

# **ESOM Event Management and Organisation**





















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#### **SUMMARY**

Within the ESOM (Enhancing Sport Organisations and Management) project, co-founded by the European Union, a seminar and in-person partners' meeting was hosted by the University Sport Association of Poland (AZS) on February 2, 2024 in Warsaw.

The day was focused on a seminar, organized as presentations and discussions to share different experiences on the principals topics of volunteering and management of sports events. The main aim of the project itself, is to strengthen management and event organisation in university sport. This is being done through blended learning, sharing experiences, gaining new information and skills on the key topics of sports management, funding, communication and other key topics.

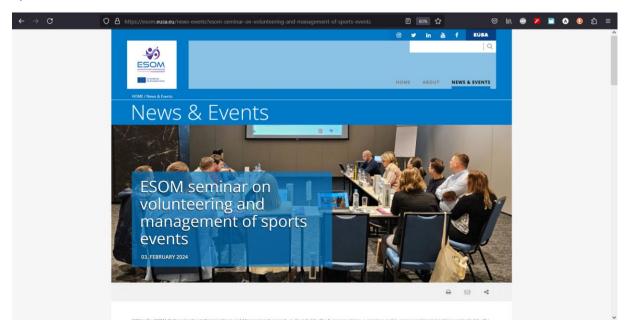
The second topic was the Event Management and Organisation. Nikola Vincetic from the Croatian Academic Sports Federation (CASF/HASS), presented the lifecycle of the event with the different steps needed for a successful event. Mojca Rupert from the University of Ljubljana presented an example of a running event that the university organises, explaining the management of this event, also covering the promotion, financing, and the crucial role of the volunteers during this event. Kevin Van Loon of the Student Sport Nederland presented the organisation of the national university multisport championships (GNSK), focusing on the importance of communication support to promote the event and increase its visibility. Both the previous editions, as well as the upcoming one were presented. Boris Sekulic from the Students Sports Association of Montenegro (SSAM/SSCG) presented the strategic event management for inclusive events, aiming towards mass participation and student-friendly events. He gave also some key points related to communication and registration in different channel to increase the participation, as well as establishing strong partnerships with the National Sports Federations and improving financing and partnerships. Andrej Pisl, representing the European University Sports Association (EUSA) and its Institute, presented the strategies and activities of the organisation in helping the local organising committees in the organisation of the events, including the resources and documentation available, as well as education and monitoring system implemented. The key elements of sports events organisation were also shared. Although our Ukrainian partner – Sports Students' Union of Ukraine (SSUU) – is heavily restricted in events and operation due to the ongoing war in their country, they still carry out some activities, both online and in person. Some good practice examples were shared from current, as well as past period by Anna Volosiuk.

#### **COMMUNICATION**

The news about the meeting 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?esom-seminar-on-volunteering-and-management-of-sports-events



https://www.eusa.eu/esom-seminar-on-volunteering-and-management-of-sports-events



#### **PROGRAMME AND AGENDA**





ENHANCING SPORT ORGANISATIONS AND MANAGEMENT (ESOM)

PROJECT PARTNERS MEETING - WARSAW, POLAND 01.02.2024 - 02.02.2024

1. PLANNED PROGRAMME OF MEETING

01.02.2024

02.02.2024

09:00 - 12:30 - Meeting part 1

12:30 - Lunch

13:30 - 15:00 - Meeting part 2

Thursday's dinner and Friday's lunch will be covered by the hosting organization.

The expected topics are:

- Midterm review;
   On-going tasks;
   Seminar on Event Management & Organization
   Seminar on Volunteer Recruitment and management

Hotel Arche Krakowska, Aleia Krakowska 237/U1, 02-180 Warsaw







#### 3. ACCOMMODATION RECOMMENDATIONS

- Hotel Arche Krakowska, Aleja Krakowska 237/U1, 02-180 Warsaw https://www.archehotelkrakowska.pl/en/ Approx. 7 minutes long drive from the airport
- Stay Inn Hotel Warszawa, Słowicza 28, Włochy, 02-170 Warszawa, Polska https://warszawa.stayinnhotels.pl/en/ Approx. 8 minutes long drive from the airport Approx. 8 minutes long walk from the Arche Hotel
- https://all.accor.com/hotel/8999/index.en.shtml
  Approx. 8 minutes long drive from the airport
  Approx. 7 minutes long walk from the Arche Hotel

Best option is Warsaw Chopin Airport (WAW) - Żwirki i Wigury 1, 02-143 Warszawa. It is possible to reach the airport by bus from the center or one of the driving services (taxi, uber, bolt).

In case of any questions about agenda or the meeting, don't hesitate to reach out—marianna.pikul@azs.pl



Speakers and Presenters at the Seminar on Event Management & Organization

- Nikola Vincetic, HASS/CASF (online)
- Mojca Rupert, University of Ljubljana
- Kevin Van Loon, SSN
- Boris Sekulic, SSCG/SSAM
- Andrej Pisl, EUSA

### **PRESENTATIONS**









Hrvatski akademski sportski savez

Croatian Academic Sports Federation





# Agenda

- 1. About CASF
- Experience in planning and organizing international events
- 3. The lifecycle of the event
- 4. Conclusions













### Who are we? J

# Umbrella organization for university sports in Croatia, organizing competitions for 30.000 student athletes in 18 sports





# Experience in organizing EUSA and FISU events

- Since 1998, 17 EUSA or FISU events
- European Universities Games 2016, Zagreb -Rijeka
- FISU World Forum 2024, FISU WUC Cheerleading 2024, EUSA Futsal and EUSA Water Polo 2025, EUSA General Assembly 2025

World and European
Handball Championship;
European Water Polo
Championship; European
Basketball Championship;
Olympic Games; UEFA
EURO 2024









# The lifecycle of the event







Hrvatski akademski sportski savez

Croatian Academic Sports Federation





# The lifecycle of the event

- Bidding Process
- Strategic Planning
- Operational Planning
- Event Delivery
- Evaluation and Reporting





5 key phases of the event, each with its own objectives and key results





# **Bidding Process**

- Understanding the hosting requirements (international governing body and host city/country)
- Stakeholders Management as a key from the beginning of the process (political and sports authorities support and inclusion in the process)
- Finances and Resources what is the budget and how it is made up? What resources are available to you? Have financial guarantees!
- Legacy Management





Bidding process as a first step in the cycle





# Strategic Planning

- Preparing a Master Plan
- Defining key success benchmarks
- Financial planning and securing multiyear budget
- Signing contracts with key partners
- Defining legal matters
- Planning procurement
- Planning and starting with legacy projects (sports infrastructure, accommodation infrastructure)
- Defining sustainability policy





First and most important step after the bidding process





# Operational planning phase

- Define the organizational structure; confirm functional areas and their structure, roles and responsibilities, and scope of operations.
- Define key policies and procedures, such as decision-making, communication policies, and reporting
- Establish OC offices and start the employment process for key functional areas.

(48 months prior to the event)





The longest phase in the cycle (4 years or more)





# Operational planning phase





- Brand development
- PR and Marketing activities with the aim to sign multiyear sponsorship contracts
- Increase workforce in the key functional areas
- Master Plan monitoring
- Infrastructure projects monitoring

(36-12 months prior to the event)

The longest phase in the cycle





# Operational planning phase

- Increase workforce in essential FAs (Sport Management, Venue Management, Accommodation and Catering, Accreditations, Transport operations, Volunteers)
- PR and Marketing activities
- Volunteers Management programs
- Closing infrastructure projects
- Test events

(12 months prior to the event)





The longest phase in the cycle





# **Event Delivery**





- Teams transition to operational venues
- Significant increase in workload and workforce
- Close financial monitoring
- Games time delivery all FAs active
- Evaluation and reporting

(Year of the event)

The longest phase in the cycle





# **Evaluation and Reporting**





- Final Reports (governing body, host city and country, public)
- Stakeholders management
- Legacy Management

(6-12 months after the event)

The worst part of the event :)





# But what is also important...

- Team!
- Working culture and leadership behaviours
- Legacy friends, experience, knowledge and skills





Preconditions for hosting successful event





# Thank you!





Hrvatski akademski sportski savez

Croatian Academic Sports Federation









# 2023 Zeksa Popfaksa Popfaksa

11. april 2023 ob 17.00 Študentsko naselje Rožna dolina



http://tiny.cc/Tek2023







Center za obštudijsko dejavnost Univerze v Ljubljani E: cod@uni-lj.si M: 030 641 648

## *History of the event:*

1 12th April 2018 (night event) | [2] 16th April 2019 2020 cancelled (covid) 2021 cancelled (covid) [3] 12th April 2022 [4] 11th April 2023 5 9th April 2024



- **ü** All the runners receive a T shirt with the event logo
- **ü** Applications open one month in advance
- **ü** 3 distances; groups per distance and time:
  - razdalja 5 km: pod 30 min
  - razdalja 5 km: 30 min 35 min
  - razdalja 5 km: nad 35 min
  - 🛑 razdalja 10 km: pod 55 min
  - 🌑 razdalja 10 km: 55 min 65 min
  - razdalja 10 km: nad 65 min
  - razdalja na 15 km



Do you want to be our sponsor?





Welcome to join us: Tek od faksa do faksa 2024!



'Samen sterk voor de sportende student'







### **National University Championships**

2022: 48 Championships 2023: 52 Championships

2024: 40 Championships until July

New successful championships in 2023:

Chess and Padel

### Concept is pretty similar to EUSA's

- OCs need to apply to host a championship
- OCs are responsible for sport regulations
- OCs are responsible for registrations
- OCs are responsible for general organisation and finances



### **National University Championships**

### SSN Supports OC's with

- Guidebooks and documents of earlier editions
- Possibilities to promote the event within the Network
- Medals and promotion materials
- At least 3 advisory meetings
- Aftermovies for 10-15 championships

### Specific goals for 2024

- Better data collection -> results, participations lists, budgets etc
- Involve national sport federations
- Overall growth in visibility of the events



### **Events Calendar 2024 until July**

STUDENTENSPORT NEDERLAND



### 7. Sport

#### **GNSK Rotterdam**





ERASMUS SPORT, ROTTERDAM



BASKETBALL



VOLLEYBALL







**TENNIS** 



SQUASH









FUTSAL



BEACHVOLLEYBALL



FENCING



CLIMBING



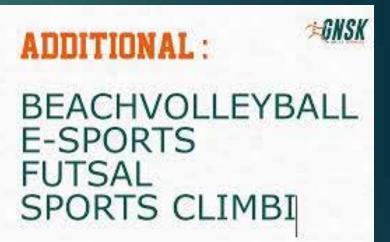
BADMINTON



E-SPORTS

# Communication

- Website (GNSK.nl)
- App (GNSK 2024)
- Social Media (Instagram gnsk 2024)
- mediakit GNSK 2024







SAVE THE DATE !!!



# Reglementen & algemene voorwaa

- Regulations per sport available in Dutch and English
- General terms and conditions available in Dutch and English
  - participation fee coaches €29,-
  - participation fee athletes €39,-
- Additional options
  - Dinner per day €6,-
  - Ticket party €10,-
  - Camping per day €10,-



## Registration process

#### **Step 1) Team Registrations**

- via Google forms
- contactdetails teamcaptains

### Stap 2) Individual Registrations

- via GNSK app of website
- individual payments

#### Stap 3) Accreditation cards

Personal accreditation card available from 8th of May





Any Questions?



## STUDENTSKI SPORTSKI SAVEZ CRNE GORE

Students Sports Association of Montenegro Boris Sekulic, Secretary General of the SSAM





"Event Management and Organisation in Student Sports"

Student Sports: Fostering Mass Participation

Strategic Event Management for Inclusive Sport

**Strategic Event Management for Inclusive Athletics** 

- Importance of Student Sports
- Emphasis on Mass Participation over Elite Performance
- Objectives: Creating an Inclusive and Engaging Sports Environment



Strategic Event Management for Inclusive Athletics

#### **Essence of Student Sports**

- Focus on Mass Involvement
- Building a Diverse and Inclusive Sporting Community
- Mass sport VS Competitive Achievements

Strategic Event Management for Inclusive Athletics

#### **Objectives of Student Sports Events**

- Inclusive Events for Diverse Interests and Abilities
- Emphasis on Community Building and Wellness
- Minimizing Barriers to Participation

Strategic Event Management for Inclusive Athletics

#### **Collaboration with National Sports Federations**

- Establishing a Strong Partnership
- Importance of a Reliable Measurement and Refereeing System
- Enhancing the Structure of Student Sports Events



Strategic Event Management for Inclusive Athletics

Tailoring Organization to Students

- Student-Friendly Event Planning
- Simplicity and Engagement in Execution
- Ensuring Accessibility for All Participants

Strategic Event Management for Inclusive Athletics

#### Financing and Partnerships

- Collaboration with Ministries, Sponsors, and Universities
- Meeting Expectations while Ensuring Financial Sustainability
- Maximizing Support for Student Sports Initiatives

Strategic Event Management for Inclusive Athletics

#### **Enhancing the Student Experience**

- Incorporating Feedback Mechanisms
- Post-Event Surveys for Continuous Improvement
- Ensuring Positive and Memorable Experiences for Participants



Strategic Event Management for Inclusive Athletics

Technology and Promotion

- Utilizing Technology for Promotion
- Leveraging Social Media for Awareness
- Increasing Participation Through Strategic Communication









# EVENT MANAGEMENT & ORGANIZATION

### **EUSA**

#### Founded:

**▼** 1999, Vienna

#### **Membership:**

- 47 NUSA (national unisport bodies)
- **▼** Universities (associate members)
- **▼** FISU Associated Member

#### **Activities:**

- **v** Sports
- **▼** Education
- v Social Responsibility & Projects

















### PARTNER ORGANISATIONS

**FISU EUROPEAN COMMISSION EUROPEAN OLYMPIC COMMITTEES ENGSO & ENGSO YOUTH EUROPEAN FAIR PLAY MOVEMENT EUROPEAN PARALYMPIC COMMITTEE** COUNCIL OF EUROPE / EPAS **EUROPEAN STUDENTS' UNION** AIPS EUROPE **EUROPEAN ATHLETE AS STUDENT EUROPEAN & INTERNATIONAL SPORT FEDERATIONS** 







### **EUSA ACTIVITIES**

#### **SPORT ACTIVITIES:**

European Universities Games, European Universities Championships, Patronage Events

#### **EDUCATIONAL ACTIVITIES AND LEGAL MEETINGS:**

Conventions, Conferences, Webinars, Seminars, Forums...
General Assemblies, Executive Committee Meetings, Commission Meetings...









### **EUSA ACTIVITIES**

#### **PROJECTS:**

<u>EUSA PROJECTS:</u> Internship Program, Development/Solidarity Fund, EUSA Exhibition, MyEUSA Photo Competition...

<u>PARTNERSHIP PROJECTS:</u> Anti-Doping, Dual Career, Equal Opportunities, Mobility, Safeguarding, Sustainability, Volunteering...













#### **EUSA SPORTS ACTIVITIES**

#### **SPORT EVENTS**

- EUROPEAN UNIVERSITIES GAMES
- EUROPEAN UNIVERSITIES CHAMPIONSHIPS
- CUPS & PATRONAGE EVENTS









## EUROPEAN UNIVERSITIES CHAMPIONSHIPS EUC

#### **CONCEPT**

Individual sports event and clustered events

#### **BIANNUAL EVENT**

Every odd-numbered year

#### **26 SPORTS**

#### **European Universities Championships:**

3x3 Basketball, Badminton, Basketball, Chess, Football, Futsal, Golf, Handball, Orienteering, Padel, Rowing, Rugby 7s, Sports Climbing, Table Tennis, Tennis, Volleyball, Water Polo

#### **European Universities Combat Championships:**

Judo, Karate, Kickboxing, Taekwondo

#### **European Universities Beach Championships:**

Beach Handball, Beach Volleyball

#### **European Universities Winter Championships:**

Skiing, Snowboarding, Snow Volleyball







## **EUROPEAN UNIVERSITIES CHAMPIONSHIPS 2023**





https://results.eusa.eu

SPORT	(men)	ATHLETES (women)	OFFICIALS (men)	OFFICIALS (women)	TOTAL PARTICIPANTS
3x3 Basketball	96	64	34	13	207
Alpine Skiing	54	27	13	6	100
Badminton	55	48	12	1	116
Basketball	186	132	64	26	408
Beach Handball	107	96	19	16	238
Beach Volleyball	48	48	24	10	130
Football	286	163	63	7	519
Futsal	236	154	62	19	471
Handball	139	159	37	12	347
Judo	202	126	65	14	407
Karate	177	156	63	17	413
Kickboxing	95	46	58	7	206
Orienteering	105	80	16	3	204
Rowing	265	172	63	24	524
Rugby 7s	86	46	21	6	159
Snowboarding	14	10	4	1	29
Snow Volleyball	22	19	6	2	49
Table Tennis	71	36	19	7	133
Taekwondo	102	124	61	12	299
Tennis	52	40	13	7	112
Volleyball	120	188	53	10	371
Water Polo	89	0	12	4	105
General Coordination	0	0	15	8	23
TOTAL	2607	1934	797	232	5570





### **EUROPEAN UNIVERSITIES GAMES**

#### CONCEPT

#### **EUG**

Multiple sports event (at the same place at the same time)

#### **BIANNUAL EVENT**

Every even-numbered year

#### **COMPULSORY SPORTS (12)**

Badminton, Basketball, 3x3 Basketball, Beach Handball, Beach-Volleyball, Football, Futsal, Handball, Rowing, Table Tennis, Tennis, Volleyball



Judo, Karate, Kickboxing, Taekwondo

#### **OPTIONAL SPORTS (up to 8)**

Chess, Golf, Rugby 7s, Sports Climbing, Orienteering, Water Polo, Padel, Swimming

#### 1-2 DEMONSTRATIVE SPORTS

Swimming, Canoeing,

#### 1-3 PARA SPORTS

Para Table Tennis, Sitting Volleyball, Para Swimming









#### **EUROPEAN UNIVERSITIES GAMES IN NUMBERS**

YEAR	SPORTS	PARTICIPANTS	UNIVERSITIES	TEAMS	COUNTRIES
2012	10	2574	154	252	32
2014	12	2828	174	269	34
2016	23	5410	388	855	40
2018	13	4027	289	504	38
2022	20	4459	417	828	37





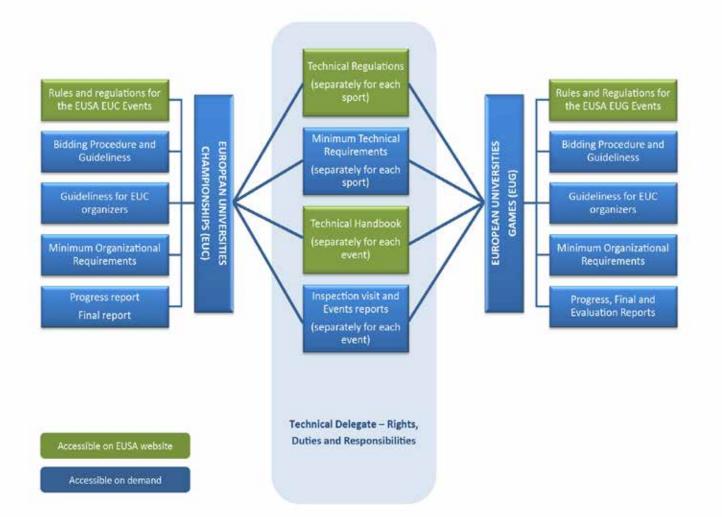








## **DOCUMENTATION**







### **EUSA Operational Documents**

#### **EUG General (Public) Documents:**

- Bidding Procedure Guidelines for the EUG
- Rules and regulations for the EUG
  - Technical Regulations (separately for each sport)
- Minimum Organizational Requirements for the EUG
  - Minimum Technical Requirements (separately for each sport)
- EUSA Incident Policy

#### **EUG Internal Documents:**

- OC:
  - OC EUG Progress Report
  - EUG Technical Handbook (Public)
  - OC EUG Final Report
- EUSA:
  - TD Inspection Visit Report
  - CTC Chair and TD Final Report





### **Technical Regulations**

## Technical Regulations includes basic information about the EUSA sports event for participants:

- Based on International Sports Federations technical regulations
- Event (maximum number of the participating teams)
- Duration of the programme (competition days plus general technical meeting day)
- Composition of the delegation (athletes, officials and referees where applicable)
- Playing scheme
- Draw, seeding (according to the EUSA and other international rankings if applicable)
- Financial obligation (according to the EUSA regulations)
- Teams Uniforms







#### B3X 1 INTERNATIONAL REGULATIONS

The organization of the EUG 3x3 Basketball shall be mainly based on the most recent Technical Regulations of the International Basketball Federation (FIBA).

#### B3X 2 COMPETITIONS

Team Tournaments:

- . 1 (one) men's tournament, maximum of 24 (twenty-four) teams,
- 1 (one) women's tournament, maximum of 20 (twenty) teams.

#### Side tournaments:

- 1 (one) men's Slam Dunk Contest.
- · 1 (one) men's Three-point Contest,
- · 1 (one) women's Three-point Contest.

I (one) women's Three-point Contest.
 Side tournaments are non-compulsory for participating teams. Entries to these tournaments only are not allowed.

#### B3X3 PROGRAM

The competitions consist of 4 (four) days. The General Technical Meeting, where the presence of each head of the delegation is obligatory, will be held 1 (one) day prior to the start of the competition.

#### B3X 4 DELEGATION

The delegation will consist of minimum 3 (three) and maximum 4 (four) athletes The head of the delegation must be appointed.

#### B3X 5 REFEREES

OC shall provide referees in cooperation with EUSA and FIBA (if clinic is organized).

OC shall provide 2 (two) sets of polo shirts per referee.

#### B3X 6 PLAYING SCHEME

The format of the tournament will be decided by CTC taking into consideration the number of teams entered.

#### B3X 7 DRAW, SEEDING

The draw will be done in the presence of EUSA representative taking into account EUSA 3x3 Basketball ranking. The university team of the hosting dity or in their absence the hosting country's highest ranked team will be placed on first (1) place in pool A. Teams from the same country shall, whenever possible, be placed in different pools.

#### B3X 8 FINANCIAL OBLIGATIONS

In order to participate, all financial obligations towards EUSA and Organizing Committee need to be settled by the specified dates, as per EUSA Rules and Regulations.

#### B3X 9 UNIFORMS

All teams have to bring 2 (two) different sets of uniforms, main colour light and the other dark. During the entire duration of the EUG competition each player must wear the same number.

#### B3X 10 AWARDS

	ACHIEVEMENT	COMPETITION CATEGORY	TITLE FOR WINNER
FISU UWC	1*, 2**	Team	Qualified to the University World Cup in accordance with FISU Regulations
Cups	1", 2", 3"	Team	European Universities Champion
Medals	1", 2", 3"	Team (athletes, officials)	European Universities Champion
Other Awards	Fair Play Most Valuable Player Top Scorar Slam Dunk Contest Three-Point Contest	Team Athlete Athlete Athlete Athlete	Winner Most Valuable Player Top Scorer Winner Winner





## **Minimum Technical Requirements**

## Minimum Technical Requirements includes detailed technical requirements for the EUSA sport event, which shall be organized by EUG organizer:

- European / International Sports Federations and observed regulations
- Venue requirements for matches and trainings
- Playing grounds requirements for matches and trainings (additionally: lighting, ventilation, seats for spectators, dressing rooms, equipment, working staff, medical service, security services and others)
- Technical Delegate and his assistant requirements (accommodation, working and office requirements, general technical meeting requirements, transportation and others)
- Referees and judges requirements (accommodations, meeting (working) room requirements, match requirements, assistants from OC, transportation and others)





MINIMUM TECHNICAL REQUIREMENTS		
SPORT	Water Polo	
Competitions	As defined in EUSA Rules and Regulations	
EUROPEAN AND INTERNATIONAL SPORTS FEDERATION	LEN and FINA	
International Laws of the Game		
European or International organizational requirements (to follow, if not included in this document)	Rules FINA - Fédération Internationale de Natation (translation: International Swimming Federation)	

VENUE	MATCHES	TRAININGS
Indoor and/or outdoor	Indoor/outdoor (50 m pool length)	Indoor/outdoor (50 m or 25 m pool length)
Туре	Swimming pool – Sports venue	Same
	The overall field of play including the goal area will be $30\text{m}x25\text{m}$ for men and $20\text{m}$ for women. The depth of the water shall be consistently not less than 1.8 m and preferred 2.0 m.	
Distance from athletes and officials accommodation	25 min by any means of transport	25 min by any means of transport. Training venue shall be as close as possible of the matches' venue, 5 min max, by any means of transport.
Distance from Technical delegate and Referees hotel	15 min by any means of transport	15 min by any means of transport
PLAYING GROUND		
Number of swimming pools for whole event (men and women together)	One or more in the same building	One or more in the same building
Lighting	Good lighting (lux depends on the height position of lights – min. 800 lux)	Regular lighting
Ventilation	Heating Ventilating Air Conditioning (HVAC) system to control stable and warm air temperature within whole swimming pool area at around 25 C (outdoor pool)	Same (outdoor pool)
Seats for spectators	Minimum 400 seats, minimum 1,5 meters from playing area	I.
Swimming pool temperature	The water temperature shall not be less than 26° plus 1° minus 1° Centigrade	Same
Playing pool size + outside lines size	As per FINA and LEN Regulations	See above
Warm up area size and place	Extra swimming pool for warm up, dimension (25x20 m – outdoor pool)	
Number of dressing rooms for tearns for playing ground Number of dressing rooms for referees (more below) Other requirements in dressing room for tearns	Several dressing rooms (men and women separated) At least 2 dressing rooms for referees (men and women separated) Bathroom facilities Looker room Sufficient bottled water during the competition	None

VENUE	MATCHES	TRAININGS
WORKING STAFF at the playing ground	Announcer and Sport Presentation two referees, two goal judges, time keepers I person responsible for EUSA Result Management System + 2 volunteers for each game (including the two days prior to competition) + sufficient number of laptops / tablets I NSF delegate of the match	Volunteer controlling access
EQUIPMENT for one Swimming Pool	Distinctive marks shall be provided on both sides of the field of play to denote the following.  (a) white marks – goal line and half distance line (b) red marks – 2 meters from goal lines (c) yellow marks – 8 meters from goal lines (d) a red marker shall be placed 5 meters from goal lines to indicate the point from which a penalty shoft must be taken The sides of the field of play from the goal line to the 2 meter line shall be marked in red: from the 2 meter line to the finetter line to the finetter line to the finetter line to the finetter line shall be marked in green. Two goals that are in accordance with FINA rules BW Printer +1.000 papers	Two goals

Working requirements	Local mobile card and phone     Phone book of OC key persons     Internet mobile stok access     Liaison officer with car 24/24h at disposal
Office requirements	Office in the hotel of Technical Delegate Italies + 4 chairs Computer with internet access BW Printer + 1.000 papers Photocopy machine 100 folders Stapler Other office supplies
General Technical Meeting requirements	Meeting room with 150 chairs (2 representatives from each team, all referees, all teams attaches, other guests) preferable amphitheater Table with 5 chairs for \$CACM members in front of the audience Audio system (3 microphones (2 fixed, 1 mobile) and speakers) Computer BW printer + 500 papers Projector + canvas Projector + canvas Plipohart with markers

EFEREES AND JUDGES		
atch requirements	2 dressing rooms (1 shower, 1 washbasin, 1 mirror, 1 toilet)     Table with 2 chairs in the dressing room     Snacks, fruit coffee, water and soft drinks provided	





www.eusa.eu

### **Minimum Organizational Requirements**

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## Minimum Organizational Requirements (1/2)

Minimum Organizational Requirements includes detailed organizational requirements for the EUSA sport event, which shall be organized by EUG organizer:

- Accommodations (standard, capacity, opening hours, persons per room, check-in/out, bathroom facility, cleaning, air-condition, internet access, laundry service, info desk, outside accommodation building services, medical assistance, security assistance and others)
- Catering (standard, location, size, air-condition, bathroom facility, internet access, opening hours, kind of food delivery, meals per days, additional meals, variety of food, structure of breakfast, lunch and dinner, info desk, security assistance, medical assistance, outside catering building services and others)





## Minimum Organizational Requirements (2/2)

- Transportation (arrival pick-up points, waiting time at the airport, kind of transportation, transportation rules in general and for the match, vehicles, pick-up stations and others)
- Offices, Rooms, Desks, Points (accreditation centre, arrival welcome desk point, general information desk point, OC offices, volunteers office, SCAC office, general medical assistance room, technical delegate office, referees meeting room, communication and others)
- Official Ceremonies (opening, closing and awards ceremonies, official reception, social activities and others)
- **Sports Venues** (general info on the competition and training venues, playing ground requirements, working staff requirements, equipment, security and medical service requirements, requirements for the operations of Technical Delegates and Referees / Judges)
- Rules and Regulations (version of last valid rules to be observed)





## **EUSA Rules and Regulations TABLE OF CONTENTS**

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## Rules and Regulations (1/3)

Rules and Regulations for the EUG is main document for EUSA EUG Events, which includes basic rules from bidding process up to the archiving documents:

- General terms (who may participate, bidding / attribution deadlines, interpretation of the rules and regulations and others)
- Supervision, control and arbitration committee SCAC (members of SCAC, responsibilities and duties, handling protests and others)
- Rights and responsibilities of EUSA
- Rights and responsibilities of the Technical Delegate (basic information)
- Rights and responsibilities of the Organizing Committee (cooperation with NUSA, event website, insurance, organizational requirements basic information, costs to be covered by OC, reports with attachments and others)
- Rights and responsibilities of the bidding committee





## Rules and Regulations (2/3)

- Competing universities (usage of the university name, composition of delegation, protests procedure, travel to designated event place, fees to be paid and others)
- General sports rules (competition format, position of the host team and others)
- **Entry procedure** (general, quantitative, referees and individual entries, travel plan and athletes match uniforms, decision about maximum number of participating teams, individual dossier and others)
- **Financial conditions** (bidding, entry, participation, EUSA service, referee and guarantee fee, deposit)
- Participants accreditation cards
- Awards (EUSA ranking for seeding and others)
- EUSA Awards (Most active NUSA, Most successful NUSA, Best University, Fair play award and Photo competition award)





# Rules and Regulations (3/3)

- Referees, Umpires and Judges (basic requirements of and for referees)
- Archiving of the event documents
- Opening, Closing and Awards Ceremony (procedures, flags, VIP and EUSA representatives protocol and others)
- Guidelines for the medals
- Social, Cultural and other non-sports activities
- General technical meeting and the draw procedure
- Disciplinary protocol
- Medical Regulations





# Progress Reports (OC)

### EUG2024 - PROGRESS REPORT

EUG2024 ORGANIZING COM	IMITTEE							EUSA
PROJECT IMMAGEMENT	ACTIVITIES - DESCRIPTION	OC Responsible Person	Activity Start Oute	Activity End Date	Diates	Additional consents (if recessary).	Observation	Autori points
regress reports	Collecting COC members' content addition and compling the Progress Report Faire	rm .	1 September 2022	Progress Report 1: 15 December 2022	Complete	If auplanation needed it will be provided during the SVC Visit (2.3 Feb 2023)		
furnan neoutoes	Propers the optimal staffing model and gap analysis (IS vs.NEED)	Mitty + MEFS Gen Ses	1 January 2025	21 March 2023	Not Started	1	2	
Office management	Use of an afficient communication tool	PM	1 January 2023	30 June 2023	In Progress	Pre-discussions has been started		
Communication with EUSA	Efficient info sharing	PM + MEF 5 Geo	continuous	31 December 2024	In Progress	Fixed occasions (eg. SVC visits) and on- need basis		
Peneral handbook	Acquiring and analysing EUGs' handbooks and EUSA requirements	PM	1 November 2022	30 April 2023	in Progress	1		
PORT AND SPORT VENUES	ACTIVITIES - DESCRIPTION	OC Responsible Person	Activity Start Date	Activity End Date	Status	Additional comments (if necessary)	Observation	Action points
Nadress of the sport venues as per respection visit	Sap analysis (18 vs NEED) based on EUSA represents and SUCTO visits/feedbeds	Heads of LOCs DEB and MIS	1 September 2022	31 March 2023	te Prograsa	A		
Confirmed dates of the competition	Finalisation of soon program	1000	Production of	and the same	In Progress	EUG Starting and finishing class are fixed		
talus of the equipment procurement	Prepare procurement plan based on gap analysis (18 is NEED)	Company CCO	1 May 2028	\$1 Avy 2021	Not Started			
tratus of the referees, sport technical plans, and venue randing plans	Plana to be prepared	10	March 2020	31 May 2023	Not Started			
achnical handbooks readiness	Acquiring and analysing EUGs' rechnical handbooks	10	Manager 2022	30 April 2023	In Progress	Technical handbook (v1) to be prepared by Feb 2004. Yinal version to be fixed by Apr 2004.		
STM details confirmed	Defining date, some and schedule, based on Minimum Requirements and sorier EUOs experience	10	1 November 2022	31 March 2024	In Progress	Some discussions already held during SVC visit.		
tegetration status and final numbers of the same strians competing	Accorning and analysing EUSs participating numbers and learning EUSA EUO accreditation and registration system/mathod	w	1 Warch 2023	31 May 2023	Not Started			
TIAN SPORT	ACTIVITIES - DESCRIPTION	OC Responsible Ferson	Activity Start Date	Autivity End Date	Status	Additional comments (if recessary)	Observation	Action points
Veliminary Transport Corcept	Elements of concept to be prepared (in cooperation with the 2 host cities and other external providers)	Head of Transport	1 September 2022	11 May 2021	In Progress			
Official algors, bue and train station confirmed	Defining official airport(s), but and train station(s)	Head of Transport	1 September 2022	30 April 2023	in Progress	Budapest, Debrecen, Kosice (SVK)		
Tan of the annues and departures	Arryal & Departure draft analysis completed	Head of Transport	1 March 2023	31 Way 2023	hut Stames	After finelisation of Sport program.		
fan of the local transport for all carergories	Acquiring and analysing EUGs' local transport plans	Head of Transport	f March 2023	31 May 2021	Not Started	Clames time transportation timetables and schedules as well as route plans draft precent by Feb 2024		
Tanking of pickup and dropoff points	Acquiring and analysing EUGs' travel plans	Head of Transport	1 March 2023	21 May 2023	Not Started	Based on the final vetue list		
Status of travel plans	Acquiring and analysing EUGe' travel plans	Head of Transport	1 March 2023	31 May 2223	Not Started	Transport Operating Plan (v.f.) to be developed by 31 July 2023, 6USA to approve by 30 September 2023		
ccommontow	ACTIVITIES - DESCRIPTION	OC Responsible Person	Autivity Start Cute	Activity End Date	Status	Additional comments (If increasing)	Observation	Anton punts
Ascommodation plan for attlenes, officials, referees, IUSA staff and VIPs	Analysing accommodation needs according to EUSA requirements	Head of Accommodation and Caterina	1 June 2022	30 April 2023	In Progress			
occommodation for people with disabilities	Acquiring and analysing earlier EUG experiences	Accommodation	t April 2023	31 May 2025	Not Started			
Nocaton plane and capacities	Accommodation plan to be prepared	Head of Accommodation	1 June 2022	31 May 2023	in Progress	EUSA to approve by Jul 2023 (both cities)		





# **EUSA Incident Policy**

# Fundamental Principles:

- Practice of sport is a human right,
- Every individual must have the possibility of practising sport, without discrimination of any kind,
- Behaviour of mutual understanding with a spirit of friendship, solidarity and fair play required,
- AIM: The promotion of ethics, Fair Play, gender equity and good governance in sport,
- Expectations, and consequences, regarding the behaviour at EUSA events,
- Tool that allows the creation of a safe and enjoyable environment,
- Stand for Zero-tolerance policy against promoting incitement on racial, national, ethnic, gender, language, religion, political or other grounds for violence, intolerance, or insults of one's dignity.









# **INSPECTION VISIT**







# Important aspects of the Inspection visit

 Good understanding of EUSA Rules and Regulations and Minimum Organizational Requirements

### **Technical Matters:**

- Sport venue/venue Field of Play and Back of House area
- Sport equipment
- Human resources Management and Volunteers
- Human Resources Referees Management
- Cooperation with NSF
- Draw
- Result Management
- GTM room
- Offices and working areas
- Field of play client flows
- Medals and other awards





# Important aspects of the inspection visit

 Good understanding of EUSA Rules and Regulations and Minimum Organizational Requirements

### **Non - Technical Matters:**

- Inspection of the Accommodation areas and discussion on the Accommodation plan
- Inspection of the **Catering** areas and discussion on the Catering plan
- Inspection of the Accreditation area and discussion on the Accreditation plan
- Discussion on **Transport** plan
- Discussion on Opening and Closing Ceremony & Protocol
- Discussion on other relevant areas of the organization





# Important aspects of the inspection visit

 Good understanding of EUSA Rules and Regulations and Minimum Organizational Requirements

### **FORMS:**

### **Before the event:**

- Sport Venue form
- Catering Site Form
- Accommodation Building Form
- Inspection visit report

### After the event:

- Technical Delegate (Final) Report





### ACCOMMODATION BUILDING FORM INSPECTION VISIT

	ding	
lame:		
Website:		
Standard: Odormitory Ostudent house Ohotel 1* Ohotel 2*	hostel On the campus hotel 3* Ohotel 4*	Onot in the campus Ohotel 5*
2. Accommodation building will be provided for:	Please rate accommodation bu	ilding (1 poor-4 excelent):
Teams (athletes and officials)	Cleanliness:	1 02 03 04
Referees, Judges and Umpires	Maintenance:	1 02 03 04
EUSA Representatives	Overall Impression:	1 02 03 04
		0 0 0
. What is the capacity of the accommodation build	ing and how many cooms will be use	d for the quent
	le rooms triple rooms	guadruple rooms
	de room; will be used by maximum	persons
× ×		
	de room; will be used by maximum	persons
~ ~	yes, common building system	O no
Internet access: Wi-Fi Cable C	not available in the room	
important: Max. 4 persons can share room. Show	ver / toilet can be used by max. 4 per:	1005.
Bunk beds can be used only by one p	erson,	
Services and conditions of use:		
aundry: Ono Oyes	/ O free of charge O pa	yable
Reception: Ono Oyes	/ Working hours 24/7:	yes no
receboour.	of computation	(A)
× ×	or computers	
Computer room: Ono Oyes, number		request
Computer room: Ono Oyes, number Exchanging towels: Oevery day Oevery second	day Oevery third day Oon	request



# INSPECTION VISIT

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to	Cleanliness: O1 O2 O3
to	Maintenance: 01 02 03 0
to	Overall Impression: 1 2 3
se -	
of the catering site an	nd how many of it will be used for the EUG (number):
	ose •





# Inspection Visit Report









# Technical Delegate (Final) Report

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# ROLE OF EUSA REPRESENTATIVES

# **SUPERVISION COMMISSION**

- The SVC supervises the organization of the EUG on behalf of the EUSA.
- The EUSA EC appoints the SVC members at the time of the EUG attribution. The mandate of the SVC members terminates with the beginning of the EUG.
- The SVC is composed of up to three (3) representatives of the EC, the EUSA Secretary General and EUSA Sports Manager. The SVC chair is the representative of the EC.
- SVC Members shall cooperate in a way to find compromise whenever possible. In case of voting, decisions will be taken by a majority of all present and voting. In the case of equality of votes, the SVC chair shall have a casting vote. All decisions taken by the SVC shall be implemented by the OC.
- The SVC shall regularly report the organizational progress of the EUG to the EUSA EC





# SUPERVISION, CONTROL AND ARBITRATION COMMISSION (SCAC)

- The SCAC is the highest authority of the EUG and controls overall organizational and technical aspects of the EUG. The SCAC is responsible for the interpretation of EUSA Rules and Regulations and MOR, for the supervision and smooth running of the EUG, settling any dispute, examining and dealing with any complaints or protests of a non-technical nature, taking emergency sanctions against participants (teams or individuals) who violate the EUSA Rules and Regulations, deciding of any other matters not covered in these Regulations, at the time of the EUG.
- The SCAC is composed by: SVC members, OC chair, OC Project Director and two (2) other OC representatives; lead by SVC chair. The mandate of the SCAC members terminates with the conclusion of the EUG.
- SCAC Members shall cooperate in a way to find compromise whenever possible. In case of voting, decisions will be taken by a simple majority of those present and voting. In case of equality of votes, the SCAC Chair shall have a casting vote. All decisions taken by the SCAC at the time of the EUG are final.
- The SCAC Chair shall submit a written report to the EUSA EC after the EUG.



# **CONTROL COMMISSION (CC)**

- The CC is responsible for the accreditation of the EUG participants. They control the authenticity of the entries, the academic status of the competitors, the payment of EUSA entry fee and if necessary, collect it.
- The EUSA EC appoints chair and two (2) CC members of the EUG, prior to the start of the EUG. The CC is coordinated and supervised by SCAC. The mandate of the CC members terminates with the conclusion of the EUG.
- The CC authorizes participation in the EUG by issuing accreditation card. If CC refuses to authorize participation, the HoD may challenge this decision to the SCAC.
- The CC shall regularly report to SCAC during the EUG and shall submit a written report to the EUSA Office immediately after the EUG.



www.eusa.eu

# **COMPETITION TECHNICAL COMMISSION (CTC)**

- The CTC is responsible for: confirming the competition system (format) and daily schedule, dealing with any complaints or protests of technical nature and taking sanctions of a technical nature, appointing additional bodies and allocating responsibilities which might be required by rules of the concerned ISF/ESF or by necessities of the competition.
- The EUSA EC shall set up a CTC for each competition in the EUG program, prior to the start of the EUG. The mandate of the CTC members terminates with the conclusion of the competition.
- The CTC is composed of: the EUSA EC representative who is the chair; two (2) OC representatives, EUSA TD and the Ø ATD. The CTC is supervised by and reports to SCAC.
- The chair of the CTC together with SCAC representative, two (2) days prior to the start of the competition, shall convene a CTC meeting and a GTM one (1) day prior to the start of the competition.
- Ø CTC decisions will be taken by a simple majority of those present and voting. In case of equality of votes, the CTC chair shall have a casting vote. All decisions taken by the CTC, when agreed with SCAC are final.
- The CTC chair shall regularly report to SCAC during the competition and shall submit a written report to the EUSA Office immediately after EUG.





# **TECHNICAL DELEGATES (TD)**

- EUSA EC appoints the TD and the ATD(s) for each sport in the program of the EUG.
- **Ø** Prior to the start of the competition, the TD shall:
  - maintain close cooperation with the EUSA Sports Manager and with the representative of the OC for the sport concerned,
  - ensure that the regulations of the respective ESF/ISF, EUSA Technical Regulations and MOR are observed in the phase of preparation of the competition,
  - inspect the sports venues, equipment and materials to be used during the competition, at the time of EUSA Convention and/or additional inspection visits,
  - o gather exact information related to:
    - the number and performance level of the participating teams and/or competitors,
    - the number and qualification of the referees and match officials provided by OC and/or proposed by participating teams,
    - the number and quality of sports equipment and materials, play grounds and sports venues,
  - o supervise a system for the appointment of referees and other match officials. TD shall confirm the referees latest two (2) months before the start of competition,
  - o determine the provisional competition system (format) and schedule,
  - together with the OC representative, prepare the Technical Handbook of the competition at least one (1) month prior to the EUG for SVC authorization,
  - o prepare PowerPoint presentation at least one (1) week before the GTM for SVC authorization.
  - One (1) day prior to the start of the competition, the TD shall convene a technical meeting to which they shall invite: ATD, EUSA Sports Manager, appointed referees, referee observers (if nominated), OC responsible for sport and match officials (if needed).





# **TECHNICAL DELEGATES (TD)**

- TD shall actively participate in the GTM by presenting the Technical Regulations and together with the SCAC representative by making a draw according to Technical Regulations.
- During the competition, the TD shall:
  - o maintain close cooperation with the SCAC representative and members of CTC,
  - assign duties to the ATD,
  - o manage the competition in accordance with the EUSA and ESF/ISF regulations,
  - manage and appoint referees and match officials for the competition,
  - o treat and solve technical protests and technical issues,
  - o confirm results of matches and final teams/individuals standings,
  - o participate in the Opening and Closing ceremony (if it is in the period of competition), and actively participate in the Awards ceremony.
- The TD shall regularly report to SCAC, and shall submit a written report to the EUSA Office immediately after the inspection visit and after the EUG (including any nomination for Fair Play Award).
- The TD shall observe, follow and respect "Technical Delegate Rights, Duties and Responsibilities" document and EUSA Regulations.









# REGISTRATION & ACCREDITATION PROCESSES

Help



Registrations

Welcome to the registration platform. Proceed to the overview to manage your entries.

## **FUNCTIONS**

General entries

EUSA SPORTS ASSOCIATION

- Quantitative forms
- Payment platform (invoicing system)
- Individual forms
- Travel plans
- Automatic export
- Accreditation system

# **USERS**

- **EUSA**
- Organizing committee
- **NUSA**
- University / Contact Person
- Control Commission
- Results Provider

### Event info:



European Universities Games 2022

17.07 - 30.07

Important deadlines:

Organizer:

**EUSA Registrations** registrations@eusa.eu

/eug2022.eu/

# **EUG PARTICIPANTS**

## I. NUSA Delegation

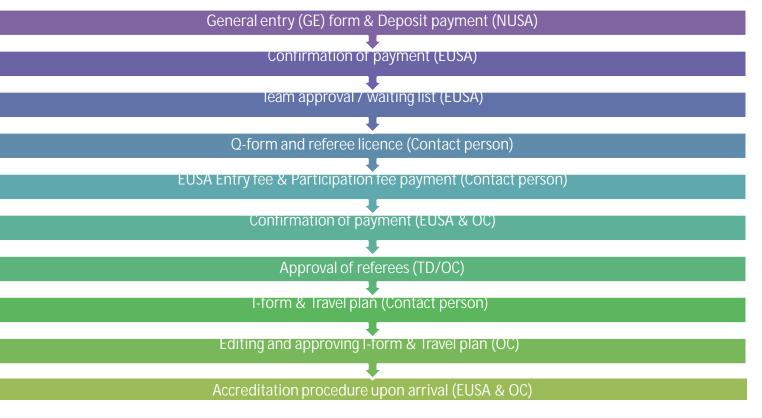
Universities and institutions with the status of an institution of higher education recognized by an appropriate national authority of their country nominated through their NUSA, approved by EUSA.

- a) Athletes
- b) Officials (Coaches, Hod, Media, NUSA General Coordination,...)
- c) Referees
- II. EUSA Delegation
- III. Organising Committee
- IV. Media
- V. Guests, VIP Guests
- VI. Volunteers





# **REGISTRATION PROCEDURE**







# REGISTRATION PROCEDURE

**EUSA** 

NUSA

**EUSA** 

OC

- SET UP THE SYSTEM
- SEND INVITATION
- PROVIDE ADMINISTRATIVE AND TECHNICAL SUPPORT
  - ENTER AND SUBMIT THE GENERAL ENTRY FORMS (NAME AND DATA OF UNIVERSITY PER NUSA PRIORITY)
  - PAY DEPOSIT
  - OC/NUSA to DEFINE HOST TEAM
    - CHECK AND CONFIRM DEPOSIT PAYMENTS
    - APPROVE TEAMS PER PRIORITY
    - MANAGE WAITING LIST
      - ACTIVELY INVOLVED IN ALL STAGES
      - PROMOTION OF THE EVENT

# REGISTRATION PROCEDURE

UNIVERSITY / CONTACT PERSON

- SENDS QUANTITATIVE ENTRY FORM, PAYS ENTRY FEE AND PARTICIPATION FEE, UPLOAD REFEREE LICENCE

OC

- CHECK AND CONFIRM PARTICIPATION FEE PAYMENTS

UNIVERSITY /
CONTACT PERSON

- FILLS OUT INDIVIDUAL ENTRY FORM AND TRAVEL PLAN

OC

-CHECK AND APPROVE INDIVIDUAL ENTRIES AND TRAVEL PLANS, REGULARLY CHECK AND REPLY TO EMAILS

-SEND INVITATION LETTERS FOR VISA

# **GENERAL ENTRY PRIORITIES**

Initially, only 1 NUSA team will be considered (normally the National Championship Winner)

In case, this is not possible, the team with the next national ranking may participate

EUSA holds the right to grant "Wild Card" entries during the registration period and it will not be considered in the NUSA quota The winner of the previous edition has the special right to participate and it will not be considered in the NUSA quota

if maximum number of teams is not reached...

second team nominated by NUSA can be accepted

if maximum number of teams is still not reached...

additional teams nominated by NUSA might be accepted

If the number of received general entries exceeds the maximum number of teams allowed in the respective sport, the following criteria will apply: EUSA Ranking and deposit payment date





# FEES AND DEADLINES

Basketball, Football, Futsal, Handball, Volleyball, Water Polo.

### 1.000 EUR

3.000 EUR

Badminton, Beach Handball.

### 600 FUR

3x3 Basketball, Badminton, Beach Volleyball, Chess, Table Tennis, Tennis.

### **300 EUR**

Para Table Tennis, Para Swimming, Swimming, Sport Climbing, Combat Sports.

### 200 EUR

General Coordination.

75 EUR / person / night

Paid on OC bank account.

In case of forfeit / withdrawal after being confirmed and in case fewer delegation members participate in the competition, OC is responsible for dealing with the Participation fee policies.

**EUSA ENTRY** 

50 EUR / person and 40 EUR / person for EUSA Associated members

Paid on EUSA bank account

In case of a forfeit / withdrawal after being confirmed and in case fewer delegation members participate in the competition, the EUSA Entry fee is non- refundable.

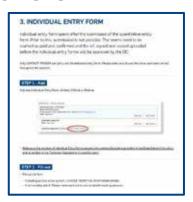




# **ASSISTANCE**

- GUIDELINES FOR THE REGISTRATION SYSTEM





- REGISTRATIONS AND ACCREDITATIONS TRAINING MEETINGS WITH OC
- TEST PLATFORM FOR THE OC





# **ACCREDITATIONS PLATFORM**

The purpose of accreditation is to identify people and their roles at EUC and allow them necessary access to perform their roles

EUSA Accreditation system reads the data from the EUSA Registration system, from all submitted individual forms

Link and access to EUSA Accreditation system will be provided by EUSA

The design and layout of accreditation are to be submitted to EUSA (communications@eusa.eu) for approval

The accreditation template will be imported into the accreditation platform **once** approved





# **ACCREDITATION INFORMATION**

### Information to be included on the accreditation:

- a. Contact information
- b. Emergency numbers
- c. Address of the accommodation facility
- d. Access zones





### **ACCESS ZONES**

- A Sport venues F Accomodation
- B Changing room Area for Women
- C Field of play G - Accomodation D - VIP Zone Area for Men
- E Media

### **EUSA ROWING OFFICE**

University of Yeditepe Înônî Mahallesi Kayışdağı Caddesi 26 Adustos Yerlesimi 34755 Ataşehir - İstanbul

+90 216 578 00 00

**Emergency 112** 

### CATERING ZONES

- 1 Athletes and officials YU
- 2 Referees YU
- 3 Athletes and officials HS
- 4 Eusa Family VP

### TRANSPORT

T1 - Shuttle bus T2 - Referee HS

T3 - VIP

### CAMPUSES

YU Campus

University of Yeditepe İnönü Mahallesi Kayışdağı Caddesi 34755 Atasehir - İstanbul +90 216 578 00 00

### **HS Campus**

Haliç Su Sportan Kulübü Ayvansaray Mahallesi Ayvansaray Caddesi Fatih. Balat Isturbul

### **VP Campus**

Visland Palace Otel Yeşilpınar Mahallesi Gime Caddesi Eyüp İstanbul

In case of loss of the accreditation card, the owner of the card will be changed EUR 50 for issuing a new card. The accreditation can be withdrawn by SCAC in case of beach of cenduct.

**EUSA REPRESENTATIVE** 

ORGANIZING COMMITTEE

CANAN AYKUT BINGOL

Oath of he athletes. "On behalf of all students I Promise that we shall take part in this Sport Event, respecting the rules which govern it, in the true spirit of frendship, fair-play and sportsmanship, for the honour of our country and our University and for the progress of the Espopean University Sports Movement\*

Oath of he referees. This the name of all the judges and officials, I promise that we shall officials in this Sport Event. with complete impartiality, respecting and abiding by the rules which govern it in the true spirit of sportsmanship.

### **ORGANIZERS**













### **PARTNERS**







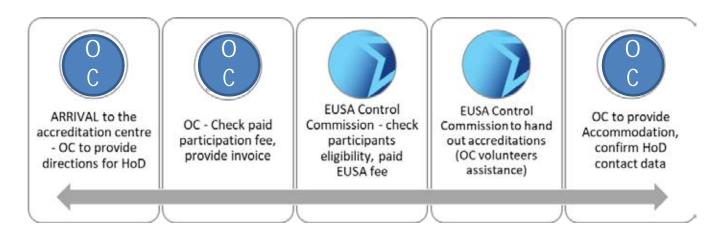








# STEP-BY-STEP ACCREDITATION DELIVERY PROCEDURE



- Hospitality
- Requirements checklist (as per EUSA Minimum Organisational Requirements)
- The flow of participants (Waiting area, Accreditation Processing Area, Special cases, Office)

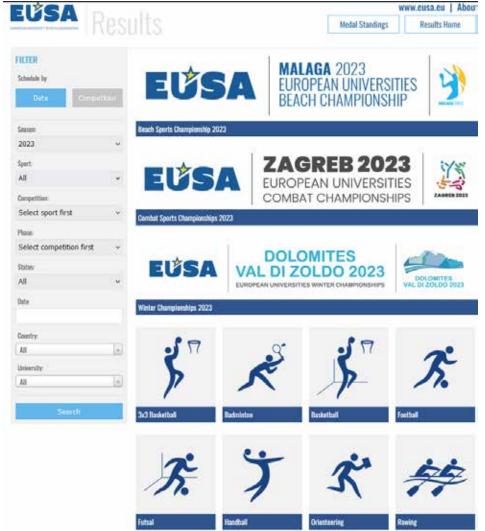






# RESULT MANAGEMENT SYSTEM

# **EUSA RESULTS**



**FURDPEAN UNIVERSITY SPORTS ASSOCIATION** www.eusa.eu

https://results.eusa.eu

# CHARACTERISTICS OF EUSA RESULTS

- Cloud based sport result solution with live scoring
- One central system for all EUSA competitions
- Displays all relevant data for every sport (schedule, results, standings, summary...)
- Part of EUSA web page
- Part of event web page
- User friendly Administration



# **HOW DOES IT WORK**

### Administration

- only for organizers
- to enter data



### **Public view**

- for everybody

Basketball

- to see all the data





Competition

Standings

# **MULTIPURPOSE**

- Schedule and results: competition, phase, group, starting time, teams(athletes), match result, match status
- Group standings: calculated as soon as the match becomes complete
- Match details: All the data about match (players, scores, play by play...)
- Competition summary: standings, basic statistics
- Best awards: Event cumulative statistics (players, teams, universities, countries)







# VISUAL IDENTITY, MEDIA AND PROMOTION

# **Overview**

STRONG VISUAL IDENTITY

**USE OF COMPOSITE LOGO** 

**ONLINE PRESENCE: WEBSITE & SOCIAL MEDIA** 

PHOTO AND VIDEO

**BRANDING** 





# **Strong Visual Identity**

- Strong promo effect
- Make it attractive for the participants
- Make it attractive for sponsors and partners

### Some tips:

- Consistently use your event logo and visual identity
- Take advantage of digital media
- Invest in branding
- Be consistent
- Be innovative





# **Use of Composite Logo**

**EUSA Logo** 

#### ORGANIZER'S VISUAL IDENTITY / LOGOTYPE / CONSTRUCTION PARTS



EĽSA

Typography, colour and size defined by EUSA



## **EXAMPLE**





www.eusa.eu

## **Online Presence: Website**

#### **WEBSITE**

- Obligatory preassigned
- Keep it up-to-date
- Priority useful information (and presenting it in an attractive way)

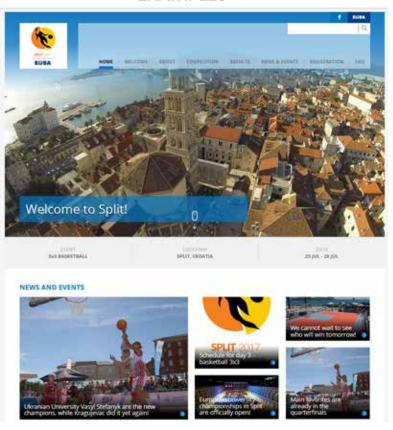
## Some tips:

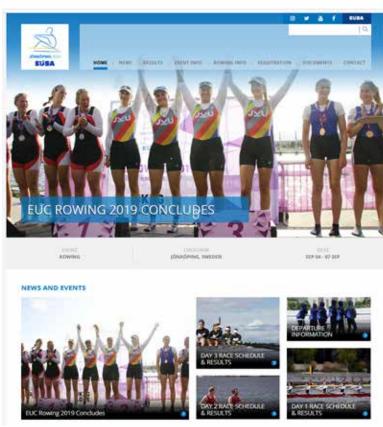
- Put nice photos and relevant infomation, especially covering accommodation, sporting facilities and official equipment
- Keep in mind that the website is visited mainly by participants, as well as media (press kit?)
- Publicly share only information that is really public (keep in mind GDPR, privacy and common sense)





#### **EXAMPLES**









# **Online Presence: Social Media**

#### **SOCIAL MEDIA**

- Obligatory Facebook, Twitter, Instagram all preassigned, /Youtube\*/
- Keep it up-to-date
- Priority being attractive and engaging (and also containing useful information)

### Some tips:

- Put nice photos, promoting the sport, city, university, important days and events...
- Engagement and reach is important; build community and attract their attention





#### **EXAMPLES**





BUSA - European University Sports Association is with Jasqup Rossak and Joosep Russak.

★ Fiscerton: (Uty 29, 2020) - €

\*One/rearings today, the **Bigi**th edition of the CUSA - European University Sports Association Betspean Universities Basketball Championship Ricked off in Peanias, Po... See more











## **Photo and Video**

#### **PHOTO**

- Use diverse and attractive photos from your local environment and from previous EUSA events (if applicable)
- Assign skilled photographers during the whole event, making sure that all events and genders are covered

#### **VIDEO**

- Promo video?
- Event recording
- Event live streaming (especially finals)
- Final video
- Beware of copyright music!





## **EXAMPLES**













# **Branding**







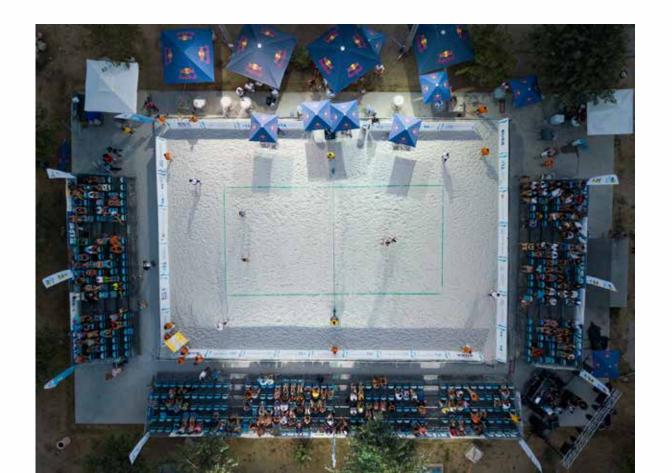
# **Branding**







## **EXAMPLE**











www.eusa.eu



My EUSA app



@eusaunisport

Andrej Pisl: pisl@eusa.eu

