

INTO THE SPOTLIGHT

All National Federations in Europe have been working hard to promote volleyball across the continent. Now is the time for the CEV to take on a leading role by being a proactive partner in supporting these efforts and providing new and innovative tools. By doing this, we will make sure that volleyball no longer risks sitting in the shadow of fellow team sports such as basketball and football, and instead moves into the spotlight like never before.

To fulfil this, I would as President of the CEV immediately seek to address the following three areas:

1 // PROMOTIONAL SUPPORT FOR NATIONAL FEDERATIONS

All CEV National Federations are engaged in various activities to promote volleyball in their countries, and this effort can become even more effective with more active involvement and tailored support from the CEV. By utilising modern technologies to share both materials and experiences, we can help our National Federations promote our sport on another level.

WHAT I WILL DO:

- 1 Establish a new CEV Promotion Team dedicated to support National Federations with flexible tools and materials to promote volleyball in their countries.
- 2 Formalise monthly video catch-up meetings and annual in-person meetings among promotion staff of National Federations, led by the new CEV Promotion Team.

2 // ACCESS TO TOP VOLLEYBALL FOOTAGE

Compared to other team sports, volleyball fans across Europe have little opportunity to watch coverage of the top European volleyball leagues. Adequate systems and regulations are currently not in place and a strong and coordinated effort is needed to get more viewers of our best teams and players, benefitting both the top leagues themselves, and the awareness of volleyball in all of our Federations across Europe.

WHAT I WILL DO:

- 1 Look into increasing audience figures for CEV competitions, by enabling all National Federations to access important footage of the sport and their players.
- 2 Collaborate closely with top European leagues to give smaller and medium-sized countries across Europe the ability to show televised games from their leagues.

3 // SHOWCASING VOLLEYBALL IN ALL COUNTRIES

The biggest volleyball stars must play in the biggest leagues to perform at the highest level. But that does not mean that smaller volleyball countries should never have the opportunity to see these stars perform. By showcasing volleyball in all 56 countries, we can provide the boost some countries need to enable volleyball to make a long-lasting breakthrough in popularity.

WHAT I WILL DO:

- 1 Look into the creation of a CEV Super Cup, a one-off match between the CEV Champions League champions and the CEV Cup champions, as a season-opener (also including public draw for upcoming CEV competitions), to be held in smaller and medium-sized countries.
- 2 Look into the creation of an annual series of exhibition matches with top players and legends of European volleyball, hosted by smaller National Federations and financed by the CEV.

Read more about Hanno Pevkur

Candidate, CEV President:

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