



ESOM

ENHANCING SPORT ORGANISATIONS
AND MANAGEMENT

ESOM Media and Communication



Co-funded by
the European Union





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STUDENTSKI SPORTSKI SAVET CRNE GORE
STUDENT SPORTS ASSOCIATION OF MONTENEGRO



UNIVERZA
V LJUBLJANI

SUMMARY

On November 29 and 30, an international conference on Sustainability and Legacy in Sport: Challenges and Perspectives was held in Kyiv in hybrid format, hosted by the National University of Ukraine on Physical Education and Sport, Ministry of Education and Science of Ukraine, Ministry of Youth and Sport of Ukraine, National Academy of Educational Sciences of Ukraine, under the patronage of the International University Sports Federation (FISU), the European University Sports Association (EUSA) and the International Council of Sport Science and Physical Education (ICSSPE).

The 7th edition, although still marked by the situation in Ukraine and the current state of affairs caused by the war, it managed to gather great speakers, covering insightful topics, all expressing high hopes that that peace will return soon, and sport, education and scientific work will continue to advance and grow.

On Wednesday, as part of the program of the conference, the Satellite seminar on Management of University Sport: Sustainable development of the Erasmus+ Project Enhancing Sport Organizations and Management (ESOM), took place.

To open the satellite seminar, Andrej Pisl, Project and Communications Manager of the European University Sports Association (EUSA) gave an overview of the ESOM project, the aims, main activities, topics addressed, as well as the timeline for 2023 and 2024.

Following, Boris Sekulic from the Students Sports Association of Montenegro, presented the research done on Engagement and Participation in university sport done within the Sports Student Union of Montenegro. He also pointed out the importance of sport and student sport in the community, the role of the environment and opportunities in fostering engagement of students, and the importance of media coverage and popularity, when it comes to increasing participation, interest and engagement of students in sport.

The third short workshop was done by Aleksandra Leszczynska from University Sports Association of Poland, focusing on Media and Communication in university sport, presenting the media and communication strategy of AZS, the benefits of the press office, website usage as a platform, social media, and the importance of cooperation with local media and media factors.

To conclude this seminar was Anna Volosiuk, representative of the Sports Student Union of Ukraine, presenting about Marketing and promotion in university sport and best practices from their experience. She spoke about how student sport got popularised in Ukraine, the information tools, the mass sport events in Ukraine, as well as other ways of increasing interest for university sport on a local and international level.

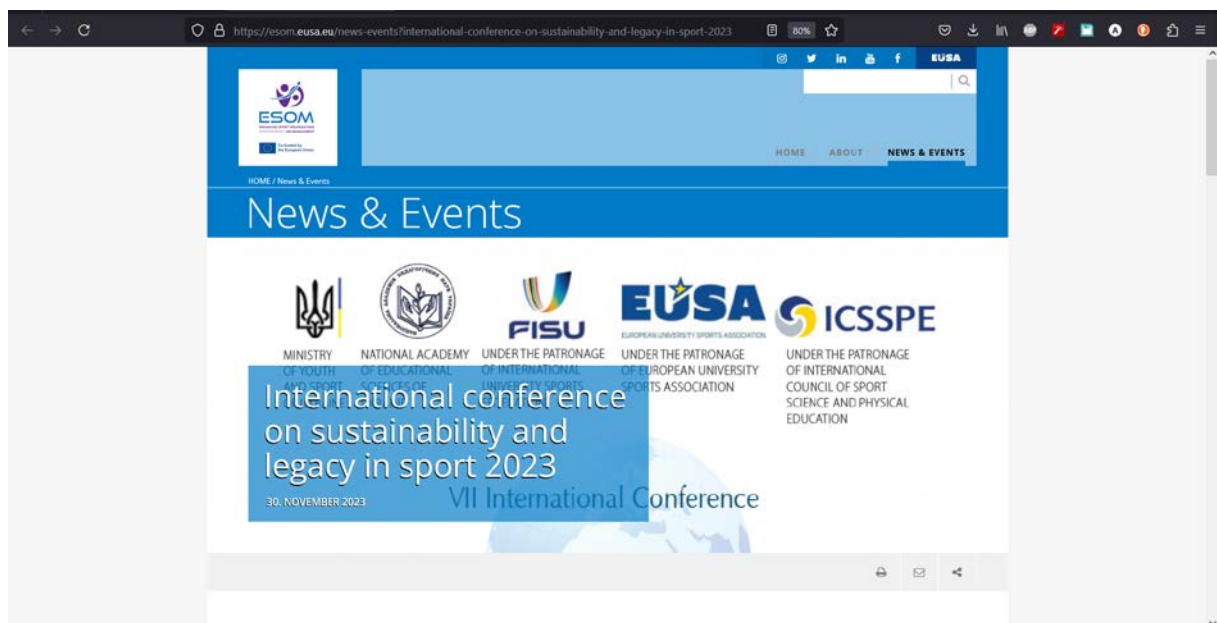
On the second day of this conference, additional overall topics were covered: sports medicine, public health, mental health in sport, youth and the Olympic movement, and education through sport. These topics were mainly presented through sessions and panel discussions, covered by professionals in the areas of discussion.

COMMUNICATION

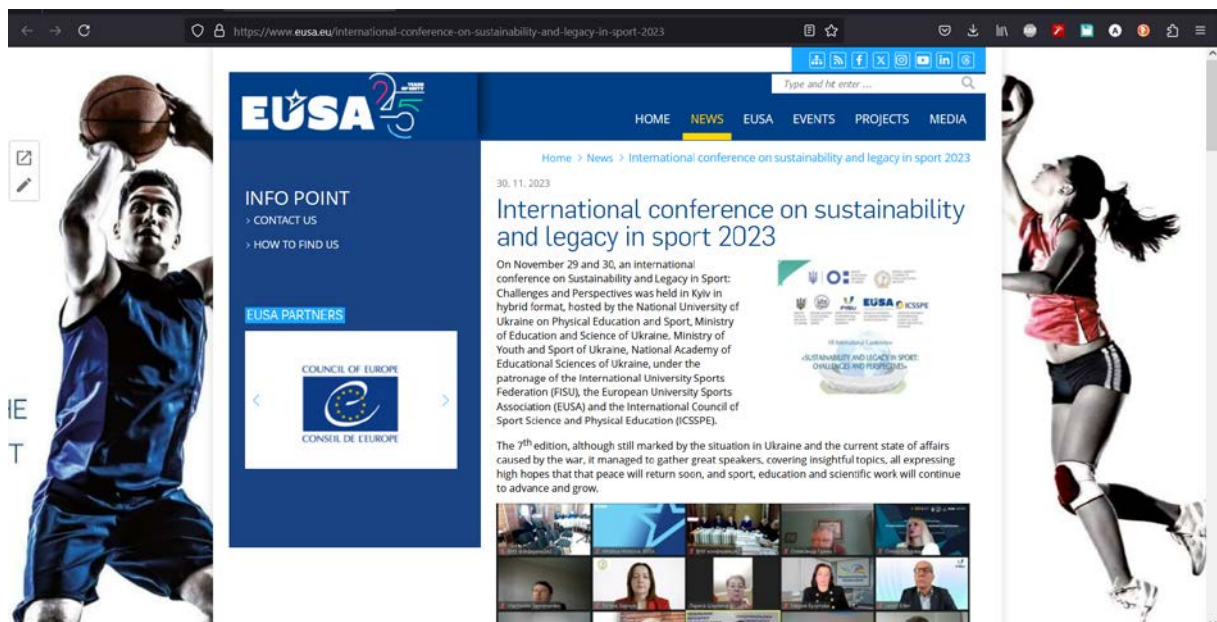
The news about the conference and seminars was shared on the project website, as well as on the website and social media channels of the coordinator, as well as project partners.

Here we illustrate some examples; detailed clippings will be reported in the EU online tool.

<https://esom.eusa.eu/news-events?international-conference-on-sustainability-and-legacy-in-sport-2023>



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PROGRAMME AND AGENDA

SHARE EXPERIENCES AND GOOD PRACTICES FROM UNIVERSITY SPORT MANAGEMENT!



Join us and register for
ESOM November online events

WEDNESDAY, NOVEMBER 29 9:30 AM CET

VII International Conference "Sustainable Development and Heritage in Sports"
Opening and Keynotes

WEDNESDAY, NOVEMBER 29 1:00 PM CET

Seminar "Management of University Sport with Sustainable Development"

THURSDAY, NOVEMBER 30 5:00 PM CET

EUSA-NUSA Webinar and EU Funding Opportunities



- Leonz Eder, FISU; Maria Bulatova, National Olympic Committee of Ukraine; Yevheniy Imas, Sports Students' Union of Ukraine (SSUU): Welcomes and Openings
- Andrej Pisl, European University Sports Association (EUSA): ESOM project
- Boris Sekulic, Students Sports Association of Montenegro: Engagement and Participation in university sport
- Aleksandra Leszczynska, University Sports Association of Poland: Media and Communication in university sport
- Anna Volosiuk, Sports Student Union of Ukraine (SSUU): Marketing and promotion in university sport

PRESENTATIONS

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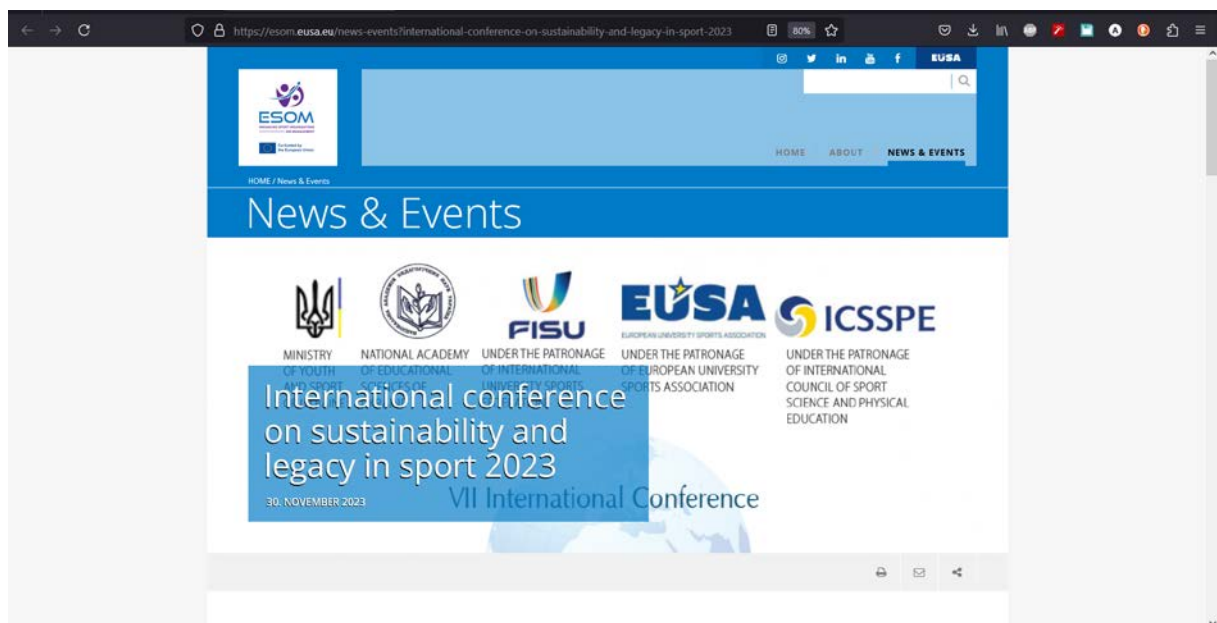
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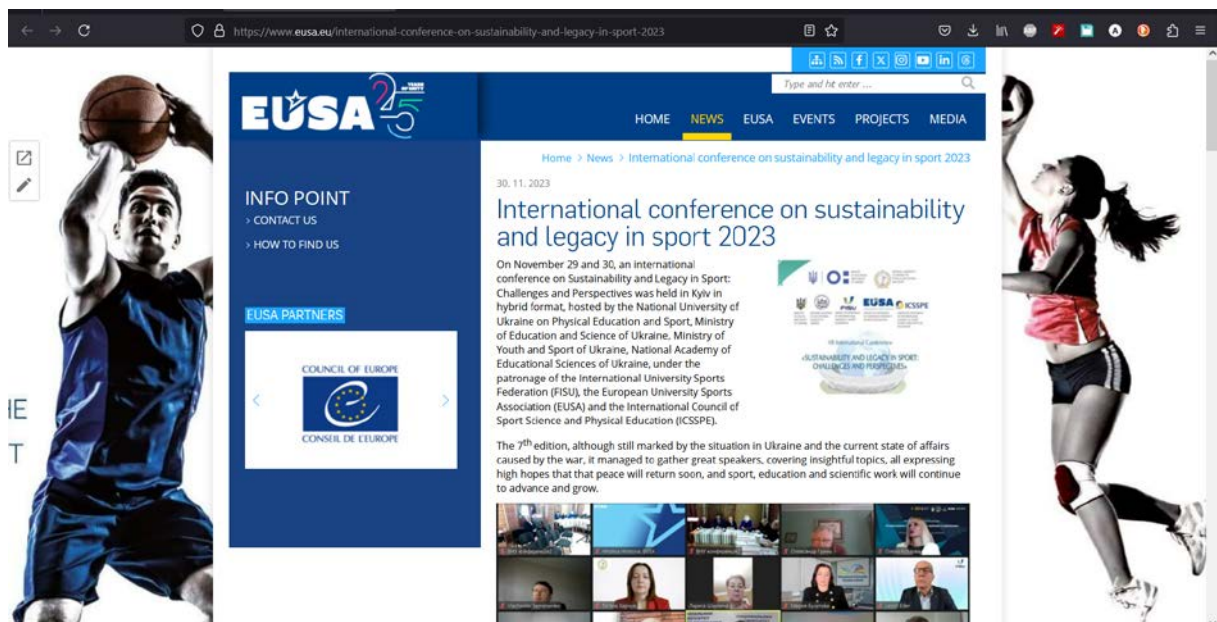
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MEDIA AND COMMUNICATION STRATEGY IN INIVERSITY SPORT ASSOCIATION OF POLAND (AZS)

Aleksandra Leszczyńska



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PRESS OFFICE

- the professional press office - a professional journalist and professional photographer
- it aims to disseminate information about university sport in Polish media
- the media team is focused on the biggest university events
- organizers of university sport events are supposed to send all important information to the press office



PRESS OFFICE

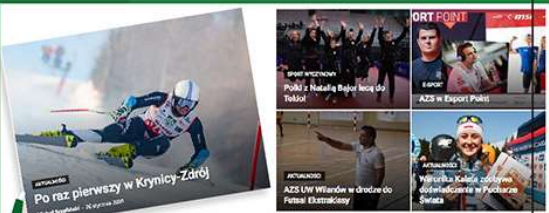
- the main task of the media team is to send press releases before and after the most important events to Polish media and universities
- the media team prepare professional photo gallery, audio and video from each event which are sent to Polish media and are published on our website and in social media
- all press releases, photos, audios and videos are prepared and sent shortly after the event is finished
- the media team share their materials for free



PASJA AZS



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- the website since 2019 devoted to news from AZS
- press releases, photos and videos prepared by the media team
- sections on the website devoted to Polish University Championships (especially - final events), professional sport, international events such as EUG and Universiades, local events, Academic Integrative Championships
- series of articles – „on the poster”
- photo galleries and series - photo of the week

PASJA AZS



- local press officers and journalists who report on and promote events held in their regions
- articles from regional AZS about semi-final events and local events which are qualifications for Polish University Championships
- benefits – archiving articles and photo galleries, promoting events, sports and organizational successes among publicity and university authorities, emphasizing the role of sport in students' lives

AZS'S SOCIAL MEDIA PRESENCE

- Facebook
- Instagram
- Twitter
- YouTube



FACEBOOK



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- University Sport Association of Poland
- Polish University Championships
- each competition of Polish University Championships
- regional AZS organisations
- AZS clubs



LOCAL ORGANIZING COMMITTEE

- local media – press releases, videos, audios, interviews in TV and radio programmes
- regional websites and social media
- photographers at each event
- international events – the press office



AZS YEARBOOK



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- most important events and achievements of the year
- Polish University Championships
- information from local AZS
- photo galleries as important part of the yearbook



MEDIA PARTNERS

- Przegląd Sportowy – daily sport newspaper; each month a few pages are devoted to the university sport
- Onet.pl – website
- Czwórka – radio

**PRZEGŁĄD
SPORTOWY**



CZWÓRKA
POLSKIE RADIO

OTHER MEDIA CHANNELS

- AZS Cafe - podcast
- AZS News - news programme
- Sportowiec w drodze - series of interviews with athletes



KEY FACTORS TO SUCCESS



- producing professional and high-quality content (press releases, videos, audios)
- sharing content for free
- sending press releases, videos, audios immediately after the end of the event
- using multiple means of media
- the team consists of professionals and local reporters



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