

29TH SPORTS MEET OF HUNGARIAN BANKS

This year saw employees of the country's banking sector pit their strengths and skills against one another for the 29th occasion at the Sports Meet of Hungarian Banks. The sporting event was launched nearly three decades ago at the initiative of a number of then freshly established institutions, and has been held annually since 1989, organized by a different bank in a different city on each occasion. This year's host of the Sports Meet was UniCredit Bank, with the city of Veszprém as the chosen location.

Banking sportsmen and women competed in numerous sports, including table tennis, darts, tennis, football, basketball, athletics, nine-pin bowling and squash.

While maintaining the traditions of the event, the express intention of UniCredit Bank as this year's host was to make an innovative contribution to the Sports Meet, and so – responding to modern challenges – it developed a mobile application for both competitors and supporters. Using the *Vita Atletica* application, it was possible to find team listings before the start of the competition, as well as the times and locations of matches. Results were immediately and continuously updated during the competition, and the application – depending on the individual user's settings – sent notifications about matches of interest to supporters or competitors, so that both participants and all those interested were able to follow the sporting event live on their mobile telephones. In addition, supporters also had the chance to compete on behalf of their favourite teams via a virtual applause-accumulating competition. Expert broadcast commentary lent the football and basketball finals a professional and entertaining atmosphere comparable to that of genuine major sports events.

However, the really special elements of the 29th Sports Meet were the cups handed out to the winning teams. When creating the nine cups, silversmith *Miklós Varga* took the 1929 trophy of the Association of Savings Banks and Banks (TÉBE) as his model. The unique cups were crafted exclusively by hand, using patented technology, in the workshop of the multiple award-winning silversmith.

RESULTS

OTP Bank was the most successful participant at the Sports Meet, with 20 points, followed by Raiffeisen Bank in second place with 30 points, and MKB Bank in third place with 42 points. The title of the bank with the biggest digital supporter base was won by MKB Bank, with 7,095 virtual claps.