



EHF
CHAMPIONS
LEAGUE

FINAL4

9 / 10 May 2015 · Papp László Budapest Sportaréna

2015 MVM EHF FINAL4 MEDIA GUIDE





Dear media representative,

Welcome to the Papp László Sportaréna, Budapest and to the MVM EHF FINAL4.

The second edition of the final weekend of the WOMEN'S EHF Champions League has attracted huge interest from media representatives worldwide. We are expecting almost 200 media professionals from the written media, photographers, TV and radio, and look forward to unprecedented coverage of this two-day mega event.

This Media Guide is intended to provide you with all the essential information you will need during your time at the event; including essential contacts and a complete timetable of media events.

We have a large number of experienced staff from the EHF, EHF and the local organisers, the Hungarian Handball Federation, available to ensure that you are looked after during your stay in Budapest. Should you require any help, assistance or additional help either before or during the event, please do not hesitate to speak to a member of the media team.

Finally, we would very much like you to join us on Saturday evening, 9 May from 20:30 hrs for the MVM EHF FINAL4 Media Get Together at the Ypsilon Cafe and Restaurant, conveniently located right next to the arena (1143 Budapest, Stefánia út 1) as an opportunity not just to relax but also network with colleagues.

We hope you enjoy your time in Budapest!
EHF Media Team

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1. General information

1.1 Accreditation

1.1.1 Accreditation collection

With your email confirmation sent by EHF, together with your press card as a form of identification you can collect your accreditation from the Media Accreditation Centre. The Media Accreditation Centre is located at the Hotel Arena (Ifjúság útja 1-3, 1148 Budapest), located just outside the Papp László Budapest Sportaréna. Accreditations can only be collected from the Accreditation Centre!

1.1.2 Opening hours Media Accreditation Centre

Friday, 8 May from 12:00 hrs to 22:00 hrs Media Accreditation Centre

Saturday, 9 May from 07:00 hrs to 18:00 hrs Media Accreditation Centre

Sunday, 10 May from 10:00 hrs to 18:00 hrs Media Accreditation Centre

For further information please contact media managers Krisztina Deák and Andrea Szilágyi
(*contact details on page 3*)



1.2 Media Pack

The MVM EHF FINAL4 has prepared a media pack for each accredited journalist. This will include the official magazine and the media guide. This can be collected from the Media Info Desk in the Media Centre. There is one media pack available for each accredited media representative.

1.3 Photographer and TV bibs

From 9:00 hrs on Saturday, 9 May photographers and TV representatives can collect their bibs from the Media Info Desk in the Media Centre for a deposit of 5,000 Hungarian Forint. These bibs must be worn at all times in the Arena and they must be returned after the awarding ceremony on Sunday, 10 May. Please note that photographer bibs will **ONLY** be issued to those that are accredited as a photographer.

1.4 Photographer briefing

All photographers must attend the briefings on Saturday at 13:30 and on Sunday at 13:45 hrs at the Media Centre where essential information regarding photographer positions, guidelines and timetable will be distributed. The briefing will take place in the Press Conference room of the Media Centre.

1.4.1 Photo help hotline

Photo company Canon offers photographers a 24-hour service during the MVM EHF FINAL4. In case you experience technical problems, you can call Miklos Matei (<http://camerakft.hu/>) on +36 70 336 1098. In urgent cases he will come straight to the Papp Laszlo Sportarena to assist you.

1.5 Media working area / Press conference room

The entrance for media representatives is at Gate F2 of the the Papp László Sportaréna. The media centre is located on the second floor of the arena, the same level where you also find media seats. The mixed zone is on the arena ground floor. Stairs lead from the second floor down to the mixed zone. The press conference room is located within the Media Centre.

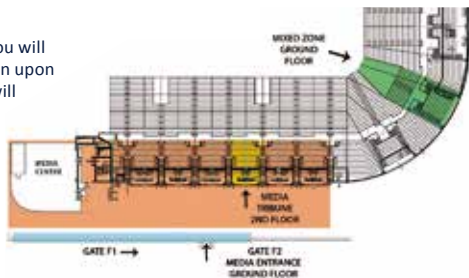
1.5.1 Media Centre opening hours

Friday, 8 May from 13:00 hrs to 23:00 hrs
Saturday, 9 May from 9:00 hrs to 23:00 hrs
Sunday, 10 May from 9:00 hrs to 23:00 hrs

1.5.2 Media seats

The media seats will be located in Sector 205 on the second level in the Papp László Budapest Sportaréna. The majority of seats will be tabled and equipped with power outlets. A certain number of non-tabled observer seats will also be available. There will be media volunteers available to show you the way to the seat.

TV observer seats will be available. You will be informed about their exact location upon your arrival. Commentary positions will be designated for each television / radio station, this position cannot be changed.



1.5.3 Internet access

In the Papp László Budapest Sportaréna there will be WLAN and LAN connections for uploads and downloads offered free of charge for media personnel. A password for internet access will be provided on arrival.

For TV uploads please contact EHF Marketing Media team at the Media Info Desk.

1.5.4 Mixed zone / Flash zone

The mixed zone / flash zone is located in the ground floor of the Papp László Budapest Sportaréna. Selected rights owners and host broadcaster will have access to the super flash zone by prior agreement with EHF Marketing GmbH. Other right holders will have access to the flash zone. Please contact Miguel Mateo from EHF Marketing if you are in any doubt. The mixed zone is divided into three areas: TV, radio and written media. These areas will be strictly separated. Photography is not permitted in the mixed zone.

1.5.5 Video recording

Video in the arena, mixed zone and press conference room may only be recorded with the express permission of EHF Marketing GmbH. Please contact EHF Media Manager Miguel Mateo for further information in advance of the event. Special stickers will be issued for equipment that is permitted to take video. Equipment used for video recording without permission will be removed.

1.5.6 Press conference room

The press conference room is located within the media centre on the second floor of the Papp László Sportaréna. The post-match press conferences will take place approximately 15 minutes after each match / winners ceremony. The head coaches and key players nominated by the EHF will attend the press conferences. Media representatives may ask questions directly at the end of the press conference. The press conferences will be conducted in English. Any questions in your native language should be directed at team representatives after the official end of the press conference.

1.5.7 Catering

Coffee, soft drinks and snacks will be available in the catering area of the Media Centre. After the respective first match on Saturday and Sunday a hot meal will also be served. Please note that smoking is not permitted inside the Papp László Budapest Sportaréna!

1.6 Media events *(see also media timetable on page 9-10)*

Friday

Media Call – Friday, 8 May, 13:00 hrs at the Hotel Aquincum

Each team will be allocated a time slot of approximately 30 minutes. Seven key players, the head coach and the manager from each of the four participating teams will be available for media interviews / photographs.

Time slots:	13:00 – 13:30 hrs	WHC Vardar SCBT
	13:30 – 14:00 hrs	Larvik
	14:00 – 14:30 hrs	Buducnost
	14:30 – 15:00 hrs	Dinamo-Sinara

Open training for the media

Each team will hold a training session in the presence of media representatives (TV and photographers) for a minimum of the first 15 minutes on Friday, 8 May in order to allow television footage to be filmed and players to be photographed. Teams may permit interviews to take place if they wish but this is not obligatory. Please note that trainings will NOT take place in the Papp László Budapest Sportaréna.

Friday, 8 May 2015 training plan:

10:00 – 11:30 hrs Larvik	16:00 – 17:30 hrs Buducnost	16:00 – 17:30 hrs WHC Vardar SCBT	18:00 – 19:30 hrs Dinamo-Sinara
Elektromos Hall	Elektromos Hall	Honvéd Hall	Honvéd Hall
Népfürdő utca 18	Népfürdő utca 18	Klapka utca. 12.	Klapka utca. 12.
1138 Budapest	1138 Budapest	1134 Budapest	1134 Budapest

Saturday

MVM EHF FINAL4 Media Get Together

Saturday, 9 May 2015 at 20:00 hrs

Join us on Saturday evening for a drink at the Media Get Together on Saturday evening, open to all media representatives. The evening will take place at the Ypsilon Café and Restaurant (1143 Budapest, Stefánia út 1) just across the road from the Papp Laszlo Sportarena. Please remember to bring your media accreditation with you! For more information visit: <http://www.ypsiloncafe.hu/index.php/en/>

Sunday

EHF Press conference (optional)

Sunday, 4 May at 13:00 hrs

The closing press conference will be attended by EHF officials and there will be an opportunity to ask questions.

1.7 Media services

The MVM EHF FINAL4 Media team will be available in Hotel Aquincum on Friday, 8 May during the media call, to answer any questions you may have.

Info desk

If you have any further questions do not hesitate to ask the MVM EHF FINAL4 Media Team at the info desk. Located at the media centre the Info Desk will be continuously manned.

Media Portal

All media information including flash quotes, press conference quotes, photographs and media news will be available in the official EHF Media Portal. Also available in the portal will be head-to-head statistics for every match at the MVM EHF FINAL. Go to <http://members.ehf.eu> to access the portal.

If you have not registered yet, visit <http://bit.ly/ehfmediaportal>

Twitter: @EHFMedia and @ehfcl

The official media Twitter Channel is a service from the EHF Media and Communications Department. Here you will find the latest news, important facts and figures and links to the latest media information. Follow us at www.twitter.com/ehfcl. The official channel of the EHF Champions League, @ehfcl, was launched for fans in the 2012/13 season and has almost 20,000 followers.

Official hashtags: #EHFFINAL4, #letsfaceit

Twitter users looking for the latest news and information can join the conversation using the hashtags #EHFFINAL4 and #letsfaceit.

Online: www.ehffinal4.com and Facebook

Follow the event online with full reports from the event produced by the EHF website team throughout the event. Reports will be available on the official website www.ehffinal4.com. Pictures, videos and much more will also be posted on the official Facebook page at www.facebook.com/ehf.champions.league.

Live streaming and on-demand coverage

ehfTV.com will provide extensive coverage of the MVM EHF FINAL4 event including live and on-demand match coverage, with full match commentary from Tom O’Brannagain and David Bregazzi, and regular video news reports. TV partners should contact Miguel Mateo for information as to how they can obtain footage.

Statistics

The official line-ups, the half-time statistics and the final statistics after each match will be provided for all media representatives. All important statistics will be available at the Info Desk. The half-time statistics will also be distributed to the media seats.

1.8 Additional information

Storage of belongings

Media representatives will have the opportunity to deposit their personal belonging inside the Media Centre. For the deposited objects no liability can be taken.

EHF Photo Project

EHF has its own team of four professional photographers covering the MVM EHF FINAL4. These photographers have special additional permission to access the court and other areas of the Papp László Budapest Sportaréna to enable them to fully document the event for the EHF. They will be wearing white EHF bibs and will be clearly identifiable.

Official name

The official name of the competition is the **WOMEN’S EHF Champions League** and the **MVM EHF FINAL4**. Please use these terms in your reporting of the event.

Media Markt special offer for accredited media

The Árkád shopping mall in eastern Budapest (1106 Budapest, Örs vezér tere 25) offers accredited media a 10 per cent discount on all its IT and photo products. To redeem the discount it is necessary to bring your media accreditation.

1.9 Media timetables

Thursday 7 May 2015

Time	Event	Place
13:00 hrs	Arrival Larvik	Budapest Airport
14:25 hrs	Arrival of WHC Vardar SCBT	Vienna Airport
19:00 - 20:30 hrs	Training WHC Vardar SCBT	Elektromos Hall

Friday 8 May 2015

Time	Event	Place
9:10 hrs	Arrival of Buducnost	Budapest Airport
10:00 - 11:30 hrs	Training Larvik	Elektromos Hall
first 15 minutes	open to TV cameras/ photographers	Press conference room
12:00 hrs	Accreditation Centre opens	Danubius Hotel Arena
12:00 hrs	Arrival of Dinamo-Sinara	Budapest Airport
13:00 hrs	Media Centre opens	Papp Laszlo Sportarena
13:00 hrs	Media call WHC Vardar SCBT	Hotel Aquincum
13:30 hrs	Media call Larvik	Hotel Aquincum
14:00 hrs	Media call Buducnost	Hotel Aquincum
14:30 hrs	Media call Dinamo-Sinara	Hotel Aquincum
16:00 - 17:30	Training Buducnost	Elektromos Hall
first 15 minutes	open to TV cameras/ photographers	
16:00 - 17:30	Training WHC Vardar SCBT	Honvéd Hall
first 15 minutes	open to TV cameras/ photographers	
18:00 - 19:30	Training Dinamo-Sinara	Honvéd Hall
first 15 minutes	open to TV cameras/ photographers	
22:00 hrs	Accreditation Centre closes	Danubius Hotel Arena
23:00 hrs	Media Centre closes	Papp László Sportaréna

Saturday 9 May 2015

Time	Event	Place
7:00 hrs	Accreditation Centre opens	Danubius Hotel Arena (lobby)
9:00 hrs	Media Centre opens	Papp László Sportaréna
10:30 – 11:30	Training Buducnost	Elektromos Hall
13:30 hrs	Photographer briefing	Press conference room
14:15 hrs	Semi-final Larvik vs. Dinamo-Sinara	
15 minutes after the match	Press conference	Press conference room
16:45 hrs	Semi-final WHC Vardar SCBT vs. Buducnost	
18:00 hrs	Accreditation Centre closes	Hotel Arena (lobby)
20:30 hrs	Media Get-together	Café Ypsilon
23.00 hrs	Media Centre closes	Papp László Sportaréna

Sunday 10 May 2015

Time	Event	Place
9:00 hrs	Media Centre opens	Papp László Sportaréna
10:00 hrs	Accreditation Centre opens	Danubius Hotel Arena (lobby)
13:00 hrs	EHF Press Conference (optional)	Press conference room
13:40 hrs	Photographer briefing	Press conference room
14:30 hrs	Match for 3/4 place	
15 minutes after the match	Press conference	Press conference room
17:00 hrs	WOMEN'S EHF Champions League Final	
18:00 hrs	Accreditation Centre closes	Danubius Hotel Arena (lobby)
after final	Winners' Ceremony	
15 minutes after the ceremony	Press conference	Press conference room
23:00 hrs	Media Centre closes	Papp Laszlo Arena

2. Guidelines

2.1 Official EHF Rules of Conduct for ENG Crews

The following guidelines and rules of conduct for ENG Crews have been developed to make the job of ENG crews easier at EHF events. Upon receiving an accreditation and signing for an ENG bib, TV crews automatically agree to follow the Rule of Conduct for TV ENG crews.

1. ENG crews are obliged to produce a press identification card upon request.
2. The bib and the accreditation are only valid for the 2015 MVM EHF FINAL4.
3. ENG personnel are requested to wear the bib and accreditation at ALL times.
4. All ENG crews must use the stickers provided on their camera equipment.
5. The Host Broadcaster is acting on behalf of the European Handball Federation.
6. Only the Host Broadcaster is permitted onto the playing court.
7. The guidelines and instructions of the Host Broadcasters MUST be followed at all times.
8. ENG crews are not permitted to interfere/obstruct in the work of the Host Broadcaster.
9. Right holders have to stay in the positions designated to them during the games.
10. At no time, before, during or after the match are ENG crews permitted to stay in the area behind the players' seats or behind the official table. They must place themselves in the position advised by the EHF.
11. Non-rights holders are not permitted to film during the matches.
12. ENG crews are only permitted in the TV area of the mixed zone.

Upon collection of the accreditation and bib, ENG personnel are obliged to follow the above-listed rules.

2.2 Official EHF Rules of Conduct for Photographers

The EHF has developed the following guidelines to make the job of photographers at its events easier. Upon receiving the accreditation and bib the photographer automatically agrees to follow the EHF guidelines of conduct for photographers.

1. Photographers are asked to attend the briefings in the Media Centre at 13:30 on Saturday 9 May and at 13:45 on Sunday 10 May.
2. Photographers are only allowed to enter the court following the match for 3/4 place and final only when permitted to do so. There will be a roped off area clearly marked for photographers in front of the timekeepers' table.
3. Photographs can be taken during the player line-up. An area will be defined before the match for this purpose. Photographers may stand in this position until the pre-match procedure is over. They must then return to their designated position behind the advertising boards at the ends of the court.
4. Photograph bibs should be worn at all times. These will be issued as part of the accreditation process and are available from the Media Info Desk.
5. During the match all photographers should be at the ends of the court where seats are available behind the advertising boards. Photographers will be advised before the match of any additionally designated areas where they may take photos looking down on the court.
6. It is not allowed to change ends during the game. This has to be done at the half-time or at the end of the match. If a photographer wishes to change ends during the half-time break, he/she must follow the routing system.
7. Photographers are not allowed to stand behind the players' seats or on the opposite side of the court.
8. Photographers have to remain seated and cannot change seats during the match.
9. Photographers are allowed to sit in front of the nets after the point where it is fixed to the advertising borders (fixed 3 metres each side of the goal).
10. Photographers are not allowed sit or stand in front of or to obstruct the view of the advertising boards.
11. Strobe light photography is not permitted.
12. Photographers are not allowed to enter the court during the celebration and awarding ceremony which follows final. During the celebration and awarding ceremony there will be a clearly marked area reserved for photographers in front of the timekeepers' table.

Upon collection of your accreditation you are obliged to follow the above-listed rules.

3. Attachments

3.1 Papp László Budapest Sportaréna

3.1.1 Papp László Budapest Sportaréna facts

Address: Budapesti Sportcsarnok üzemeltető Kft.

Stefánia út 2., 1143 Budapest

Tel: +36 1 422 2600

Fax: +36 1 422 2603

Internet: www.budapestarena.hu

Spectator capacity: 10,000 for handball / 12,500 for concerts

Construction Time: approx. 22 Month

Architect: Bouygues Company (French) & KÖZTI (HUN) & "Sports Concept" Architect company

Area: outside 25,000 m²

Total height: 33m, interior height: 22m, height video dice: 16m

Event area:

Maximum activity area: 121 x 65 m (exhibition layout) 18 Rows of flexible telescopic bleachers

Lodges/VIP: 20 VIP boxes

Restaurants: Sky Bar & Restaurant

Catering / Merchandising: 12 kiosk + mobile kiosk, 2 x merchandise

3.1.2 Arriving by public transport

The Papp László Budapest Sportaréna can be reached easily by public transport. It is located nearby the Keleti Train Station.

The following public stations are nearby

- Metro 2 (M2, red line) – Station: Stadionok
- Tram 1 – Station: Kerepesi út Station
- Buses: 35, 90
- Trolley buses: 75, 80

Getting there by air, train, bus

- From Déli Train Station: M2 to Stadionok
- From Nyugati Train Station: M3 to Deák tér – M2 to Stadionok
- From Keleti Train Station: M2 to Stadionok
- Népliget Bus Station: Tram 1 to Kerepesi út Station
- Árpád híd Bus Station: Tram 1 to Kerepesi út Station
- Stadion Bus Station: just a minute by foot
- Budapest Airport: Bus 200 to Kőbánya-Kispest – M3 to Deák tér – M2 to Stadionok

3.1.3 Arriving by car

Please note that the Papp László Budapest Sportaréna will be sold out on all match days resulting in considerable traffic.

Main roads to reach Arena: Stefánia út, Kerepesi út, Dózsa György út, Hungária körút.
(GPS: É47,50298; K19,10452)

3.1.4 Arriving by Taxi

Budapest Airport: by taxi or airport minibus 20-25 minutes

3.1.5 Parking

Parking (entrance from Ifjúság street): During events the parking fee is: 1,500 HUF/occasion

