

2017 EHF Club Management Seminar in Cologne/GER (01 – 03 June 2017)
“The Player in the focus – Club environment – Best Practice”

Preliminary Programme*)

Thursday 01.06.2017	By noon	Arrival at hotel “Park Inn” Hotel Cologne	Participants
	14:30 – 15:00	Accreditation	EHF
	15:00 – 15:15	Welcome / Who is Who / Objectives / Blended Learning programme	H. Hörtsch/EHF CAN & A. Sierau / GER Marketing Minds
	15:15 – 16:00	Team Sport Governance - Grassroots	H. Hörtsch / EHF CAN
	16:00 – 17:00	“7 Step Model – Lifelong Learning Strategy for Sport”	C. Ponchon & A. Favre / FRA European Observatoire of Sport and Employment EOSE
	17:00 – 17:30	Coffee break	
	17:30 – 18:30	“Influencer Marketing in Handball”	A. Sierau / GER Marketing Minds
	18:30 – 19:30	Keynote “The Player in the Focus”	Dr. Stefan Walzel / GER German Sport University Cologne
	19:30	Dinner at Restaurant “Park Inn” Hotel	All
Friday 02.06.2017	08:00 – 08:45	Breakfast	All
	09:00 – 10:30	Best Practice Clubs - “What works well in my club/federation?”	Participants
	10:30 – 11:00	Coffee Break	All
	11:00 – 12:00	“Players as brand ambassadors”	Mario Leo / GER Result Sports
	12:00 – 13:30	Lunch	All
	13:30 – 14:30	“The Social Handball Community Project”	C.Prieto Martos / ESP Top Player
	14:30 – 15:00	Coffee Break	All
	15:00 – 15:30	Best Practice Clubs - “What works well in my club?”	Participants
	15:30 – 16:30	“Marketing with players, 1. FC Köln”	Sven Judith / GER Infront Germany GmbH Participants
	16:30 – 17:30	Best Practice Clubs - “What works well in my club?”	All
	17:30 – 19:00	Dinner at Restaurant “Park Inn” Hotel	
	18:00	Presentation of VELUX EHF FINAL4 Teams at LanxessArena	

Saturday 03.06.2017	08:00 – 08:45	Breakfast	All
	08:45 – 10:00	“Best Practice: What works well in my Club”	Participants
	10:00 – 11:00	“Performance Coaching”	International European Player / Athlete
	11:00 – 11:30	Coffee Break and Snacks	All
	11:30 - 13:00	Best Practice Clubs - “What works well in my club?”	Participants
	Followed by	Awarding of Certificates/Licences and Closing Individual Departure	Höritsch / EHF CAN All

*) Subject to change, if necessary!