

To: EHF Champions League and European Cup club teams
Attention: Club Managers / Federation Employees
For information to EHF Member Federations

Vienna, 19 February 2015

2015 EHF Club Management Seminar (4th edition)
(28 May – 30 May 2015 in Cologne/GER)
“The „Digital Fan“ – Community and Marketing”

Dear Club Managers,

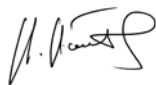
The 4th edition of the EHF Club Management Seminar will be held in Cologne / GER from 28 to 30 May, 2015.
(Compare 1st-3rd seminar edition documentations on <http://activities.eurohandball.com/ehfcan/15507> and
[http://activities.eurohandball.com/ehfcan/16507/!](http://activities.eurohandball.com/ehfcan/16507/))

Prominent key-note speakers from various fields of Sport and Media Management, Sport University Institutes, different GER Team Sport Leagues and Clubs as well as the EHF Media & Communications Department will cover a wide range of topics in the field digital marketing, digital monitoring and digital value aimed at involving fans and sponsors. Each participant can 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
2015 EHF Club Manager blended learning programme (Compare Enclosure 1 !)”**

2015 EHF Seminar date:	Thur, 28.5. (15:00) - Sat, 30.5. (13:00) prior to the 2015 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 50 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 – 28-30 May (excluding lunch on 30 May) 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 300.- including hotel room/breakfast from 30 to 31 May + FINAL4 Ticket (behind goal ticket on floor level) for 30 / 31 May (both days)
Seminar language:	English
Keynote presenters:	Dr. Stefan Walzel/GER Sport University Cologne Axel Sierau/GER – Sport Management GmbH Mario Leo/GER - RESULT Sports Dr. Holger Preuss / Gutenberg University Mainz Further Lecturers to be announced in due time
Leadership:	EHF Competence Academy&Network (CAN) / Axel Sierau/GER
Registration/deadline:	Please fill-in the enclosed registration form (Enclosure 2) and return it to the EHF Office by 29 March 2015 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 – 2015 EHF Club Manager blended learning programme
Enclosure 2 – Registration form

2015 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 the EHF Media Management, Best Practice from other sports, clubs/federations or the right way of using Social Media?

**“Get your EHF Club Manager Licence”*) by registering for the
2015 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 **1 April to 15 May (Option 1 prior to the Seminar)** or as an alternative from **1 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 and 2014 EHF Club manager Seminar (on request)!**

The 2nd module will be the 2015 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 28 – 30 May 2015 will be the time to meet personally and exchange experience and knowledge. Key note speeches will be held by presenters experienced in the field “Media Management and Social Media”. Furthermore you will be asked to present your “Best Practice”. Details on the programme and presenters will be published early in May 2015.

These are the topics the 2014 EHF Club Manager blended learning Programme will focus on!

2015 Club Manager blended learning programme		
1 st module (e-learning via ILIAS programme)		2 nd module (seminar)
Option 1: April – mid May 2015 Option 2: June – July 2015		28 – 30 May 2015 (prior to the 2014 VELUX EHF FINAL4)
e-learning and testing Part 1	e-learning and testing Part 2 Best Practice assignment	EHF CAN EHF Media Department 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; validation period 2 + 2 years of transition
e-learning module)** - you will be provided with access to the system upon receipt of your registration