

Terms of Reference Commerical & Communications Committee

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1. AIMS AND OBJECTIVES

- 1.1 Support the creation and delivery of a communications plan in line with the Strategic Plan, which showcases the EHF's story, past, current and future.
- 1.2 Support the creation and delivery of a marketing plan which focuses on retaining and growing the different audiences (e.g.hockey family, hockey fans, sports fans, entertainment fans etc...)
- 1.3 Support the creation and delivery of a sponsorship plan that will focus on presenting the EHF to global and local brands
- 1.4 Ensure excellent and accurate communications with external stakeholders

2. AUTHORITY AND STRUCTURE

- 2.1 The Committee derives its authority from the EHF Executive Board and adheres to the Committee Terms of Reference set out below
- 2.2 These Terms of Reference may be reviewed by the Executive Board at any time and when appropriate, revised to accord with the changing requirements of the EHF.
- 2.3 The Committee shall be composed of a Committee Chair (from the Executive Board) and up to 7 ordinary members appointed by and responsible to the Executive Board
- 2.4 The Committee shall have at least 30% of its members of the lesser represented gender.
 - 2.4.1 A member(s) of EHF Staff (EHF Staff Liaison(s)) shall be appointed by the EHF Director General to sit on the committee and shall support the committees as follows:
 - 2.4.2 Prepare the meeting with regards to accommodation, lunch and meetings rooms and inform the committee members
 - 2.4.3 Prepare all papers and after consultation with the chair, send them to the committee members, President and Director General
 - 2.4.4 Ensure a short report and photo is prepared for the website/social media
 - 2.4.5 Draft the minutes together with any appointed minute taker
 - 2.4.6 Have regular contact with the Chair and Executive Board member where appropriate



3. MEMBERSHIP

- 3.1 The committee is appointed after the EHF General Assembly (August) for a period of two years starting in the January following the General Assembly for 24 months, the Executive Board has power in their absolute discretion, to add or remove members of the committee at any time
- 3.2 Members of the Committee may not hold office for more than eight (8) consecutive years.
- 3.3 The members shall have the endorsement of their respective national associations;
- 3.4 The members shall work on specific projects providing input to the Committee.
- 3.5 Because of the wide range of topics within the 'marketing and communications' sphere the Executive Board and Chair(s) of the Committee (with Exec Board approval) have the right to search out appropriate knowledge and experience to ensure the delivery of the tasks within their remit.

4. ROLES AND RESPONSIBILITIES

- 4.1 Only the Chair(s), Director General or appointed Staff liaison of the Committee is permitted to correspond with member National Associations or with outside bodies (with copies of letters being sent to EHF office).
- 4.2 To promote Hockey as a sport in Europe and to promote the work of the EHF (including its Executive Board, Committees and staff)
- 4.3 To make recommendations on all aspects external communications to the Executive Board of the EHF, with respect to the strategic plan of the EHF.
- 4.4 To support the development of communications plans to be aligned with the EHF's strategic plan
- 4.5 To support and advise on the administration and management of content on the EHF's website and digital media
- 4.6 To ensure the quality of exposure for EuroHockey events and competitions and stimulate the continuous improvement of these events for players, fans, officials and partners.
- 4.7 To foster good relations with the media i.e. TV (satellite and terrestrial), streaming, internet, newspapers, radio.
- 4.8 To advise and, in conjunction with the staff, to develop a marketing plan and associated material
- 4.9 Ensure that the EuroHockey branding strategy is delivered in accordance with the Branding Guidelines
- 4.10 To advise and, in conjunction with the staff, to develop a sponsorship plan and associated material
- 4.11 To advise on targeting commercial companies and how to approach
- 4.12 To set targets and timelines for revenue generation

5. MEETINGS OF THE COMMITTEE

- 5.1 The Marketing & Communications Committee will normally meet twice a year in March and September

6. EXPENSES

- 6.1 Air travel or train/bus travel – paid by the National Association represented by the committee member
- 6.2 Visa expenses (if required) - paid by the National Association represented by the committee member
- 6.3 Accommodation – paid by the National Association represented by the committee member
- 6.4 Lunch on the day of the meeting and one committee dinner will be paid for by the EHF
- 6.5 All extra costs will be at the expense of the member.

