

FIFA MASTER 01.16.2023

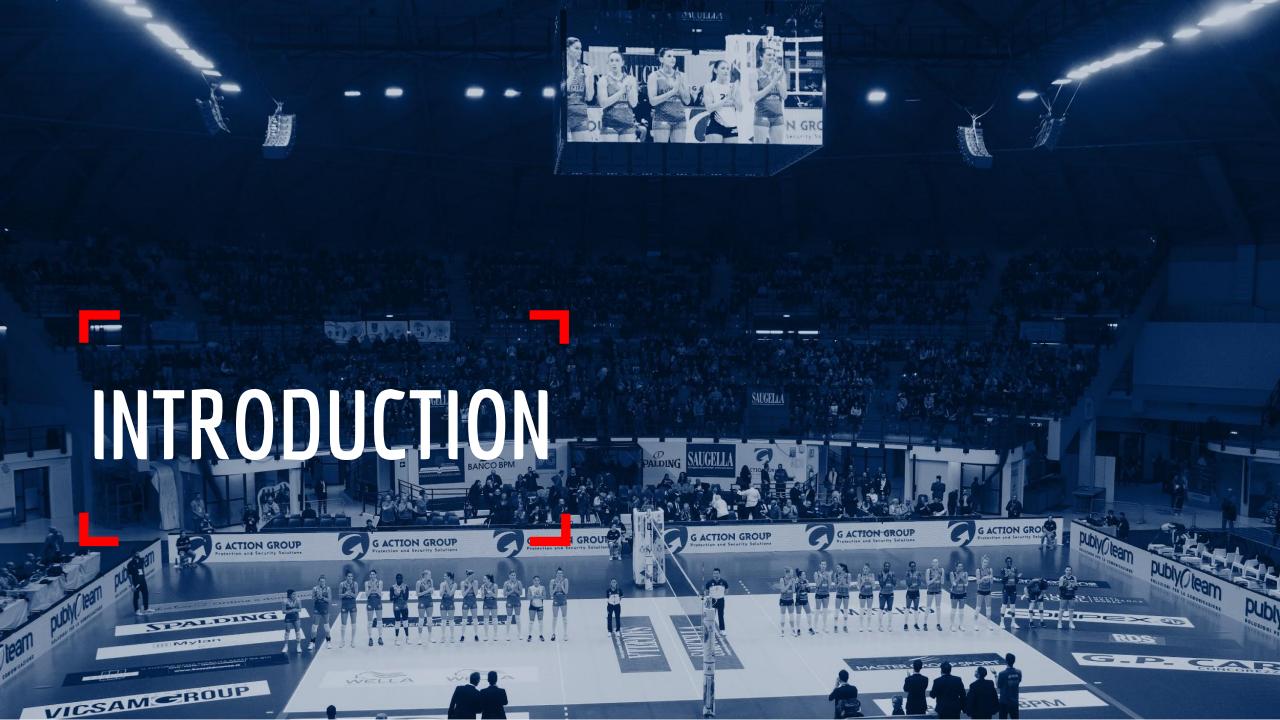


ALESSANDRA MARZARI

INDEX

INTRODUCTION THE CONSORTIUM THE SPORTS ECOSYSTEM





VOLLEYBALL



Around the world

- Inventated by Morgan in 1895
- Among the 10 most popular sports
- +1 Billion fans
- +50 Million players all over the world

In Italy

- The 3° most widespread sport (1° female)*
- 332.000 registered athletes*
- 25% of players and pubblic in Lombardy
- +10 Million supporters

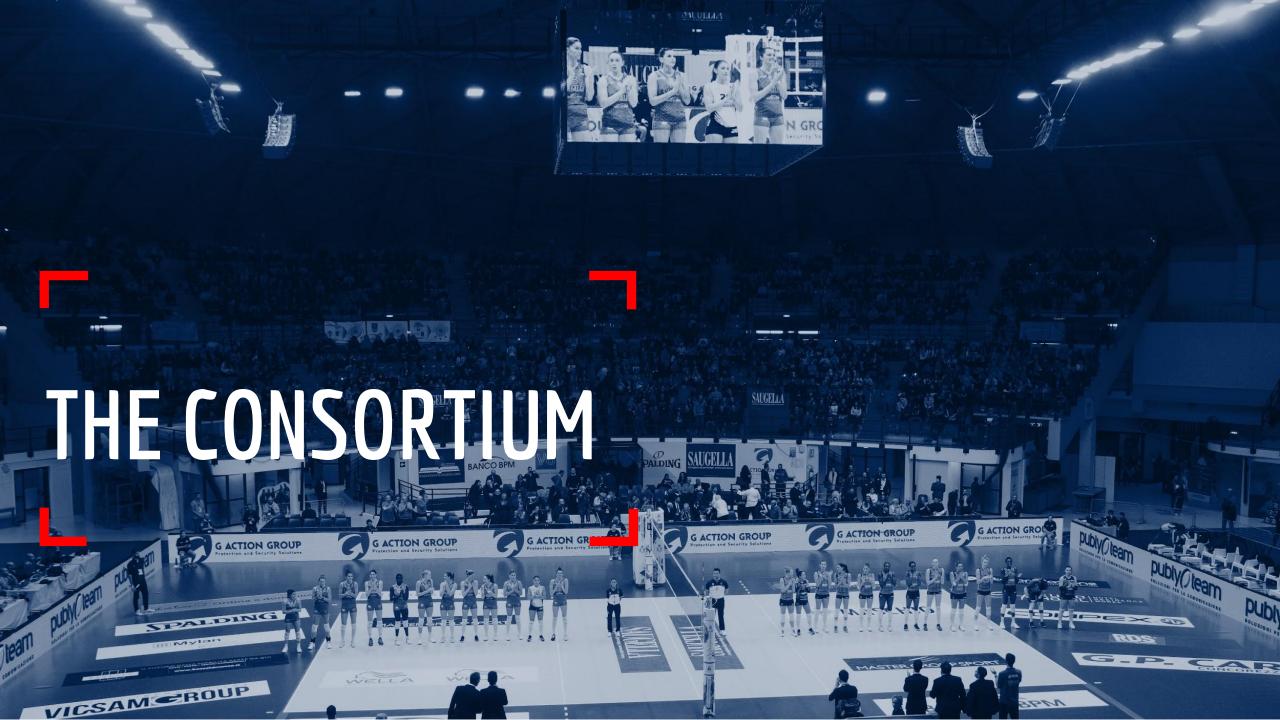
* rapporto Coni "I numeri dello sport" 2017



VOLLEYBALL'S PYRAMID







OUR HISTORY

												SPINE INJURIE Prevention	Z	CHALLENGE C	UP	
		FROM SECRETERIAT TO THE PRESIDENCY SPO					SPORTS CULTURE II The First "Company Visit" of Fifa Master		PROMOTION IN AZF		SPONSOR: NEW AND Confirmed Vero Volley Channel		"VERDI LEGGE VERDI" VERO VOLLEY NETWORK FIPAV ELECTION DAY		THEATRICAL EVENTS DIGITAL IN/OUT CRM	
2002	2(2014			V			2020 2	STELLA D'ORO
THE LE	TTER		THE IDEA: A C	ONSORTIUM	PROMOTION SDA BOCCON Managemen	I (SPORT	A HOME FOR Volley	VERO	FINAL FOUR C Italia Superlega	OF COPPA	PROMOTION I SPORT? Sì, G SPORT TERRI IMPRESA EVOLUTION F	RAZIE TORIO	SCUDETTO U NEW LOGO SAN PATRIGN MANAGEMEN INNOVATION	IANO T Control	INTEGRATED E MAF ACADEM DB RIM	



THE CONSORTIUM IN NUMBERS*

*post pandemia

The Consorzio Vero Volley was officially born on September 9, 2008 and is based in the city of Monza.

It is a sports culture project, unique in its kind, which currently involves six volleyball clubs in Lombardy with the aim of seeking excellence in all the contexts in which they operate.

ARENA **2** SERIE A1 TEAMS **6** SPORT CLUBS 55 GYMS BETWEEN MILAN AND MONZA TEAMS FROM U12 TO SERIE A **797**COACHES & TEAM MANAGERS ATHLETES 160FROM MINIVOLLEY TO UNDER 19 INVOLVED IN SCHOOL PROJECTS





THE STAKEHOLDERS

OUR HOME

62.000* Audience/year 40.000 Car Passages/Day 4.000 People capacity 77* Events/season * 2021/2022 season data **PHILIPS** Lighting **BOSE** Professional **FASTWEB** Fiber Arena CLOUD **Entertainment LEDWALL**









PLUS

ECOSYSTEM

PUDDE

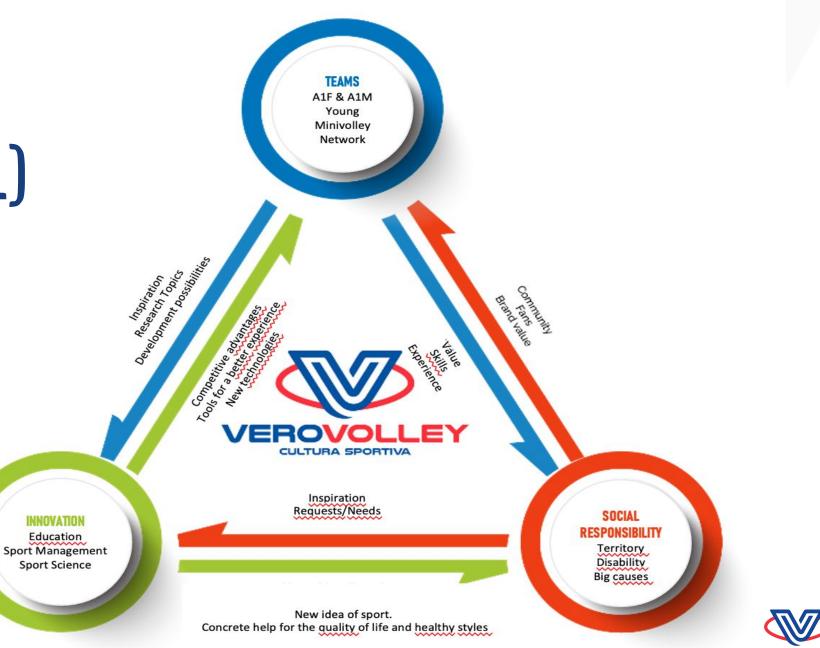
SPAIN

1

SAUGELL

BANCS

A SPORT (AND CULTURAL) ECOSYSTEM





TEAMS

A1 F A1 M YOUNG KIDS NETWORK



TEAMS

A1 F

- Serie Al
- Champions League

AlM

SuperLega

YOUNG

- Under 16 M league
- VV Athletes
- National Juniores

KIDS

Minivolley

NETWORK

- Registered Athletes
- Affiliated clubs
- Special Observers







A1M - A1F

2 teams in Serie A1: **Vero Volley Team Monza Maschile e Femminile.**

How did we get there? By **winning** all the championships.

We want to convey to the young people the message that **it's not correct to buy what you can't win** and so we have never acquired rights to go up in the category.



VERO VOLLEY YOUNG & KIDS



SERIE A1

TEAM

ECOSISTEMA



Our vision:

- **1.** Volley for all
 - for talented and non talented boys and girls.
- 2. Skill

Sports as a means to improve life skills.



VERO VOLLEY NETWORK

network of collaboration between:

+60 SPORT CLUBS

in Italy and abroad (Poland)









SOCIAL RESPONSABILITY

TERRITORY BIG CAUSES DISABILITIES



CSR TERRITORIO

ECOSISTEMA

SOCIAL RESPONSABILITY





- Family activities
- Youth events

CSR

ECOSISTEMA

• University collaborations

TERRITORIO

BIG CAUSES

- San Patrignano
- Ti Ascolto



DISABILITIES

• No Limits Team



FAMILY ACTIVITIES

SPORT? Si, grazie!



TERRITORIO

ECOSISTEMA

ſSR

It is a project aimed at families of children and young people attending primary and secondary school, developed with the aim of investigating how much parents feel able to support and motivate their children in their sporting activities.



BENEFITS OF SPORTS ACTIVITIES



TERRITORIO

ECOSISTEMA

CSR

- obesity (20% overweight in Italy)
- sleep quality
- perceived sense of efficacy
- emotions
- ability to build relationships
- initiative capacity
- transmission of values







FAMILY ACTIVITIES

SCHOOLS

FRRITORI

One of the main and most important institutional activities carried out by the Consortium is the development of structured and personalized proposals within primary and secondary schools.

The courses are taught by instructors who are reserved a specific training course developed with experts in pedagogy and psychology, with in-depth analysis of group life education, the relationship between motor and emotional processes and conflict management.

+1200 KIDS INVOLVED



COLLABORATIONS WITH UNIVERSITIES





POLITECNICO MILANO 1863

A DEGLI STUDI

BICOCCA

UNIVERSITÀ DEGLI STUDI DI MILANO







ALMA MATER STUDIORUM Università di Bologna





SAN PATRIGNANO

Since 2017 Alessandra Marzari has become one of the seventeen ambassadors of San Patrignano, women with three characteristics: trust in others, the belief that everyone deserves a second chance, the desire to be promoters of stories of rebirth. Consorzio Vero Volley has taken the cause of the Rimini community to heart and has chosen to support its mission with various activities..

TERRITORIO

ECOSISTE





"TI ASCOLTO"



FRRITORIO

The Vero Volley Consortium in collaboration with Change The Game presented, on Thursday 5 May, the online "Ti Ascolto" "help desk" against abuse in sport. It will be simple and direct to access the form - which can also be completed anonymously - through which it is possible to report situations of abuse of which you may be a victim or of which you may be aware, in order to allow the competent bodies in matter of proceeding with all the investigations of the case.

The goal is to spread the possibility of reporting any form of violence in the sporting environment and in any discipline in the widest and most accessible way.



NO LIMITS

Competitive Team NO LIMITS

The Vero Volley Consortium reserves a special space in its family for the "No Limits" teams, made up of 28 athletes with Down's syndrome and autism







INNOVATION

SPORT SCIENCE EDUCATION SPORT MANAGEMENT





INNOVATION



SPORT SCIENCE

• Biomechanics Laboratory

EDUCATION

ECOSISTEMA

• New technologies (es: MAF Index, Dartfish, Volley Metrics...)

EDUCATION

- MAF Academy
- Kids Trails
- Parents' School
- Refresher Courses

SPORT MANAGEMENT

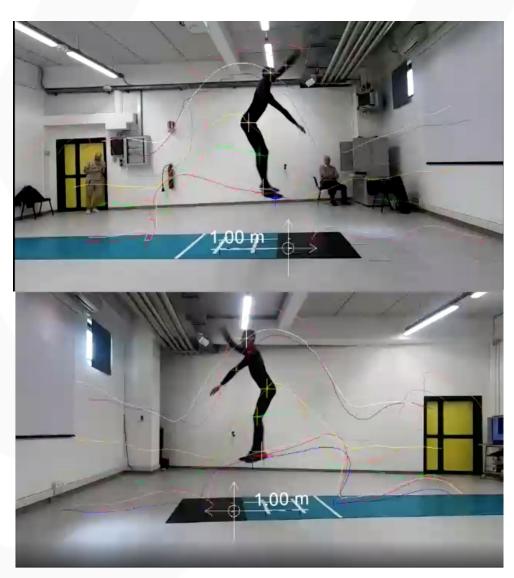
- Management organization
- Management control
- Digital in/out transformation
- Multichannel ecosystem
- CRM



BIOMECHANICS LABORATORY

BIOMECHANICAL PLATFORM

A real biomechanics laboratory has been built inside the Monza Arena, where a sensor platform and high-sensitivity cameras have been installed to study how landing from jumps affects spinal problems.







MAF INDEX



The creation of this index stems from the need to have **scouting data** structured in a single database that takes into account **several detailed indicators**.

The use of this index helps in the evaluation of a player as a whole, it will facilitate the comparison in the volleyball market phase and it will be crucial for decisions in the preparation phase and during the competition.

MAF ACADEMY

THE FIRST E-LEARNING DEDICATED TO SPORT



A cross devices sports learning environment created for the Modern Learner







NN EDUCATION

FCOSISTEMA



EDUCATION

FCOSISTEMA

KIDS TRAILS

All programs are developed during the year, in parallel with the sport of volleyball.

MANGIOCO

Game program related to good eating habits dedicated to **minivolley's children**

AMBIENTE VERO

Educational path related to the respect for the environment and carried out with the **children of minivolley and U12**

LET'S PLAY

Percussion music activity carried on with **U13**, **U14**, **U16**, **U18** and the first teams



PARENTS' SCHOOL

The project, designed by a psychologist specialised in sports psychology. Its purpose is to **foster the creation of an educational relationship on the values of sport between the parents of the athletes and the sports club,** to address issues and share good practices, making perceive both the fundamental role that the practice of sport plays in the development process of children and nurturing in parents the awareness of their role as educators.









REFRESHER COURSES

Continued and planned training activities that include twenty or more appointments each season for all operatives.



DUCATION

- The ways of learning and motivation (8 OCTOBER 2022) Speaker Dr. Rossi
- Systemic volleyball and the dynamic ecological approach to the fundamentals of service (5 NOVEMBER 2022) Speaker: Marchetti Mauro
- The fundamental of the attack practical lesson on the model of performance and didactic progression. Speaker Mauro Marchetti (DECEMBER 2022)
- Cultural intelligence in sport Speaker: dott. De Feis (JANUARY 2023)
- Situational leadership and communication skills Speakers: Dr. Raffaele and Dr. Rossi (MARCH 2023)
- Play and relational psychomotricity Speaker: Dr. del Sante (APRIL 2023)



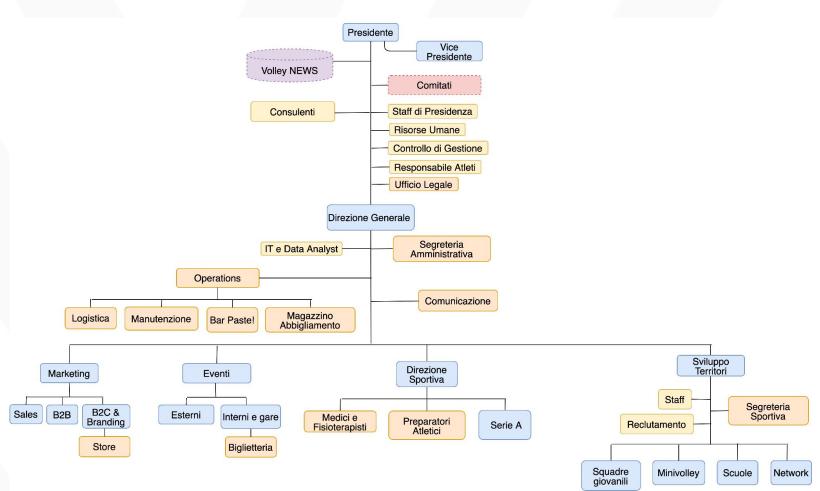
MANAGERIAL ORGANIZATION

The reorganization in managerial key of all the components of the Consortium started thanks to the collaboration with Eng. Andrea Boaretto, CEO of Personalive and professor at Milan's Politecnico.

This reorganization passes through the deep study of its own reality and objectives, declined in the short and medium term through strategies and consequent actions and led to the description of the processes within Vero Volley.

EDUCATION

ECOSISTEMA





MANAGEMENT CONTROL

In order to implement an effective and optimizing execution system we have:

• Introduced a **FLEXIBLE**, **ADAPTABLE** and **TRANSFERABLE** organization model even on smaller companies

EDUCATION

• Organized activities through **PROCESSES**

ECOSISTEMA

B2B SALE MONZA ARENA FOR SALE B2C SALE SALE SPORTS OFFER

PARTICIPATION IN ANNOUNCEMENTS EXTERNAL EVENT ORGANIZATION RACE EVENT ORGANIZATION CEV/CHAMPIONS EVENT ORGANIZATION

Processes that generate brand value

OPERATIONAL MANAGEMENT OF SPONSORS SERIE A OPERATIONAL MANAGEMENT OPERATIONAL MANAGEMENT OF YOUTH TEAMS OPERATIONAL MANAGEMENT OF VV TEAMS MINIVOLLEYBALL OPERATIONAL MANAGEMENT OPERATIONAL MANAGEMENT OF SCHOOL PROJECTS INTERNAL EVENT ORGANIZATION

Support procedures and activities

OPERATIONS, IT AND CLOTHING WAREHOUSE ADMINISTRATIVE SECRETARY SHOPPING SPORTS SECRETARIATS COMMUNICATION HUMAN RESOURCES LEGAL OFFICE YOUTH SPORTS DIRECTION AND GUEST HOUSE



MISSION

Educate all athletes and key stakeholders towards a concept of "real" sport, future-oriented, to be achieved through challenging and sustainable goals, innovative practices and strong ethical values

EDUCATION

VISION

ECOSISTEMA

Specify the long-term impact of the organization: **"volley is cool"**

STRATEGY

Explain short- and long-term goals in a strategic plan

EXECUTION

Transform strategies into actions





STRATEGY

Explain goals within a strategic plan Over the next 5 years:

- 1. Become the best club for sports experience for 6-18 year olds
- 2. Become the benchmark for coach education
- 3. Win 2 youth championships
- 4. Getting 2 athletes into the A series
- 5. Win 1 championship
- 6. To be recognized as the best practice for sports management
- 7. To be recognized as the most innovative sports club in Italy
- 8. Internationalization
- 9. Achieve total sustainability





EDUCATION

ECOSISTEMA

TOTAL OBJECTIVES 2022/2023



costs

EXAMPLE OF EXECUTION

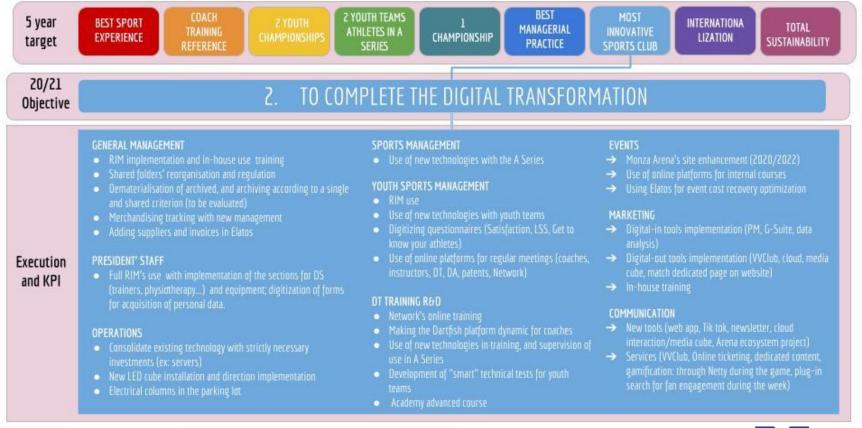
Turn strategies into actions with the support of the appropriate internal organizations.



ECOSISTEMA

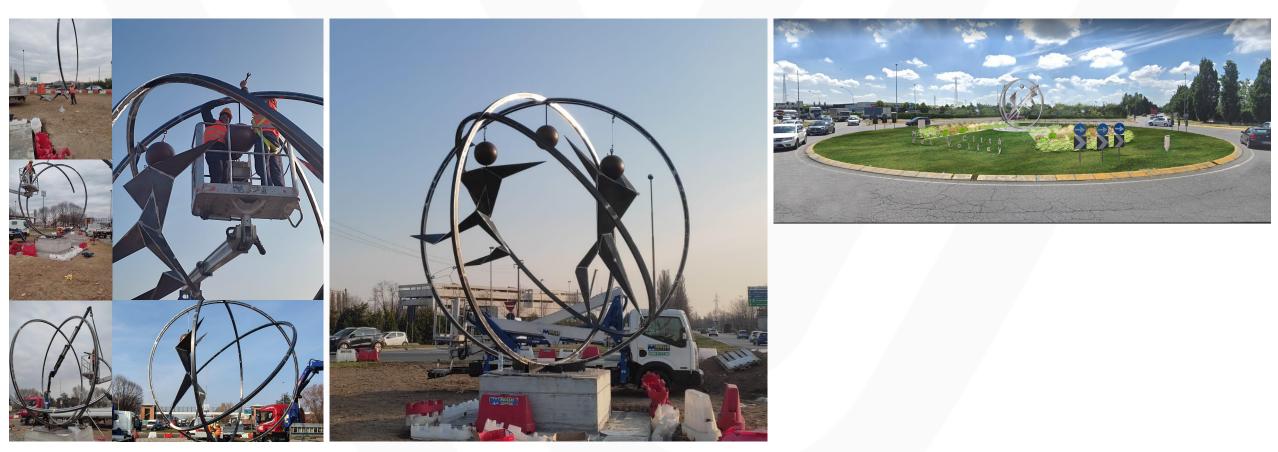
EDUCATION

GOALS - EXECUTION - KPI



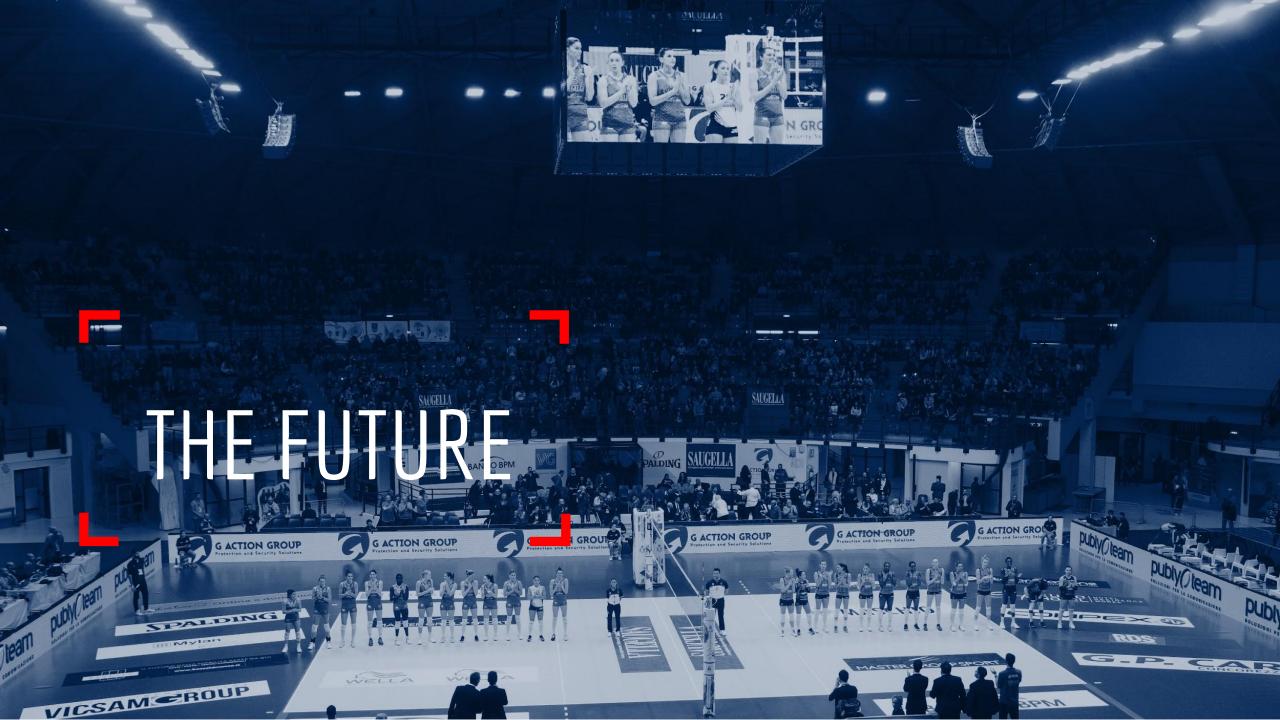


2022: MONZA CITTÁ DEL VOLLEY

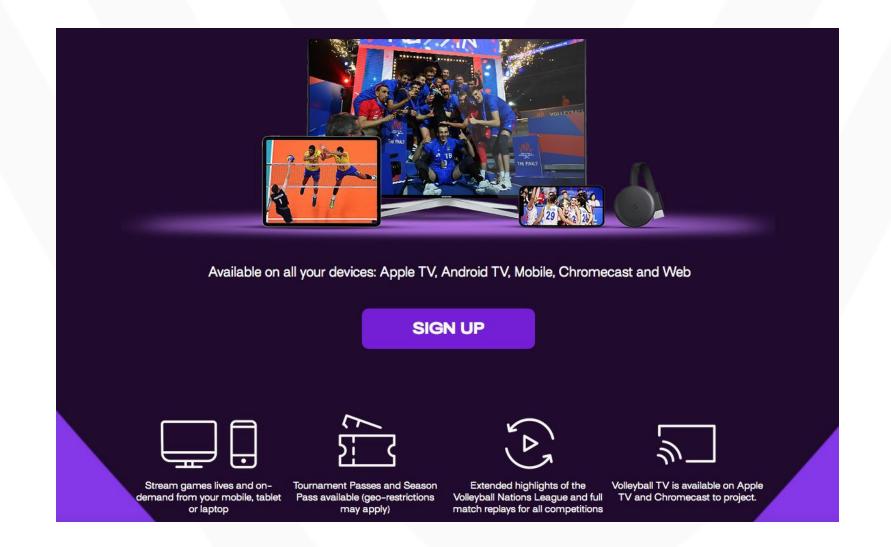








VOLLEYBALL WORLD TV









LA NUOVA ARENA?









SERIE A R NE TALIANA







LOYALTY

RESILIENCE

TRUTH

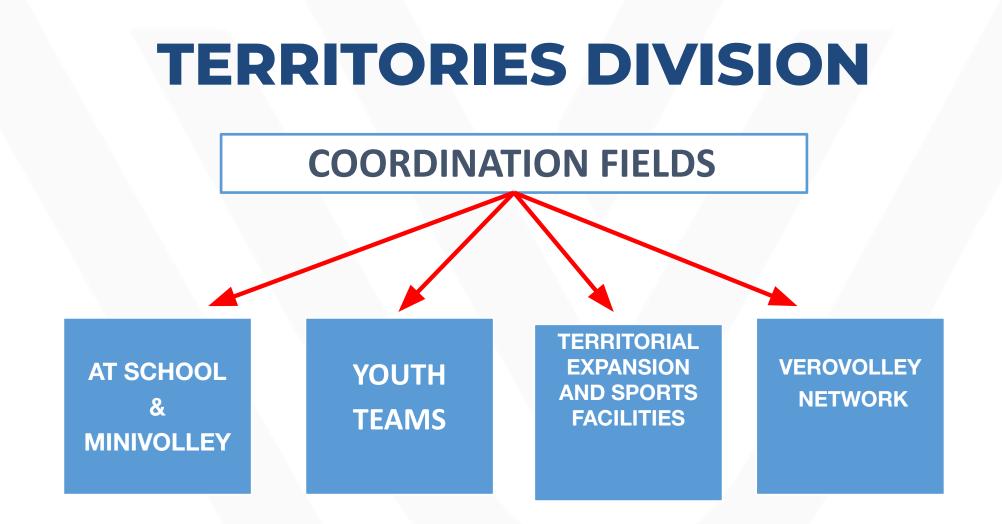
ALESSANDRA MARZARI

FRANCESCO CATTANEO

TERRITORIES DIVISION, SCHOOL, MINIVOLLEY & YOUTH TEAMS

VERO VOLLEY CONSORTIUM MEETS FIFA MASTER







TERRITORIES DIVISION

GOALS

- Increase the number of athletes
- Technical qualification of coaches
- Improvement of the sports offer
- Territorial expansion
- Hunting for new sports facilities



AT SCHOOL





AT SCHOOL

Vero Volley runs a complex project aimed at promoting physical activity (specifically volleyball) in primary school.

The project structure is the following:

"1st, 2nd and 3rd grade project" (for children aged between 6 and 8):

10 <u>paid</u> lessons (with an extension option) of basic physical education

"4th and 5th grade project" (for children aged between 8 and 11):

15 <u>free of charge</u> lessons for each class participating in the project with the possibility to use the school gym after class



AT SCHOOL GOALS

- To promote physical activities and sport as an educational tool for achieving a healthy life-style;
- To spread the knowledge of volleyball;
- To increase the number of athletes;
- Talent scouting.



TWO PRIMARY PROJECTS

ATTACKING CHAMPIONS

PRIMARY SCHOOL

Spot projects carried out in curricular time aimed at secondary school classes with the structuring of tournaments, lessons or interviews with the athletes of the consortium. Start-up course for ball games aimed at children from the last year of kindergarten.









AT SCHOOL

Projects	138
Pupils	3240

Vero Volley Consortium "AT SHOOL" figures in brief







GOALS

- To promote volleyball among children;
- To increase kids' passion for volleyball;
- To spread Consortium's sport values locally and among families;
- To provide support to schools through school projects;
- To increase the number of children involved in sport activities, avoiding drop-out;
- To guarantee continuity for the creation of future competitive teams



Courses	35
Pupils	401

Vero Volley Consortium "Minivolley" figures in brief



PROJECTS

"Vero Mini Volley" Courses managed by Consortium "Sport per te"

Courses managed by Pro Victoria Monza in collaboration with the Municipality



SPECIAL EVENTS



- "Groups at matches": participants are invited to attend the matches of Serie A1
- Theme parties and tournaments: participants are invited to tournaments to be played at Arena
- "Special training sessions": kids are invited to training sessions for future U12







- Represent the basic agonistic activity of the Vero Volley Consortium
- For athlets between 11 and 19 years old
- The teams partecipate into the championships organized by the Federation in different type of categories based on gender and age with territorial phase levels as province, regional and national, some of these teams partecipate also into International Championships.

Men Categories: U12 – U13 3X3 –U13 6X6 – U15 – U17 – U19 Women Categories : U12 – U13 – U14 – U16 – U18



- Ensure an important sport experience
- Having a project to allow our athletes to express themselves in a correct and healthy competitive environment
- Focus not only on the results, but primarily on the personal needs of each athlete.
- Commitment to provide each athlete with a path that is coherent with their individual skills



Youth Teams	45
Regional Teams	4
National Teams	2
Total	51

Vero Volley Consortium "Youth Teams" figures in brief



"VERO VOLLEY" TEAMS

Inside the set of all the Consortium youth teams some of the best athletes are selected to create specific teams named Vero Volley, with the scope to become more competitive at province, regional and national level. In these teams the focus is on all the activities of research and development of new training methodologies and engagement.



2022/2023 GOALS

- An increased technical and sports offer and the coach quality
- A Stronger relational network for subscribers and families
- An improved monitoring of the teams activities
- More registered young athletes (goal: reaching the pre-covid numbers), particularly in the youth male teams



YOUTH SECTOR GOALS

- Carrying out extrasport "Beyond the Net" projects with sport related values
- Identifying talents
- Optimizing costs
- Building athletes for our A series teams



GIANPAOLO MARTIRE Vero Volley Marketing & Sales Director

DIGINARRETING 8 DIGINALECOS STEPH

a dello Sport

ONS

ONSTER BLOCK

Ve " Viassiaro

VIVA LA MAMMA DE MA

Premise 1

How? Stakeholders Needs Actions Data ReMktg KPI

RESIO

opiquad

Diquad

CIVA

waciquad

opiquad

Q;

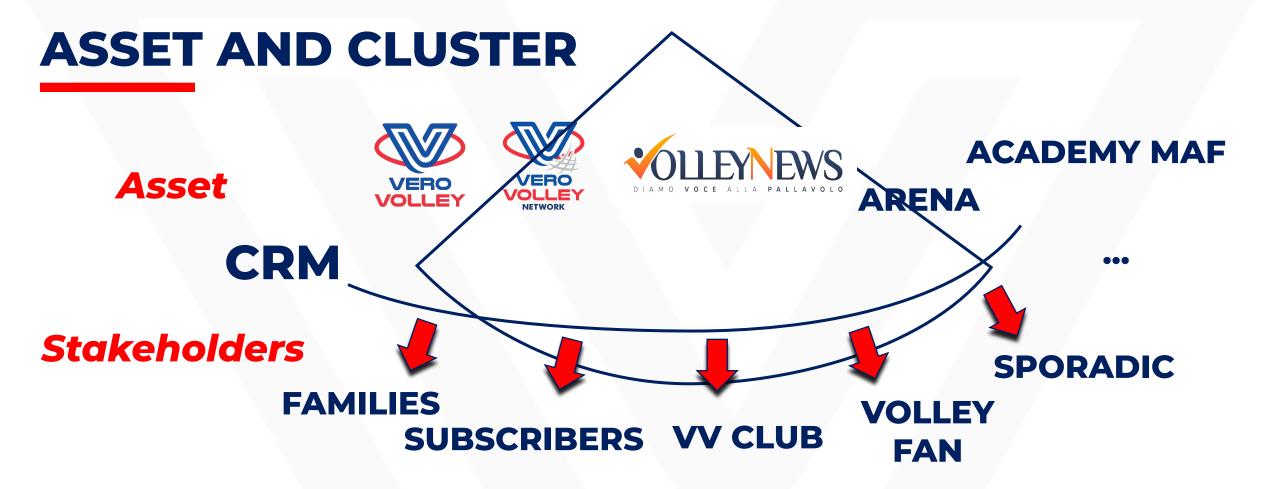
opiquad

Premise 2

TECHNOLOGY Why?

If Necessary If Enabling If Matches Stakeholders' needs

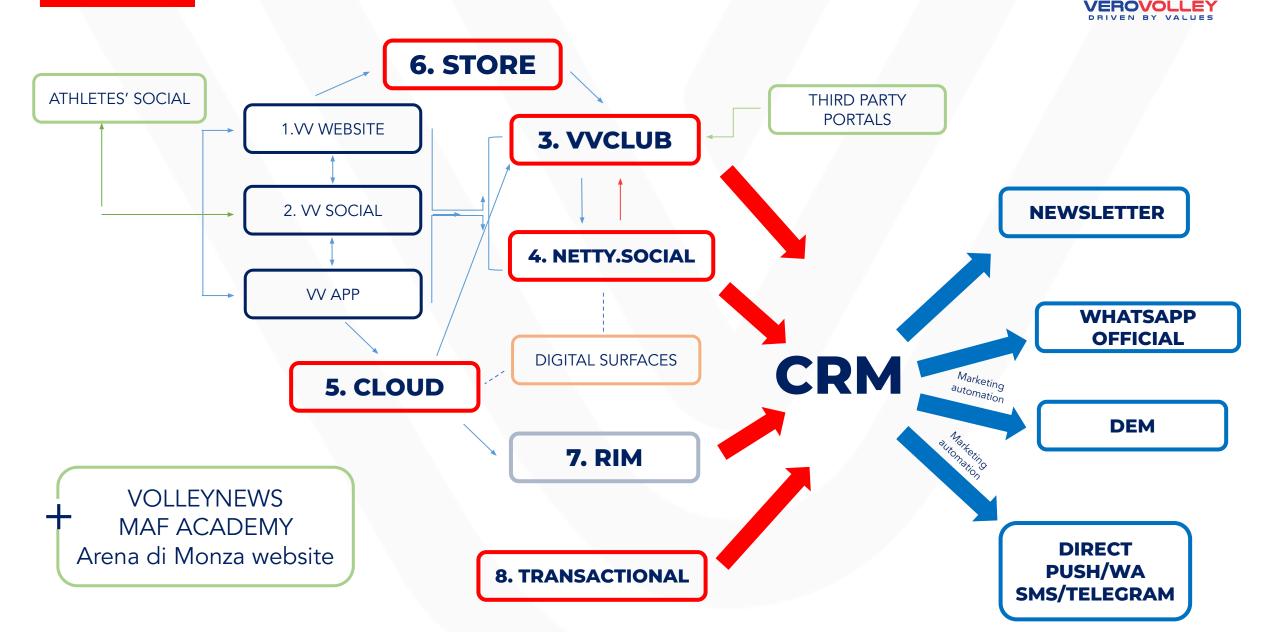
VIVA I MAMMA De M



Across all of its assets, the Consortium has pursued a path of innovation and digital transformation to be increasingly open to new trends and an understanding of the needs of different types of customers.



CRM AND DIGITAL ENVIRONMENT



1. VERO VOLLEY WEBSITE

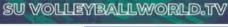


Scriviti al Vero Volley Club e entra a 7€ al match di Champions League Milano – Alba Blaj



V

 \odot









BUILT IN PROJECT

NEXT MATCH









MONZA - CONEGLIANO

MONZA – TARANTO

RAVENNA – MONZA 🔵

ZA SCANDICCI – MONZA





How has been projected

- Stakeholders definition
- Wants and needs definition
- UX and purchasing paths creation

Main stakeholders

- Families
- Fans
- Partners
- Media
- Volley Addicted
- Occasional spectators

VERO VOLLEY WEBSITE

DESKTOP





SITE GOALS

- Information
- Branding
- Drive live content on social
- Refer to ticketing vendor

SITE CONVERSION TO:

- Vero Volley Reserved Area
- Our Online Store
- Ticketing Vendor

2. SOCIAL

Live content is mostly delivered via social media





Increasing interactions •

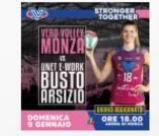
SOCIAL CONVERSION TO: >> VV Site >> VV reserved area





Post. 2.712 36,7mila follower 156 profili seguiti

Vero Volley Monza Squadra sportive O SuperLega | A1 ferriminile StrongerTogether



























ATHLETES' SOCIAL: TOP INFLUENCER VERO VOLLEY





Post: 1.394 116mila follower

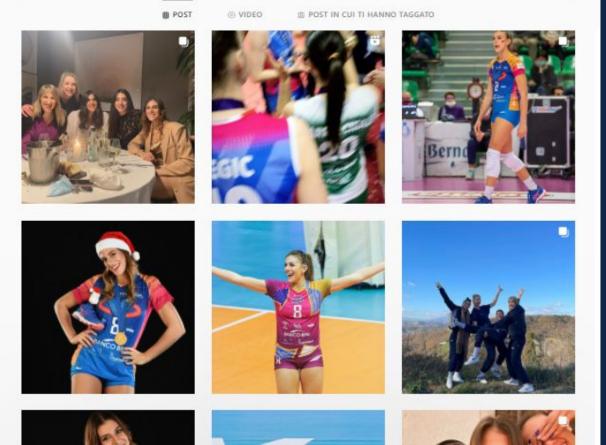
644 profili seguiti

Alessia Orro

Professional Valleyball Player mitalian National Tean Castinonial: @asicsvalleyball @Setter: @verovalleymonza @agency: @goldensabrepr

AI TEAMS: 500.000+ IG Followers

NOT OWNED MEDIA BUT VERY GOOD COLLABORATION BY COMMUN ACTIVITIES





3. VERO VOLLEY CLUB

- Vero Volley Club is a portal with exclusive services, benefits and events dedicated to its members.
- It is registration based
- Among its premium benefits it allows access to Netty.social (in single sign on) anytime and anywhere



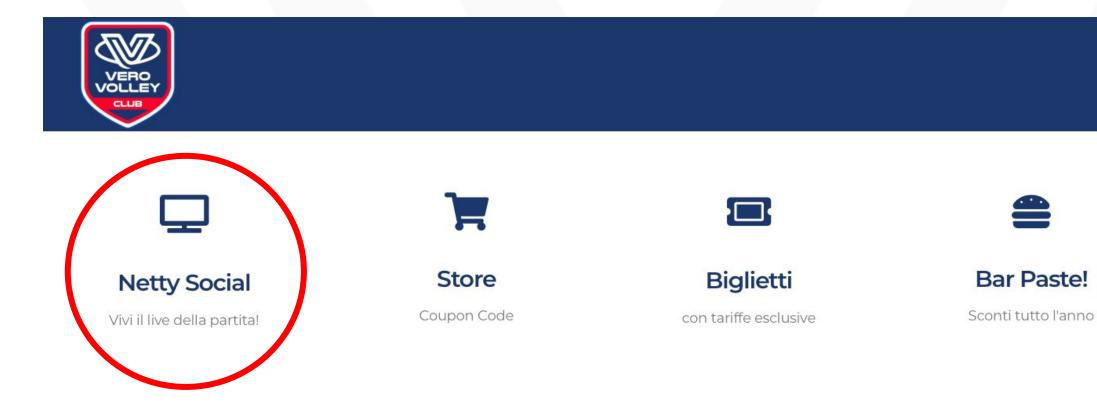


Mercoledì 18 gennaio - Vero Volley Milano Vs Alba Blaj

Acquista i biglietti a €10 in "Primo Anello" e a € 7 in "Secondo Anello"!

Vai su vivaticket.com, scegli la partita, opziona il posto, seleziona la tariffa SPECIAL e inserisci il codice sconto VEROPLAY!

VERO VOLLEY CLUB ADVANTAGE





Convenzioni

Vantaggi e Sconti dei Partner



Volleyball World TV

Promozione per l'abbonamento



Il mio profilo

Accedi ai tuoi dati

HOW TO SIGN IN



Fans can join Netty by a single sign-on system with Vero Vero Club



Scopri i contenuti esclusivi e live durante le partite!



EVERYTIME, EVERYWHERE

LIVE in Arena

By Vero Volley Club SSO

By our CLOUD Arena

4. NETTY SOCIAL: OUR SOCIAL NETWORK



Netty is a LIVE SHARING SOCIAL PLATFORM where fans and sponsors can find a lot of dedicated contents: video, photogallery, interviews, polls, quiz, coupon code, promo, live comments, stats and interactions





NETTY'S GOALS

 Be able to monetize the user data that is currently brought to socia



- Integrate existing infrastructure
- Maximize the competitive advantage of cloud and fiber to1 GB
- Provide significant value to Vero Volleyball
 - Club





NETTY SOCIAL: STRENGHTS

- For matches and Arena events
- User Data property
- Exclusive added values
- Full custom and branded platform
- Real time interactions
- Real time promo
- Fan Engagement
- Fan communication and selling

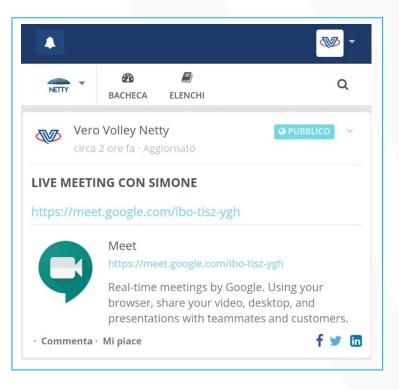
POSSIBLE ACTIONS ON NETTY

- Push notification to registered users
- Dedicated sponsor area
- Possibility to like/comment users
- Possibility of interaction between defined groups of users
- Integration with other quiz platforms, streaming, polls

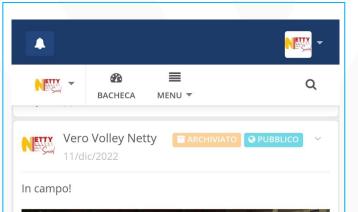


NETTY CONTENT EXAMPLES 1/3

LIVE MEET/ZOOM



LIVE VIDEO MP4





Ι VID 20221211 171406 mn4-421 MR

NETTY A Bacheca ELENCHI Vero Volley Netty Circa 3 ore fa · Aggiornato SCARICA LA GIF ANIMATA MATCH POINT https://giphy.com/gifs/3kD720zFVu22rflA0s/html5

ANIMATED GIF



Vittoria su match point Rimoldi https://giphy.com/gifs/3kD720zFVu22rfIA0s/html5

Discover & share this The Original Donut Shop Coffee GIF with everyone you know. GIPHY is how you search, share, discover, and create GIFs.

· Commenta · Mi piace

f 🍠 🛅



NETTY CONTENT EXAMPLES 2/3

MP3 PLAYER

	-
NETTY BACHECA ELENCHI	Q 1 9 W
Vero Volley Netty circa 3 ore fa · Aggiornato	♥ PUBBLICO ✓
	02:58
 bensound-epic.mp3 	02.38
 bensound-epic.mp3 - 2,5 MB Commenta · Mi piace 	f 🋩 📼

MERCHANDISING OFFER

11/dic/2022

🛒 SUPER PROMO

Periodo natalizio, tempo di festeggiamenti...e **regali**! Il 25 dicembre sta arrivando e non sai ancora cosa regalare ai tuoi cari? Vero Volley ha la soluzione perfetta per te!

All'OFFICIAL STORE trovi le nuovissime **T-Shirt natalizie**, le T-Shirt **"Jersey Player**" e le magliette della linea **"Volley Animals**".

Trovi tutto (e anche di più!) nella sezione dedicata sullo STORE ONLINE.

👇 Coloriamo di rosso tutta l'Arena! 🛑 🎬



SCOREBOARD STATS PDF

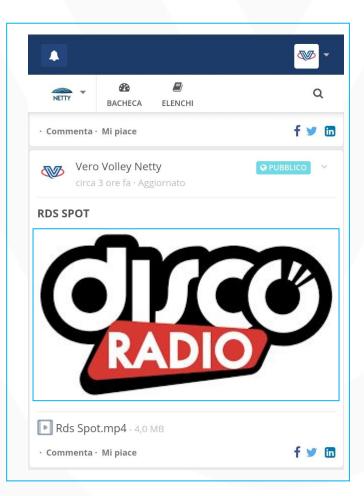
Vero Vo	lley Netty	У	E	= /						9	Pι	JBB	BLI	со	
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					Città Impi MVP	anto:		za Sp Di Mor		ri:	300	03	Inc	asso :	
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3 STYSIAK MAGDALENA	423		1 3		1 .	100		6.4 <i>F</i> 11.4		11		1 6		27%	
7 FOLIE RAPHAELA	332		1 1							2					1 -
8 K ORRO ALESSIA 9 CAMERA LETIZIA	306	2	1	2	1 -	1	1		-100%	2		2	1009	6100%	
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NETTY CONTENT EXAMPLES 3/3

JPEG PHOTO GALLERY

Mi piace
Vero Volley Netty RACHIVIATO PUBBLICO V 11/dic/2022
PICS

SPONSOR SPOT MP4



SURVEY

	Forza ragazze
	Mi piace
	міріасе
Socia	Vero Volley Netty Archiviato PUBBLICO 11/dic/2022
Parteci	pa al QUIZ LIVE alla fine del primo set.
Puoi vir	ncere un omaggio KIPSTA !
	CA QUI PER PARTECIPARE 🚺 ahaslides.com/V2SIX
Mi piace	2
ABETTY	Vero Volley Netty
Social	11/dic/2022
AAAAA	ACE del capitano!!
Au	
<u> </u>	

Nasce la nuova WebTV di Lega Volley Femminile.

Diretta streaming delle partite del campionato di Serie A





www.lvftv.com

FUTURE POSSIBLE MONETIZATION OF THE DIGITAL ECOSYSTEM

VVC INTEGRATIONS IN SINGLE SIGN ON via API with:

- Ticketing vendors
- League OTT TV Platforms
- Seat Delivery
- Merchandising
- Third party sponsor e-commerce portals
- Partners ADV
- UNIQUE ACCESS WITH SET DISCOUNTS



5. CLOUD ARENA

COMPETITIVE ADVANTAGE
 Enables certain differentiation between
 in-arena and non-arena users. Other volleyball
 companies rely on cell phone
 location-inaccurate method

- INTERNAL WIFI with N.24 ACCESS POINTS
- ✔ DELIVERING LIVE CONTENT FOR THOSE IN ATTENDANCE
- Content Delivery Consortium, Arena, Bar, Store...



NETTY & CLOUD: FAN CLUSTERING

IN THE ARENA

If occasional/sporadic: you have to register with email. Only live content that will no longer be available after the game.

If you are a subscriber/admirer: please enter one click with your VVC login (no repeat registrations). Continue to view content via VVC after the game

FROM HOME

If Occasional/Salary: Site / App /Social that links to VVC membership

If a fan/subscriber: Inside VVC you can see all the Netty contents, except those protected by TV embargoes

<u>POST 48H</u>

LIVE

No content connected to WIFI If occasional/sporadic: Do not see content

If a subscriber / fan: Can see content of all games played at home



NETTY & CLOUD: ACTIONS

GOALS & REMARKETING /

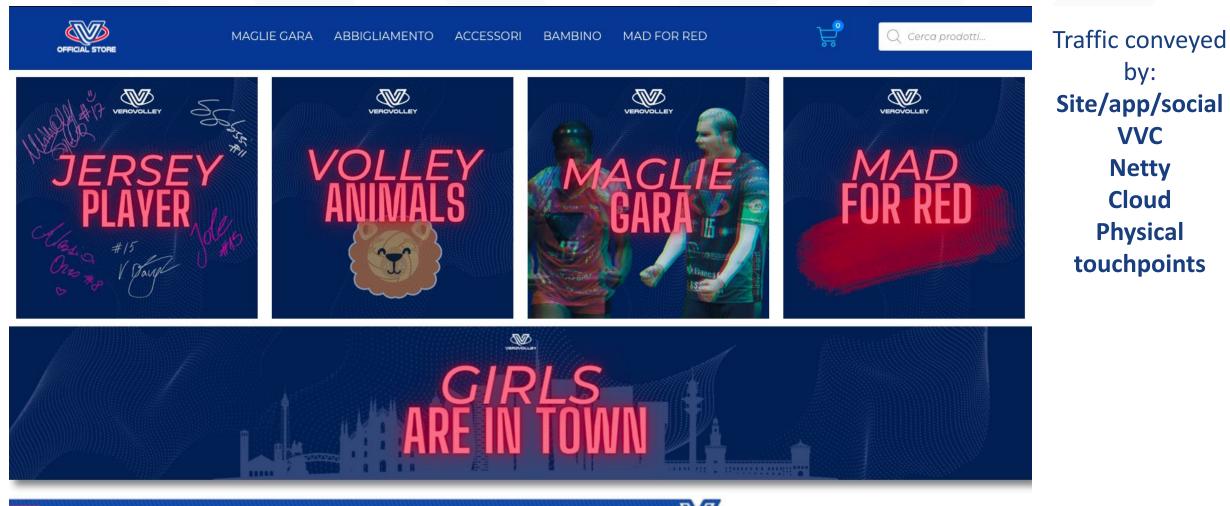
If occasional/enthusiastic: Actions to bring enrollment to VVC

If enthusiasts: Offer more and more services/offers to get them to come watch more games and then subscribe the following year

If subscribed: Differential experiences, friend involvement



6. NEW ONLINE STORE





SCOPRI LE ULTIME USCITE!

NOT ONLY DIGITAL PLATFORMS How to develop a partnership by our 360° Ecosystem

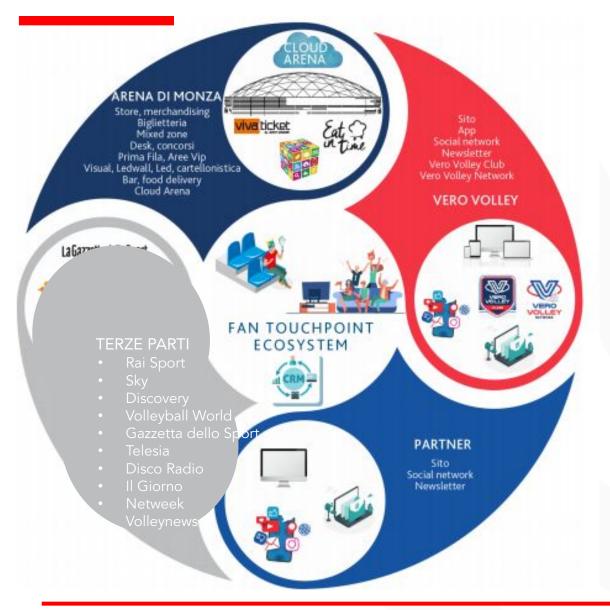
ONS

Ve II VIASSIATON

MAMMA De The

ONSTER BLOCK

OMNICHANNEL ECOSYSTEM



In 2022 it's crucial for teams not to speak about sponsorsorship but communication and marketing integrated plans and strategic partnership.

In order to reach these goal we have to involve all our assets:

- Arena
- Teams
- Digital Ecosystem
- ESG/CSR Activies
- Partners' Assets
- Volleynews
- Media

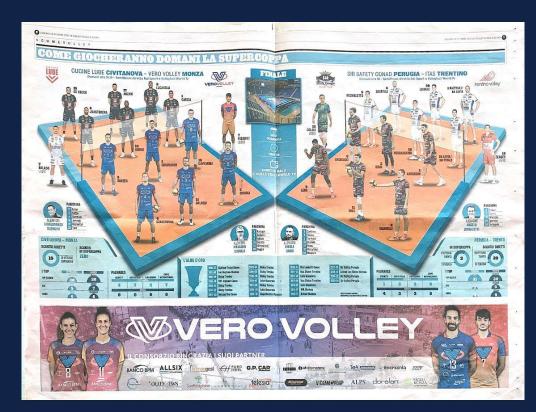


MEDIA PARTNERS



Radio local promotions Fan engagement with speakers and DJ's Radio interviews and news Live game spots Live rewards and gadgets

La Gazzetta dello Sport Tutto il rosa della vita



Articles and ADV for: Vero Volley and partners by physical and digital newspaper

VOLLEY MEDIA PARTNER



Serie A 🗸 Attività Internazionale 🗸 Altri Campionati 🗸 Volley Mercato Nazionali 🗸 Beach Volley Eventi 🗸 Rubriche 🗸 Video

A1FEMMINILE



L'Assemblea dei Club di Serie A Femminile approva il Regolamento di Ammissione ai Campionati

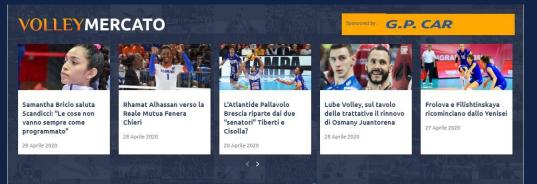
L'Assemblea dei Club approva Regolamento Ammissione ai Campionati. Commissione Planning al lavoro per definire date e formule della prossima stagione

28 Aprile 2020



Q

ULTIMENEWS



Tutte le news di Volley Mercato 🔊

Journalistic Editor

3ys+ activities

360° volleyball world news

AdServe

2021: 5mil+ views

2021: 1mil+ unique users

Perfect for volleyball partners

PARTNERS' ASSETS

Website

DEC4THLON CERCA UNO SPORT, UN PRODOTTO O UNA MARCA

ALLSIX incredibile ma Vero... Volley!



Scendono in campo il know-how, l'innovazione di Decathlon e l'attività effervescente della Vero Volley di Monza, con le sue prime squadre di serie A e le centinaia di giovani atleti. Da quest'anno le nuove maglie della Serie A saranno marchiate ALLSIX ed ispirate al mondo dei SUPEREROI.



ACCOUNT SITO WEB

Newsletter



Dem



GIANLUCA GALASSI

Centrale della Serie A1 maschile e medaglia d'oro al campionato europeo di pallavolo maschile 2021.

SCOPRI DI PIÙ



ALESSIA ORRO

SCOPRI DI PIÙ

femminile 2021.

Palleggiatrice della serie A1 femminile e medaglia d'oro al

campionato europeo di pallavolo

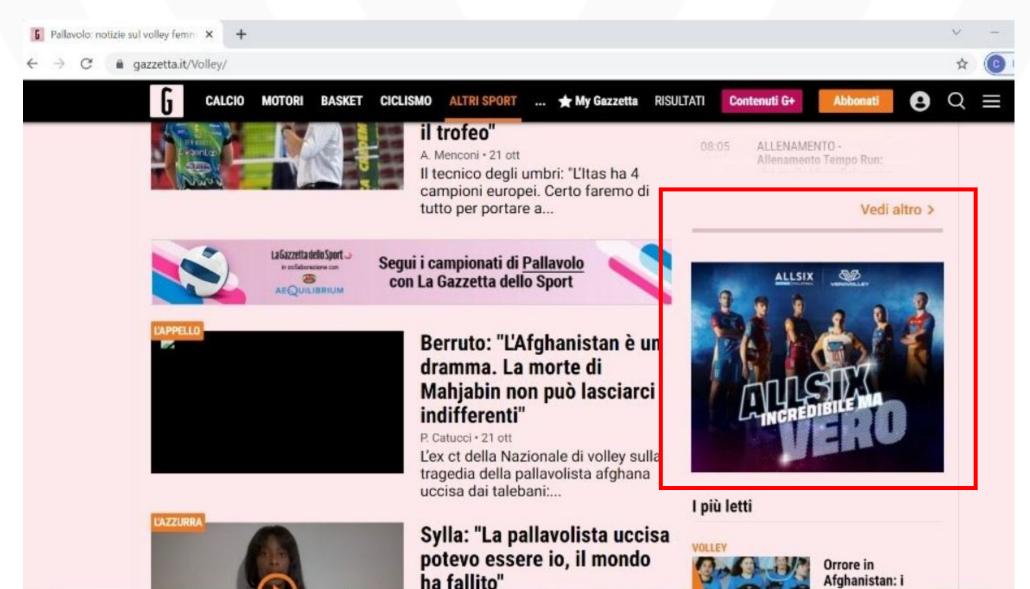
VERO VOLLEY MILANO

18 GENNAIO, ORE 20.00 - ALLIANZ CLOUD

Gentile Andrea

le ragazze della Vero Volley ti aspettano mercoledì 18 gennaio alle ore 20.00 all'Allianz Cloud.

STRONGER TOGETHER: VV | ALL SIX | GAZZETTA



NEW MEDIA

News, promo video and ADV for:

Vero Volley and partners by





32 Milano Metro Stations Linate, Malpensa, Orio Airports Bus and bus stop monitors

450+ monitors in total

30" video adv 52 slots per day 5 days per week 12 months coverage 3 years partnership



COMPANIES: NEEDS & WANTS

- 1. Digital lead generation
- 2. Conversion
- 3. CSR & Welfare
- 4. Market insights / survey
- 5. Intercept Y/Z/Omega Generation
- 6. Special Projects & R&D
- 7. Arena & Attendance
- 8. Location for Events / off site meetings
- 9. Activations / Exclusivity
- 10. Sponsorship / Advertsing

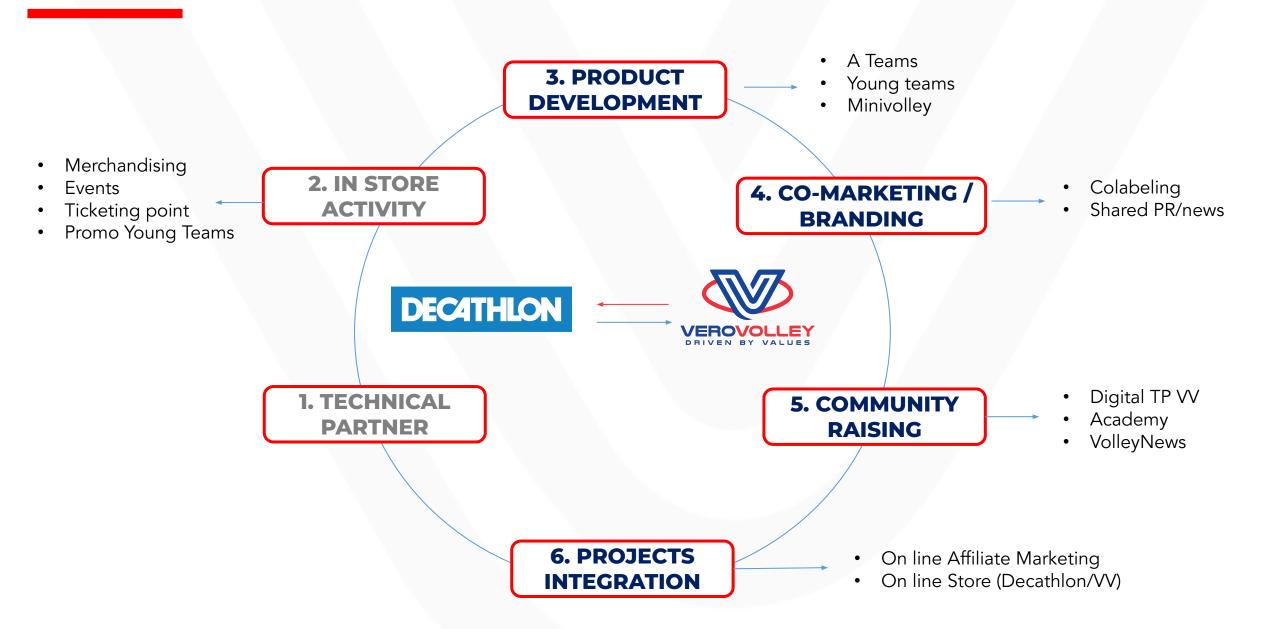
MUCH MORE THAN SPONSORSHIP

- Scientific Sport-related Research
- Educational projects for kids & youngsters
- Social and environmental project
- Welfare & team building proposal
- Italian VV Network & B2B links
- Supplier before sponsor
- CMO/CFO/CEO interview
- Email by significant wins
- Arena Venue (event, meeting on line)
- Digital touch points

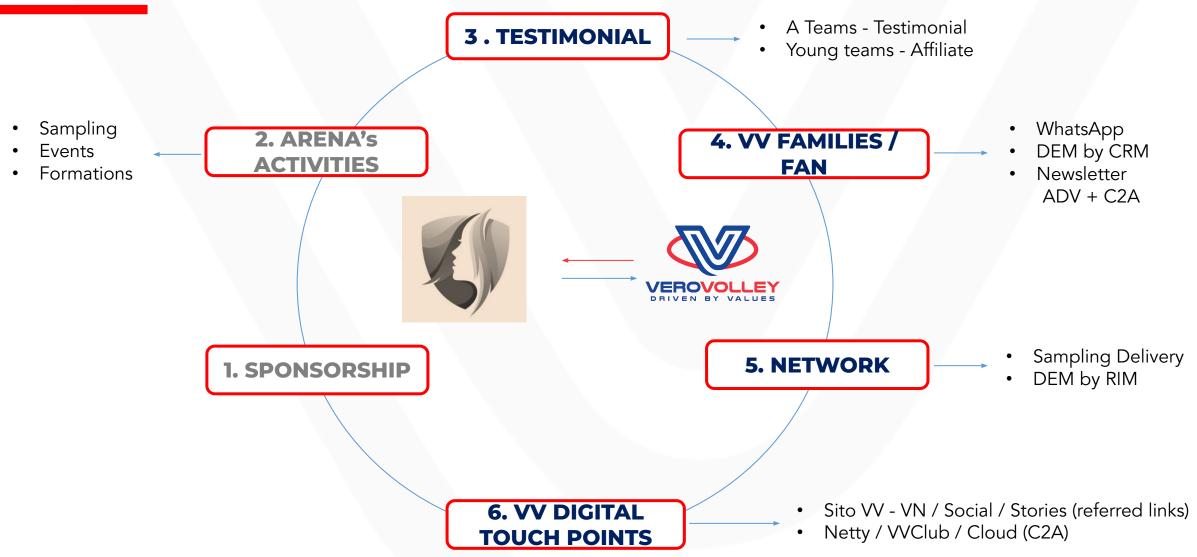
KEY LEVERAGES BY ECOSYSTEM



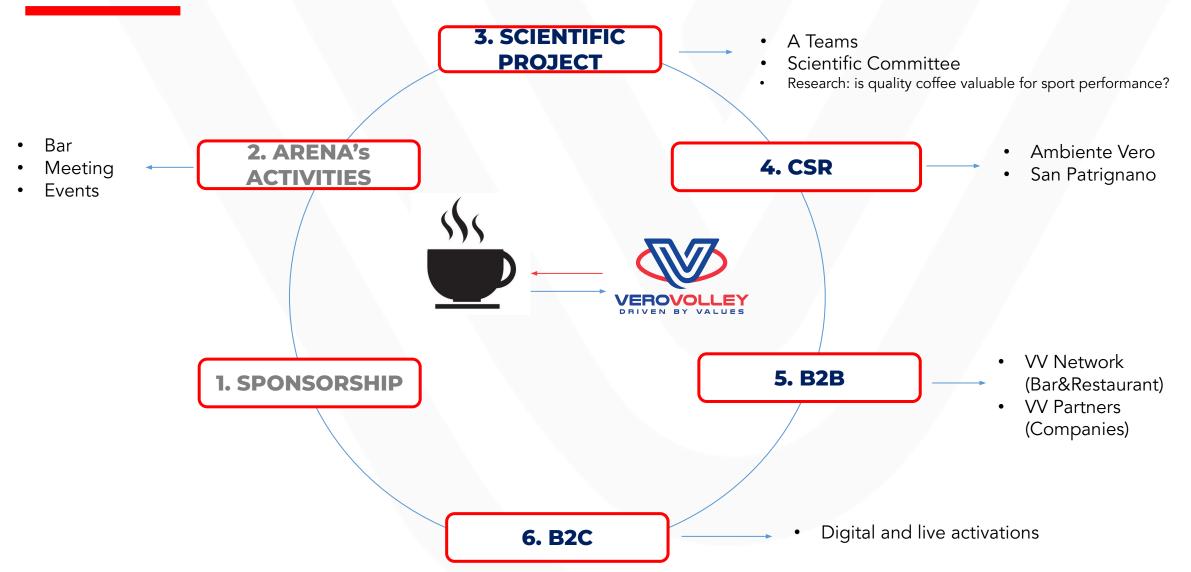
DECATHLON: Focus: R&D, Digital integration, Store



BEAUTY CARE BRAND - FOCUS: Touch points / Testimonial



COFFEE BRAND - FOCUS: Scientific Project, B2B, B2C, CSR



DARIO KELLER Vero Volley Communication Director



verovolley.com



Only COMMUNICATION?



The COMMUNICATION AREA

People and high specialisatior

Who are we? What do we do?

In an ever-changing context



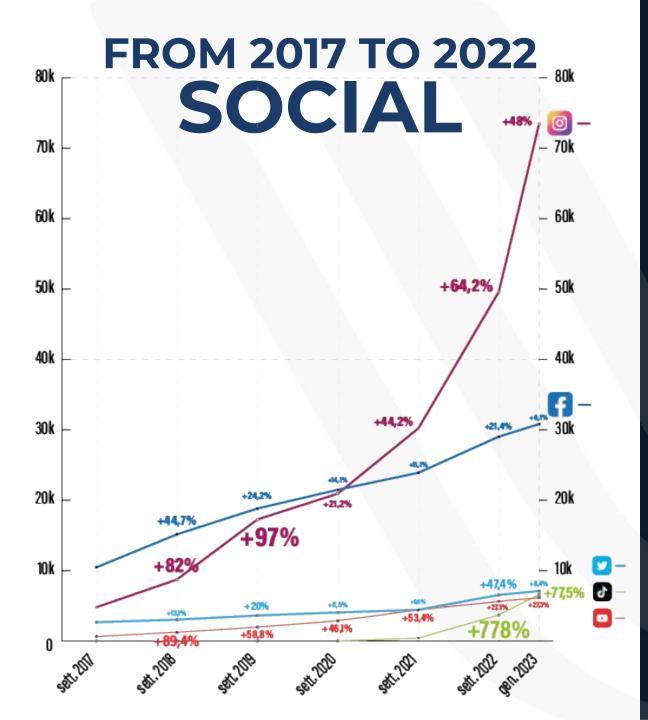
ABL, BTL, TTL and TOMORROW?

How we do it?

From printed paper, to the new Media, to the social media and beyond.

The approach to information and services is different, for different stakeholders





2022 SEPTEMBER-DECEMBER



SEASON 2021-2022 CONTENTS



INSTAGRAM +990 post and +2100 stories



FACEBOOK +1600 post



- +1300 tweet per month

YOUTUBE



+630 videos More than 2.200.000 Channel views



TIK TOK +50 videos



NETTY +1150 contents

2022 SEPTEMBER-DECEMBER

INSTAGRAM

415 post and 701 stories +3,5 million accounts reached FACEBOOK 535 post +1,8 million accounts reached TWITTER 459 tweet YOUTUBE 244 video More than 190.000 Channel views TIK TOK 50 video NETTY

+450 contents



WEB VEROVOLLEY

IN 2021-2022

939 news
+844.000 views
+ 170.000 users
SEPTEMBER-DECEMBER 2021
369 news and 343.263 views
SEPTEMBER-DECEMBER 2022
307 news and 355.121 views
SEPTEMBER-DECEMBER 2022
+11.858 views

AND MORE PRESS, MAILING, ETC.

PRESS RELEASES IN 2021-2022 More than 300 **ARTICLES IN THE PRESS REVIEW** More than 2000 newspaper releases in the last season MAILING AND DEM Around 920 mailings To 319.677 contacts **GRAPHICS** Almost 3.000 executive graphics files Dozens of different projects





COMMUNICATION Instructions for use





Is it only COMMUNICATION?

Three definitions from the dictionary

- 1. The action, the act of communicating to another or to others
- 2. Any process consisting in the exchange of messages, through a channel and according to a code
- 3. The act of establishing or being in contact and the means by which the connection is made





Communication does 1. Information 2. Promotion 3. A service 4. Identity 5. An advantage (for Us) 1. Produces





FIFA MASTER

Sometimes word are not enough. Then you need colours. And shapes. And notes. And emotions.

Alessandro Baricco





COMMUNICATING

Privileging the quality

How to do it? How not to do it?

Putting the interlocutor, his interests, his needs at the centre of the message, in a customer centricity vision.



Needs... 1. Clarity 2. Content 3. Information 4. Completeness 5. Timelines 6. References 7. Scheduling







Objectives





...also MARKETING

Marketing and Communication support each others.

It is essential to develop a brand identity that always makes a reality and its values and that is immediately perceived by all stakeholders.





ALBERT EINSTEIN

Not everything that can be counted counts and not everything that counts can be counted.





The VALUE of SOCIAL

It is not only economic, but...

Economic value takes into consideration variables such as: potential audience, total number of followers, engagement rate, average number of comments, sentiment, growth rate and frequency of posting...



VOLLEYNEWS

PAGE VIEWS 5.319.309 - +14,06% **UNIQUE USERS** 1.248.708 - +7,57% NUMBER OF SESSIONS 3.434.315 - +11,38% **PUBLISHED ARTICLES** 16.367 **GENDER** Men - 64,70% Women - 35,30%

JAN. 2022 - DEC. 2022 ONLINE

LIKE 33.007 (total) POST-TO-WEBSITE VIEWS 1.802.872 (2002) WEBSITE SESSIONS FROM POSTS 1.503.618 (2002) MONTHLY REACH 226.486 (december 2022)



THANKS for your ATTENTION

"News is that thing that someone, somewhere, does not want to be published. The rest is publicity"

Lord Nortcliffe







FIFA MASTER 01.16.2023

CLAUDIO BONATI Sports Director of Consorzio Vero Volley

SPORTING DIRECTOR



WHAT MY FRIENDS THINK I DO



WHAT THE FANS THINK I DO



WHAT MY CHILDREN THINK I DO







WHAT SOCIETY THINKS I DO



WHAT I REALLY DO





Teams and staff are built with a precise strategy based on continuos statistics data



With players young and talentuos with great physical abilities and athlets with expertise that can help the first ones to develop their capacities



The view has to be linked with victories but always looking at Vero Volley values and targets



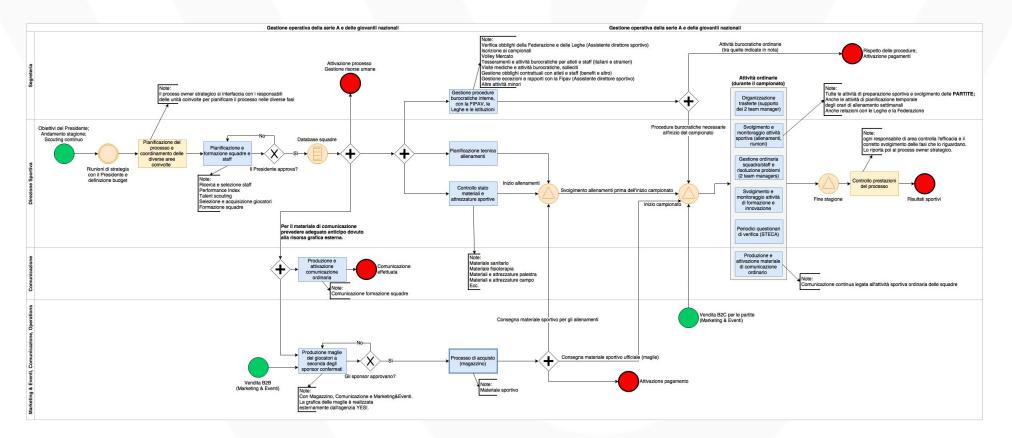
Main tasks of Sport Director

Planning and operational management of the A1 Women's series and the Men's Super League



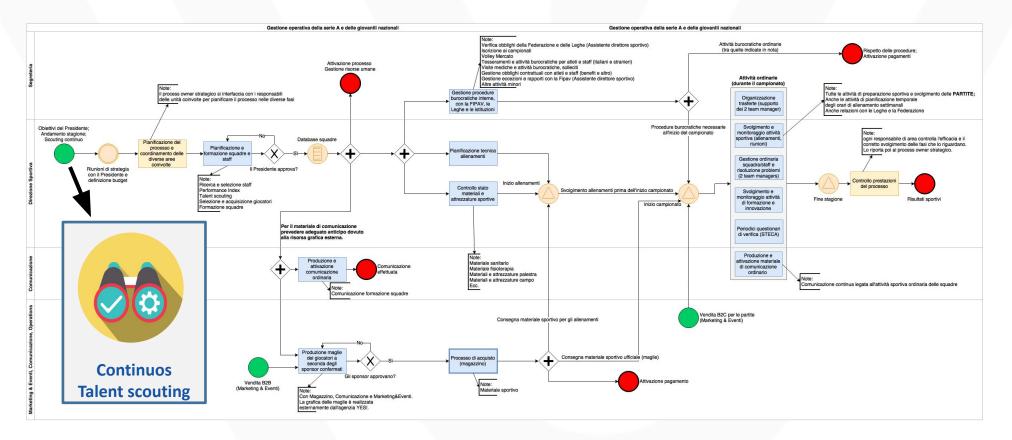


A complex process

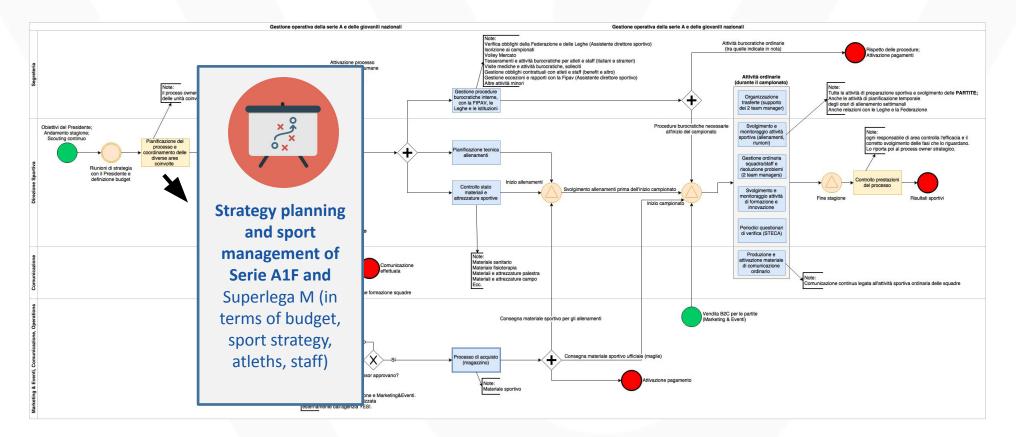




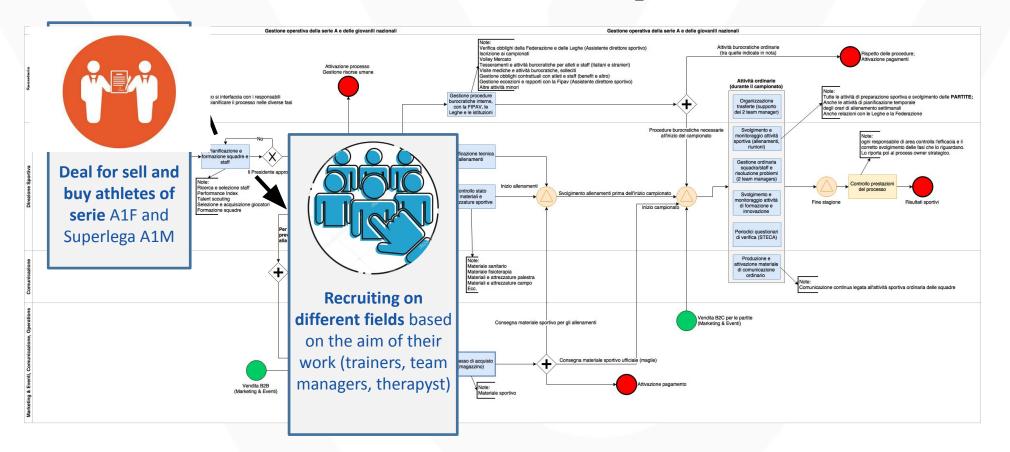
Main tasks of the process



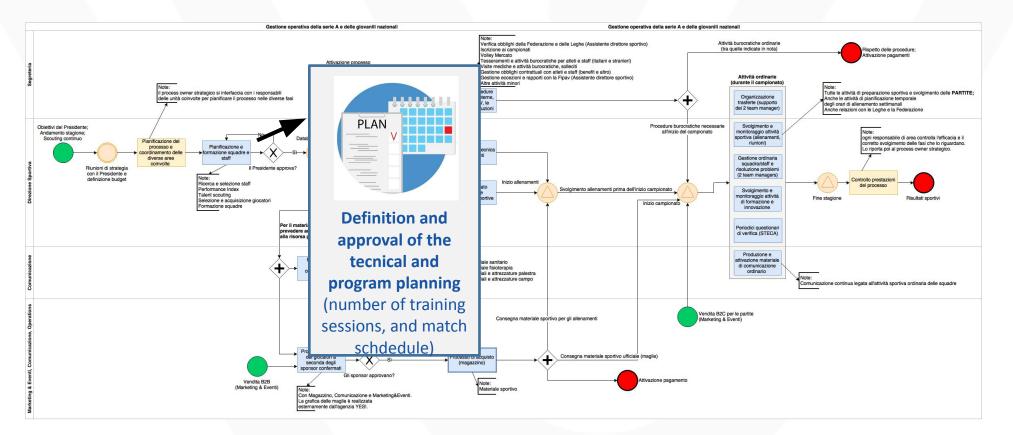




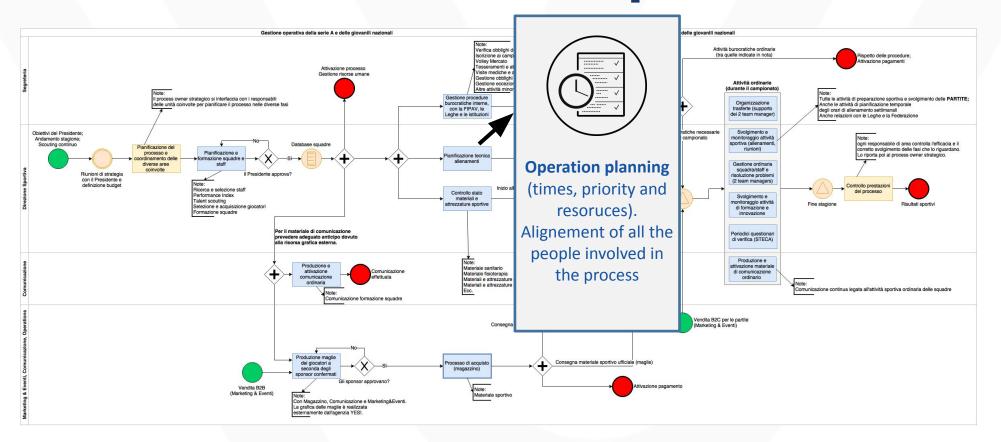




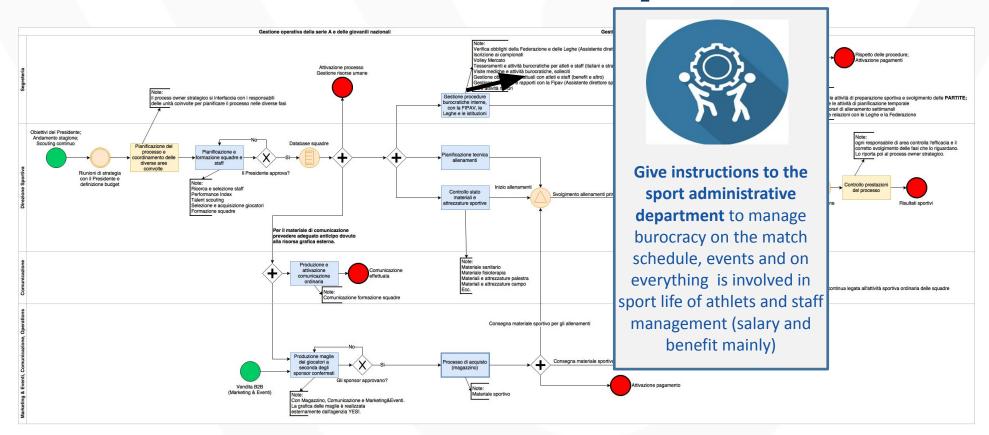




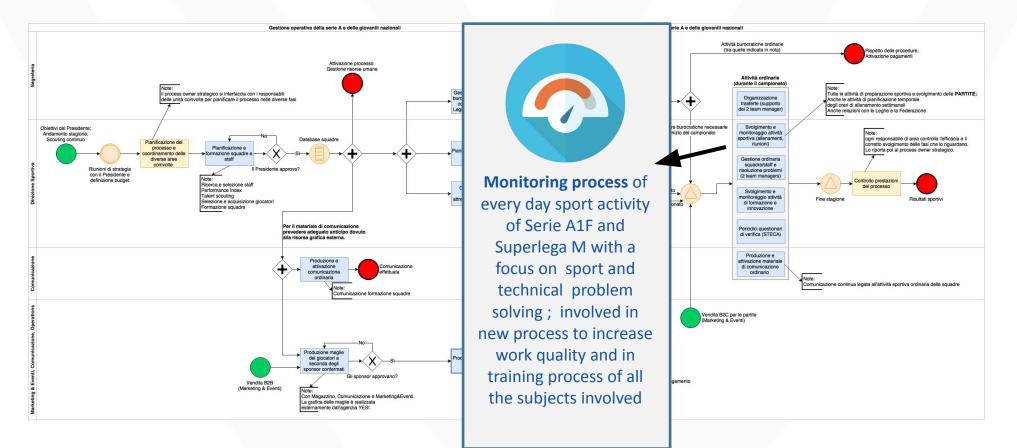






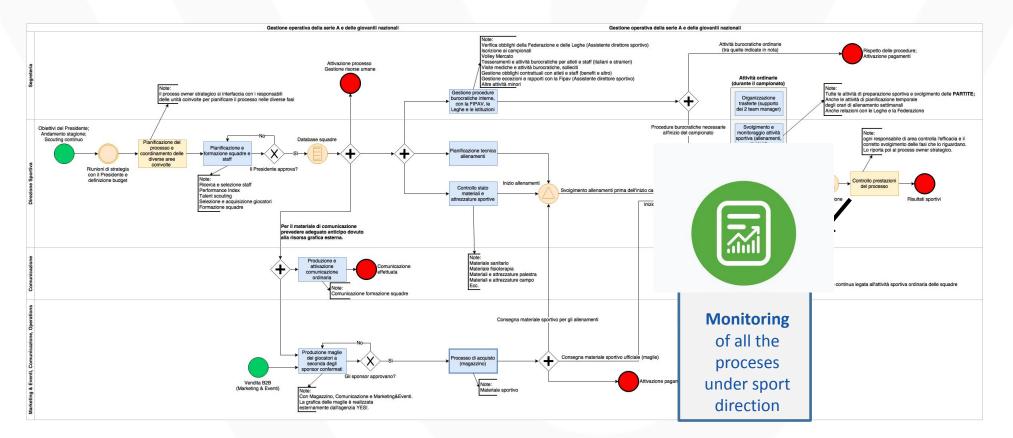








Some tasks of the process





	Γ	Lunedi		Martedi		Mercoledì		Giovedi		Venerdi		Sabato		Domenica	
	13	Staff	Squadra	Staff	Squadra	Staff	Squadra	Staff	Squadra	Staff	Squadra	Staff	Squadra	Staff	Squadra
M	9:00 9:30 10:00	R I P O S O				Coaches + preparat.		Coaches		V i 0 e	R			Coches	
t t i n a	10:30 11:00					Tecnica	preparat.	parat.	i n	p o	Coches	Tecnico		Video	
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) () ()	12:30 13:00 13:30		2											Coches	
2	14:00 14:30		P	Riunione staff		Coaches + preparat.				Coches		P R E P			
P	15:00 15:30							Coaches +			Video				G
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domentica	25-dk	17:00 - 19:30	Video + Alienamento Tecnico									
	28-dk	11:00-12:30	Allenamento Rifinitura	Alland Cloud								
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and the second		16:30 - 19:30	2. Share a subsect a private private state and state									
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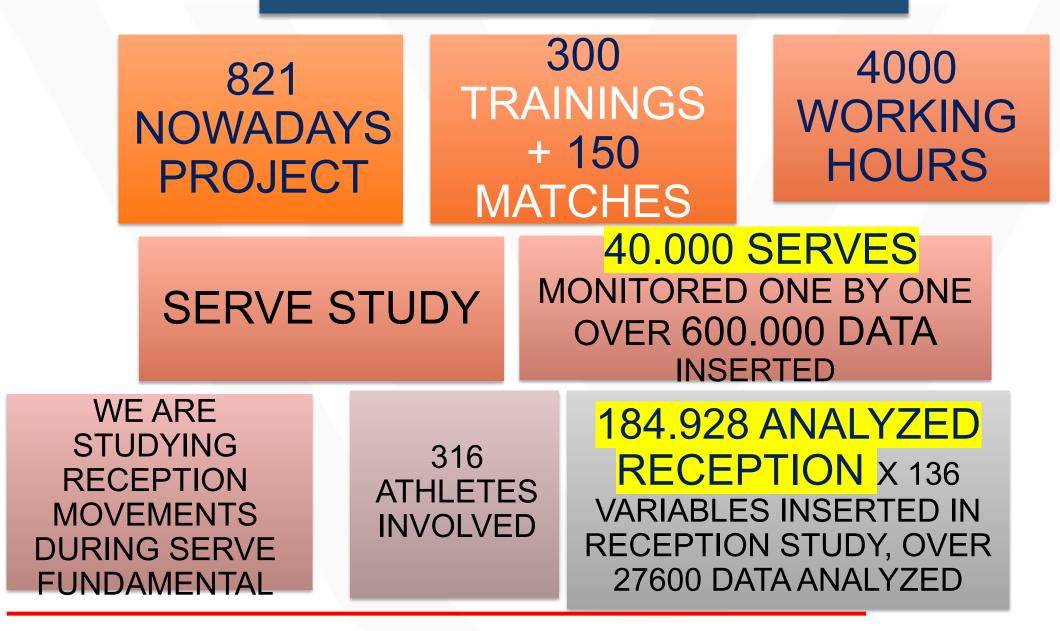
SERVE FUNDAMENTAL

- SERVE FUNDAMENTAL IN THE LAST YEARS INCREASE ITS
 INFLUENCE IN THE WINNING OR IN LOSING MATCHES
- EVEN IF THE SERVE DOESN'T CHANGE IN TIME AND SPACE BECAUSE IS A FIXED FUNDAMENTAL, ITS PERFORMANCE IS VERY VARIABLE.
- OUR PURPOSE IN VERO VOLLEY IS TO INVESTIGATE THE HIDDEN PROCESS, TO UNDERSTAND AND INCREASE SERVE PERFORMANCE

OUR AIM AT THE END OF THE PROJECT IS FINALIZE AND TRANSMIT FIXED RULES TO THE ATHLETES.



SERVE PROJECT ANALYSIS



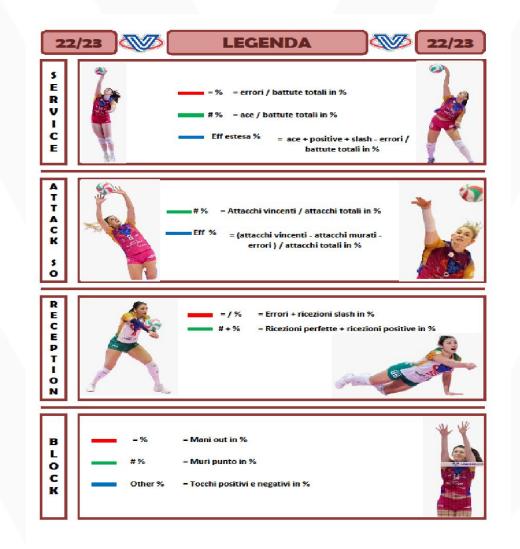




THE SCOREBOARD

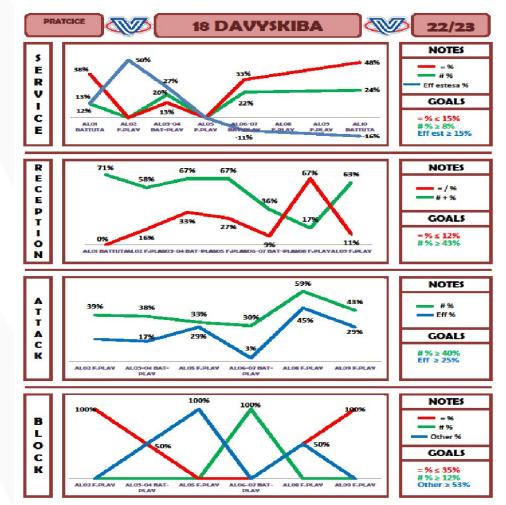


SCOREBOARD KEY





EX. SCOREBOARD







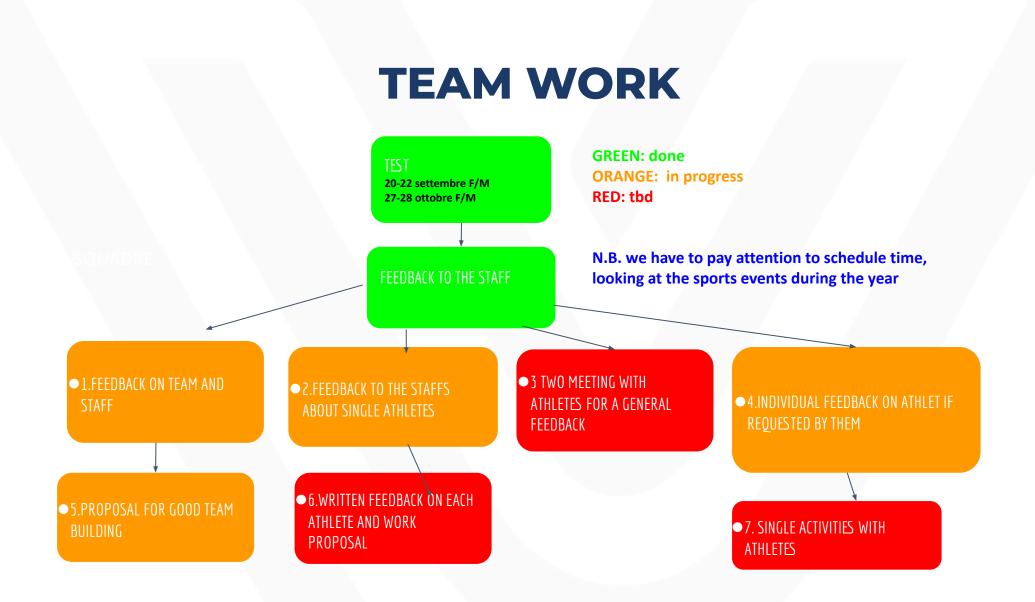
PSYCHOLOGICAL ACTIVITY WITH THE TEAMS



STAFF WORK











THANK YOU FOR YOUR ATTENTION



JORDAN LARSON

2011–12 CEV Champions League Best Receiver 2013 NORCECA Championship Best Server 2013–14 CEV Champions League Best Blocker 2014–15 CEV Champions League Most Valuable Player

2015 FIVB Club World Championship Most Valuable Player

2017 FIVB World Grand Champions Cup Best Outside Spiker

2020 Summer Olympics Most Valuable Player 2020 Summer Olympics Best Outside Hitter





GEORG GROZER

2008: European League – Best Scorer 2009: European League – Best Blocker 2010-2012: German Volleyball Player of the Year 2012: Best Player in PlusLiga 2012: Memorial of Hubert Jerzy Wagner – Best Server

2013-2014: German Volleyball Player of the Year 2014: Most Spectacular Volleyball Players 2016: Asian Club Championship – Best Opposite Spiker

2017: Asian Club Championship – Best Opposite Spiker

2017: CEV European Championship – Best Opposite Spiker



FIFA MASTER 01.16.2023