

2017 EHF Club Manager blended learning programme

You wonder how the EHF European Cup or European Championship Qualification Regulations for EHF events can be implemented in the best of ways or how they can help to improve your national events?

You are eager to learn about Media Management, Best Practice from other clubs/federations or the latest trends in marketing?

**“Get your EHF Club Manager Licence”*) by registering for the
2017 EHF Club Manager blended learning programme”
on the registration form enclosed !!!**

Initiated by the EHF CAN in cooperation with the EHF Professional Handball Board (PHB) the programme will consist of 2 modules:

The 1st module - planned from **20 April to 26 May (Option 1 prior to the Seminar)** or as an alternative from **7 June to 31 July (Option 2 after the Seminar)** - will be organized as an **e-learning module**)** including **“online testing” in 2 parts and a best practice assignment**. This e-learning module focuses on EHF European Cup Regulations, EHF European Championship Qualification Regulations, EHF Event Management in general as well as Media Management and Social Media in particular. **Module 1 is also accessible for participants of the 2012, 2013, 2014, 2015 and 2016 EHF Club manager Seminar (on request)!**

The 2nd module will be the 2017 EHF Club Manager Seminar held in Cologne / GER on the occasion of the VELUX EHF FINAL 4 as in the previous years, focusing on key-notes, best practices and discussions. Module 2 from 01 – 03 June 2017 will be the time to meet personally and exchange experience and knowledge. Key note speeches will be held by presenters experienced in the field “Sport and Event Management”. Furthermore you will be asked to present your “Best Practice”. Details on the programme and presenters will be published early in May 2017.

These are the topics the 2017 EHF Club Manager blended learning Programme will focus on!

2017 Club Manager blended learning programme		
1 st module (e-learning via ILIAS programme)		2 nd module (seminar)
Option 1: 20 April – 26 May 2017 Option 2: 07 June – 31 July 2017		01 - 03 June 2017 (prior to the 2017 VELUX EHF FINAL4)
e-learning and testing Part 1	e-learning and testing Part 2 Best Practice assignment	EHF CAN EOSE, Marketing Minds, etc. Other sports, clubs/federations
EHF EC/ECh Regulations Videos/Photos Event Management	EHF Club Media Management Social Media, Videos/Photos Infrastructure and Guidelines	Best Practice Media Management Social Media

EHF Club Manager Licence”*) – initiated by the EHF PHB

e-learning module)** - you will be provided with access to the system upon receipt of your registration