

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

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. Hörtsch / EHF CAN & A. Sierau / GER SportTreff Cooperative
	15:15 – 16:00	“Grassroots vision – a marketing tool”	C. Prieto / ESP Top Athlete
	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 “Handball in the digital age – How to address the next generations”	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	“Innovation Options in the World of Sports: Future Prospects and Challenges”	T. Dum / GER university of applied sciences Macromedia
	16:30 – 17:30	“Marketing in the Spanish Handball Federation: how to engage by means of synergies. Evolution and practical examples”	E. Borrás / ESP Sports Law consultant. International Relations at the Royal Spanish Handball Federation
	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	“Tech in handball”	C. Guenther / GER Kinexon Sports & Media GmbH
	11:00 – 11:30	Coffee Break and Snacks	All
	11:30 - 12:30	Best Practice Clubs - “What works well in my club/federation?”	Participants
	Followed by	Awarding of Certificates/Licences and Closing Individual Departure	Höritsch / EHF CAN All