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Management of preparations for Euro 2012 in Poland

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Background

UEFA Euro 2012, the official UEFA EURO 2012 is the fourteenth football tournament for European Championship Men. April 18, 2007 by an absolute majority of votes won by a common offer Polish and Ukrainian. Principles for the preparation of EURO 2012 final tournament of the so-called regulated. EURO 2012 Act. The government draft was presented to the Polish Parliament September 3, 2007. Polish Senate has not brought an amendment. Polish President Lech Kaczynski signed the bill Sept. 19, 2007. The Act provided, inter alia, entities carrying out projects related to the tournament and conditions facilitating the organization of the championships and how the implementation of government guarantees. Under it, the company created a dedicated PL.2012 Sp. Ltd., which is responsible for coordinating all activities related to preparations for the event.

February 7, 2009, in the Congress Hall of Warsaw's Palace of Culture and Science ceremony of Euro 2012 group draw. Master of ceremonies was the UEFA General Secretary Gianni Infantino. Took part in the draw for Euro 2012 with the ambassadors of Polish and Ukrainian, Zbigniew Boniek, Andrzej Szarmach, Andriy Shevchenko and Oleg Blokhin. Hosted by virtue of their function UEFA President Michel Platini.

Logo unveiling ceremony took place at the championships Michajlowski Square in Kiev, with Ukrainian authorities and UEFA. The official Euro 2012 logo is a flower, which appear on the leaves of Polish and Ukrainian flags. There are also interwoven elements of Polish and Ukrainian folk art.

The opening match of Euro 2012 played at the National Stadium in Warsaw will take place on 8 June. Teams advancing from the same qualifying group will be able to meet again in the final. Final to be held at the Olympic Stadium in Kiev. Poland and Ukraine are guaranteed participation in the tournament by virtue of its role as host.

ObjectivesA official UEFA EURO 2012 is the fourteenth football

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Methods

The method of analysis of secondary sources, including, in particular, reports from the state of preparations..

Results

Preparatory to the Euro 2012 in Poland, coordinates and controls the company PL. 2012. The company cited the national coordinators dealing with 7 specific areas of action such as stadia, infrastructure, accommodation, medical security and rescue, telecommunications and information technology and intellectual property. These positions is 10, because the infrastructure was set up in two coordinators for the transport and airports and the coordinator for communication and promotion. New objects created in Gdansk, Warsaw and Wroclaw. Modernization of stadiums in Chorzow, Krakow and Poznan. Apart from the main airport, near the tournament host cities such as Gdansk, Poznan, Warsaw, Wroclaw, participation is provided for civil airports, the so-called ports support, and certain Air Force bases. In Warsaw, work is being done on combining the airport to the center by means of rail transport, while in Krakow connection will be upgraded. Rail transport will provide high throughput, reduce journey times. Already well underway developing the concept of stewarding - as a sequence of activities, volunteering - Embassy of Service and the supporters - Information activities for people visiting from abroad for Polish UEFA EURO 2012. At the stadiums, in areas for fans, railway stations and airports - everywhere where participants will spend the championships- will watch over them doctors, nurses, emergency workers and firefighters. Organization of the Euro is not only the construction of stadiums and infrastructure, but also a major undertaking ICT. These include, inter alia, handling the media, telephony, Internet access and a whole ICT infrastructure in the stadiums. Poland and Ukraine also committed themselves to the protection of intellectual property rights relating to EURO 2012. Phrases such as: "Poland Ukraine 2012" and "EURO 2012" are trademarks. Are the exclusive property of UEFA. Any reference in its entirety or in part, to the graphic symbols, words that are the subject of protection of trade marks owned by UEFA or any modification thereof, constitute an unlawful use of such marks. I think that UEFA will provide permission or license to use them. Poland and Ukraine have pledged to take action aimed at combating the so-called ambush marketing.

Conclusion

1.The list of benefits from the organization of the European Football Championships in 2012 are min. : Promotion of Polish cities and organizers in the world, increased interest and professionalization of football, improving infrastructure and raising the national pride.

2.For the Polish football will be significant growth of interest in football and its professionalisation. In Germany in the first half of 2006, ie just before the World Cup, the football clubs have signed up 50 thousand. young people. It will be pay in the future.

3.Euro2012 is a great opportunity to raise the Polish football to the next level. - We will not have a better opportunity to push forward our football business in the country. The world soccer is a powerful branch of the economy. And football is the most important marketing from all sports.