with expert commentaries and select, possibly in collaboration with the Host Broadcaster, highlights (i.e. best moments, best athletes, best play every day, etc.). This involves the spectators in the event;
- provide assistance to translate the athlete’s interviews into several languages;
- use press releases (maximum one page, including, whenever possible, personality interviews) to maintain media interest;
- study the target group and deliver concise, user-friendly information in English and in the local language;
- hire a clipping service for effective media monitoring;
- keep local media and contact persons list up-to-date as word of mouth can also be the best promotion;
- publish in collaboration with the FIVB and other Promoters a manual with advice on how to best attract audiences at the venue, taking into consideration the different markets and needs worldwide;
- respect the spectators and give them what they came for. They should feel part of the event.