

**2013 EHF Club Management Seminar in Cologne / GER
(30 May – 01 June, 2013)**

“Spectator Sport Handball – Best Practice Models”

Time Schedule/ Preliminary Programme

Thursday 30.05.2013	By noon	Arrival at hotel “Park Inn” Hotel Cologne	Participants
	13:00 – 14:45	Accreditation	EHF
	15:00 – 15:15	Welcome / Who is Who / Objectives	Höritsch/EHF CAN
	15:15 – 16:30	Keynote – “Spectators as Co-Producers of Handball Matches – Challenges, Limits & Opportunities”	Dr. Stefan Walzel / GER German Sport University Cologne
	16:30 – 17:00	Coffee break	All
	17:00 – 18:15	“Experience Basketball” - Promotional Concept and Events	Miguel Betancor / ESP / University Las Palmas
	18:15 – 19:30	Brandbuilding and –management in Spectator Sports – Cases	Axel Sierau / GER Marketing Minds
	20:00	Dinner at Restaurant “Park Inn” Hotel	All
Friday 31.05.2013	08:00 – 08:45	Breakfast	All
	09:00 – 10:30	Social Media in Sports – Trends and Opportunities Case Study “Kölner Haie” (Icehockey)	Mario Leo / GER Result Sports
	10:30 – 11:00	Coffee Break	All
	11:00 – 12:30	Best Practice Clubs - “What works well in our club?”	Participants
	12:30 – 14:00	Lunch	All
	14:00 – 15:30	Best Practice Clubs - “What works well in our club?”	Participants
	15:30 – 16:00	Coffee Break	All
	16:00 – 17:30	Expectations of a sponsor	t.b.n.
	17:30 – 19:00	Best Practice Clubs - “What works well in our club?”	Participants
	19:30	Dinner at Restaurant “Park Inn” Hotel	All
Saturday 01.06.2013	08:00 – 08:45	Breakfast	All
	09:00 – 10:30	Best Practice Clubs - “What works well in our club?”	Participants
	10:30 – 11:00	Coffee Break and Snacks	All
	11:00 – 12:30	„Handball as a brand – 7 steps for your club, league and federation“	Achim Feige/GER/ Brand:Trust
	12:30 - 13:00	Awarding of Certificates and Closing	Höritsch/EHF CAN
	Afternoon	Individual Departure	All

subject to change, if necessary!