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!
Why This Guidelines?
To promote successfully Beach Volleyball events at any level
To attract on site audience and engage spectators
To increase media exposure and value of an event
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
Strategic locations in terms of people’s concentration & surroundings (restaurants, bars, shops, etc.)

Choice of the Venue
Choice of the Venue

Safety of athletes, spectators, media representative, VIPs, etc.
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), prevision 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
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
Start a ticketing campaign well in advance, using a digital platform to sell on-line tickets (or distribute free tickets)
Schedule TV matches in the afternoon or in the evening.
Explore the possibility to concentrate audience on the center court for important matches, but with no outside courts running at the same time.
How To Organize Amateur Events Around an Official Competition, i.e. BVAW - Beach Volleyball Around 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

BVAW
The only International Amateur Movement for Beach Volleyball in the World
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
- 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

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
Conceive a **Connected** Venue

The **Media Plan**

To Start Well in Advance Before the Event
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

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**On-site**

With the participation of the athletes, sponsors, celebrities and reporters

- Concerts, parties, fashion shows, etc.
- Grassroot courts around the venue

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**Off-site**

- Booths, information points, etc.
- Universities, shopping centers, restaurants, lifestyle clubs, cinemas, leisure centers, etc.
Venue Entertainment Program

On Court

Announcer
DJ & music library

Venue

Entertainment Program

On Court
Venue Entertainment Program

On Court

Contests
Venue

Entertainment

Program

On Court
Cheerleaders

Venue

Entertainment

Program

On Court

Cheerleaders
Venue
Entertainment
Program

Event Village

Family point
Venue

Entertainment Program

Event Village

Merchandising & promotion booths
Points of sale (POS) of partners
Inviting celebrities or reporters

Venue

Entertainment

Program

Event Village
Sell the event as a “corporate activity” to the companies
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.
Product prizes for spectators contests
Giveaways
On-site sampling
Sales promotion offers
Etc.
Look of the Venue
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
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

Next Steps
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.
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

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<tr>
<th>Application</th>
<th>Percentage</th>
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<tr>
<td>Email</td>
<td>86%</td>
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<tr>
<td>Facebook</td>
<td>64%</td>
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<td>33%</td>
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<td>News</td>
<td>46%</td>
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<tr>
<td>Games</td>
<td>44%</td>
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<tr>
<td>Search Information</td>
<td>33%</td>
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</tbody>
</table>

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

- How

- 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**

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*SEO = abbreviation for "Search Engine Optimization", the process of optimizing and tuning a website 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
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
Blogger outreach programs
Utilizing those beach volleyball fanatics
Social Media

National Federation outreach
Social Media contest with Prizes
Contests
Photos, trivia
2014 FIVB fan favorite
Prizes for athletes & fans
FIVB WT App

- How

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
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

— 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.
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**.
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.
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.
How Real time content is king with the help of paid media

Main Takeaways
Main Takeaways

Email & direct Communication (social media) are important
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.
Newsletter & Facebook activation

CTA's on website partners and social media

Creation of inspirational content
Ecosystem building and interconnectivity

LED screen activations & notifications

Highlights of the game, player “insider” photos & overall atmosphere of the games
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
To hire a person specialized in digital marketing
III – Red carpet stars (athletes)

1) Goals
2) How
3) Recap
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
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.
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
  - Inside 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
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.
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 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 Digital support (see above Digital Audience)
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
TV & Marketing
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
2) What is Relevant
3) Event’s Structure
4) NF BVB Strategy
5) Continental Cup 2010-2012
6) Continental Cup 2014-2016

1) Age Groups WCHs 2014
2) Growth of BVB Events
3) FIVB World Ranking
4) Gira Volei (NF-POR)
5) Le Matin Open
6) Next Steps
Increase the number of competitive National teams and overall registered athletes.
Continued support to the athletes throughout the FIVB Prize Money
FIVB Development Strategy

Continued support to the organizers of Age Groups events
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
NF BVE Strategy

Amateur tournaments
Beach Volleyball Clubs & Beach accommodations
Youth & talent development
NF BVE Strategy

Topsport events
<table>
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<tr>
<th>Continents</th>
<th>Tournaments</th>
<th>Organising countries/NFs</th>
<th>Qualified places to Olympic Games</th>
<th>Qualified places from FIVB World Cup OQ</th>
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<td>5</td>
<td>71</td>
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Continental Cup 2010-2012
143 Participating Countries / NFs
Continental Cup 2012-2014

- 3 Years of competitions
- 5 Continents
- Almost 200 NFs
- Over 100 Events to be held worldwide
Age Group WCHs 2014

- **June 10 – 15:** U23 World Championships
  - Myslowice, Poland 2014

- **July 15 – 20:** U17 World Championships
  - Acapulco, Mexico 2014

- **July 23 – 27:** U21 World Championships
  - Larnaka, Cyprus 2014

- **July 29 – August 3:** U19 World Championships
  - Porto, Portugal 2014
Note: The Continental Under-Age activities are not included
### FIVB World Ranking

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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)

Educational Goals

Enjoy sport

Building new relationships
(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
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
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) vicentegoncalvesaraaujo@gmail.com
Mr Angelo Squeo (FIVB Beach Volleyball Events Director) beach@fivb.org
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