

To: EHF Champions League and European Cup Club Teams
Attention: Club Managers / Federation employees
For information to EHF Member Federations

Vienna, 01 March 2019

2019 EHF Club Management Seminar (8th edition)

30 May – 01 June 2019 in Cologne/GER

“Marketing – Fit For Future – Best Practice”

Dear Club Managers,
Dear handball friends,

For the 8th edition of the EHF Club Management Seminar we invite you again to Cologne / GER from 30 May – 01 June prior to the 2019 VELUX EHF FINAL4.

Further information on the seminar documentations of edition 1-7 please find online:
<http://activities.eurohandball.com/ehfcan>.

Prominent key-note speakers from various fields of Sport and Media Management, Sport University Institutes, different Team Sport Leagues and Clubs as well as the EHF will cover a wide range of the topic concerning the role of the players in Marketing.

Furthermore each participant is very welcome to present a topic of interest from his/her club and share a “Best Practice” experience with the rest of the group.

**“Get your EHF Club Manager Licence” by registering for the
2019 EHF Club Manager blended learning programme (See enclosure 1).**

2019 EHF seminar date:

**Thu, 30.05. (15:00) - Sat, 01.06. (13:00) prior to the start of the
2019 VELUX EHF FINAL4**

Seminar hotel/facilities:

Park Inn by Radisson Köln City West, Innere Kanalstraße 15, 50823
Cologne/GER www.pikcw.de

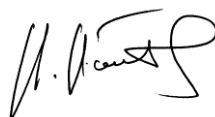
Target group:

EHF Women’s and Men’s EC and CL Clubs, National Federations

Participants:	Limit of up to 25 participants, registrations will be handled on a “first come – first served” basis.
Participation fee:	EUR 500,- including hotel single rooms for 2 nights/full board from 30 May to 01 June 2019 and VELUX EHF FINAL4 Opening Party with the team presentation. The participation fee does <u>not include</u> : Any transports (e.g. to/from airport or to/from LANXESS arena), neither lunch on 30.05. (arrival day) nor on 01.06. (departure day). Please organise it yourself! Please note: The EHF might account costs arising for late cancellations or no-shows following the cancellation conditions of Park Inn Hotel (80% of room costs for cancellation later than 2 weeks upon arrival and no-shows).
Additional VELUX EHF FINAL4 Package:	EUR 455,- including hotel room/breakfast from 01 June to 03 June + FINAL4 Ticket (behind goal ticket on floor level) for 01 & 02 June (both days).
Seminar language:	English
Keynote presenters*: *subject to change	Dr. Stefan Walzel/GER - Sport University Cologne Axel Sierau/GER - SportTreff Cooperative Mario Leo/GER - RESULT Sports Carlos Prieto / ESP - Top Athlete Helmut Höritsch/EHF - EHF CAN Further lecturers will to be announced in due time
Preliminary programme:	See enclosure 2
Leadership:	EHF Competence Academy & Network (CAN) & Axel Sierau/GER
Registration/deadline:	Please fill-in the enclosed registration form (Enclosure 3) and return it to the EHF Office until 15 April 2019 at the latest (via e-mail to rabenseifner@eurohandball.com)!

Thank you for taking-note!

Best regards



EUROPEAN HANDBALL FEDERATION
Helmut Höritsch/EHF Coordinator

Enclosure 1 – Blended learning programme
Enclosure 2 – Preliminary Programme
Enclosure 3 – Registration form

2019 EHF Club Manager blended learning programme

You wonder how the Hall-Set up and Event Management in modern Handball can be implemented in the best way or how they can help to improve your events?

You are eager to learn about best practice examples from other sports, clubs/federations or the latest trends in marketing?

**“Get your EHF Club Manager Licence”*) by registering for the
2019 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 consists of 2 modules:

The 1st module - planned from **15 April to 29 May** (Option 1: prior to the seminar) or as an alternative from **02 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 Hall-Set up and Event Management as well as future marketing trends. **Module 1 is also accessible for participants of previous EHF Club Manager seminars (upon request)!**

The 2nd module will be the 2019 EHF Club Manager Seminar held in Cologne/GER on the occasion of the VELUX EHF FINAL4 as in the previous years, focusing on key-notes, best practices and discussions.

Module 2 from 30 May – 01 June 2019 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 Marketing”. Furthermore you are invited to present your “Best Practice” examples and stories. Details on the programme and presenters will be published early in May 2019.

These are the topics the 2019 EHF Club Manager blended learning programme will focus on:

2019 Club Manager blended learning programme		
1 st module (e-learning via ILIAS programme)		2 nd module (seminar)
Option 1: 15 April – 29 May 2019 Option 2: 02 June – 31 July 2019		30 May – 01 June 2019 (prior to the 2019 VELUX EHF FINAL4)
e-learning and testing Part 1	e-learning and testing Part 2 Best Practice assignment	EHF CAN Other sports, clubs/federations
Event & Media Management Hall-Set Up	Infrastructure and Guidelines	Best Practice 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

2019 EHF Club Management Seminar in Cologne/GER (May, 30th – June, 1st 2019)
“Marketing – Fit For Future – Best Practice”

Preliminary Programme*)

Thursday 30.05.2019	By noon	Arrival at hotel “Park Inn” Hotel Cologne	Participants
	14:00 – 15:00	Accreditation	EHF
	15:00 – 15:15	Welcome / Who is Who / Objectives / Blended Learning programme	H. Höritsch / EHF CAN & A. Sierau / GER SportTreff Cooperative
	15:15 – 16:00	“Grassroots vision – a marketing tool”	C. Prieto / Top Athlete ESP
	16:00 – 17:00	“Digitization in Handball”	O. Gilhaus & U. Müller / GER Sporttotal.tv
	17:00 – 17:30	Coffee break	All
	17:30 – 18:30	“Green Home Games – sustainability”	A. Sierau / GER SportTreff Cooperative
	18:30 – 19:30	Keynote	Dr. S. Walzel / GER German Sport University Cologne
	19:30	Dinner at Restaurant “Park Inn” Hotel	All
Friday 31.05.2019	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	“Future of Social Media – which channel(s)”	M. Leo / GER Result Sports
	12:00 – 13:00	Lunch	All
	13:00 – 14:00	“Strategic organizational development in Handball”	S. Eickelmann / GER Handball-Marketing Buxtehude, Handball Bundesliga Women
	14:00 – 15:00	“Smart data and research in handball”	C. Deffte / GER Intelligent Research In Sponsoring (IRIS)
	15:00 – 15:30	Coffee break	All
	15:30 – 16:30	“Players Interview – threat or opportunity”	D. Krause / Participants!
	16:30 – 17:30	Best Practice Clubs - “What works well in my club?”	Participants
	17:30 – 19:00	Dinner at Restaurant “Park Inn” Hotel	All
	18:00	Presentation of VELUX EHF FINAL4 Teams at LanxessArena	

Saturday 01.06.2019	08:00 – 08:45	Breakfast	All
	08:45 – 10:00	Best Practice Clubs - “What works well in my club/federation?”	Participants
	10:00 – 11:00	“Sponsors view – expectations - collaboration”	T. Köller / GER Pixum
	11:00 – 11:30	Coffee Break and Snacks	All
	11:30 - 12:30	“How can I use virtual reality in my club communication”	J. Kettemann / GER Rhein-Neckar Löwen, DKB Handball Bundesliga
	Followed by	Awarding of Certificates/Licences and Closing Individual Departure	Höritsch / EHF CAN All

*) Subject to change, if necessary!