



2012 EHF Club Management Seminar

“From Basics to Chances”

24 – 26 May 2012 in Cologne / Germany

Hosting City – Cologne

Cologne is Germany's fourth-largest city (after Berlin, Hamburg and Munich) and is the largest city both in the German Federal State of North Rhine-Westphalia and within the Rhine-Ruhr Metropolitan Area, one of the major European metropolitan areas with more than ten million inhabitants.

Cologne is located on both sides of the Rhine River. The city's famous Cologne Cathedral (Kölner Dom) is the seat of the Catholic Archbishop of Cologne. The University of Cologne (Universität zu Köln) is one of Europe's oldest and largest universities.

Cologne is a major cultural centre of the Rhineland and has a vibrant arts scene. Cologne is home to more than 30 museums and hundreds of galleries. Exhibitions range from local ancient Roman archeological sites to contemporary graphics and sculpture. The Cologne Trade Fair hosts a number of trade shows such as Art Cologne, imm Cologne, Gamescom and the Photokina.





EHF / EHF Competence Academy & Network (EHF CAN) – Organiser



The European Handball Federation (EHF) is the governing body of Handball in Europe! Its 50 Member Federations represent and stand for 50 different kinds of national and international handball know-how. Those individual national handball schools/philosophies shall be made use of by involving experts in order to contribute to the variety of handball education in Europe!

Handball know-how exchange and transfer in Europe shall be fostered as an EHF service for the EHF Member Federations by making use of national and international handball experts as well as external lecturers from sport science, medicine, other sports, economy (marketing, equipment suppliers) and media (press, TV, Internet).

The EHF Competence Academy & Network (EHF CAN) shall be established as an educational service centre for EHF Member Federations with the possibility of granting scholarships in order to minimize or delete financial burdens for them. The same holds good for internal EHF Office management training on the job.

The EHF “CAN” shall be established to develop and deliver sport specific educational and training programmes in order to ensure that coaches, officials, athletes and administrators from all over Europe (and the world) have access to the highest quality education relating to “handball know-how” and competence in e-learning, blended learning, interdisciplinary educational courses of various duration, summer schools or mainstream 2-4 semester courses within the European Education Credit Transfer System (ECTS framework).

The EHF “CAN” shall set-up Business Executive Education programmes for further educating and training sporting administrators, resort managers and event executives in the Handball Event Management Business, e.g. also in event-related courses. The EHF “CAN” shall contain a documentation centre including production of modern teaching aids and media as well as cooperation agreements with research & developing partners, suppliers, universities and testifying institutions.



Contact Information

ORGANISER

European Handball Federation

Contact: Helmut Hörtsch

Hoffingergasse 18

A -1120 Vienna

AUSTRIA

Tel: +43 1 80 151 155

Fax: +43 1 80 151 149

hoeritsch@eurohandball.com

SEMINAR HOTEL

Park Inn Köln City West

Innere Kanalstraße 15

50823 Cologne

GERMANY

www.pikcw.de

Sport Event



VELUX EHF FINAL4

26 / 27 May 2012 • Lanxess arena • Cologne

Saturday 26 May 2012

15:15 hrs Semi-final 1: Füchse Berlin vs THW Kiel

18:00 hrs Semi-final 2: Atletico Madrid vs AK Kopenhagen

Saturday 27 May 2012

15:15 hrs 3/4 placement match

18:00 hrs Final

Presenters: Keynote Speakers



Dr. Stefan Walzel
GER

Dr. Stefan Walzel has been working as a lecturer at the **German Sport University Cologne / Institute of Sport Economics and Sport Management** since 2007. He holds a diploma in sport science (majors: Sport Economics and Sport Management) and a PhD in sport science (topic: Evaluation of corporate hospitality in sport). Prior to his academic career, Stefan worked for Leipzig bidding committee for hosting the Olympics 2012 and as a senior manager for a semi-professional handball club. Stefan lectures sport marketing, sport sponsorship, sport business administration as well as international sport management. His research interests include sport marketing, corporate social responsibility in sports, and neuromarketing in the context of sport.

www.dshs-koeln.de/wps/portal/oekonom_de



Heinz Palme
AUT

**Heinz Palme / International Centre for Sport Security
Director of Business Development**

Heinz Palme is an expert in sport management, mega events and project management. Mr Palme served the Austrian Football Association as Head of Youth Department, Head of Media, and Director of the National Team. He managed Austria's EURO 2004 bid campaign, and was Chief Governmental Coordinator during UEFA EURO 2008 in Austria/Switzerland. He was General Coordinator for the German LOC at the 2006 FIFA World Cup™, and was a special advisor to the 2010 FIFA World Cup™ in South Africa.

www.theicss.org



Christian Müller
GER

Starting in June 2012 as CEO of „SG Dynamo Dresden“, professional football team in 2nd League

- 2011 – 2012 professor for sportmanagement at SRH University Heidelberg
- 2008 – 2011 board member of Bundesliga-Stiftung (Soccer Foundation)
- 2010 – 2011 board consultant of German Football League (DFL)
delegate of German Football League in committee for clublicensing of UEFA
delegate of German Football League in Professional Football Finance Committee of EPFL (European Professional Football Leagues)
- 2001 – 2010 CEO finance & licensing of German Football League (DFL)
- 2007 – 2010 board member of League Association e. V.
- 2007 – 2010 board member of German Football Association (DFB)



Axel Sierau
GER

- since 03/12 lecturer for sponsoring at Macromedia University for Media and Communication (MHMK) Cologne
- since 01/12 co-founder “Foundation Sport Meets Charity e.V.” – position CEO
- since 04/10 initiator of advisory board of “Foundation Sport Meets Charity”
- since 05/09 co-founder of SMC Management GmbH for developing entrepreneurship “Sport Meets Charity”
- since 11/08 initiator and co-founder of entrepreneurship “Sport Meets Charity” www.SportMeetsCharity.de
- since 04/98 project manager (events, sponsoring and pr)

some references: German Sport University Cologne
Microsoft Deutschland AG
SC Bayer 05 Uerdingen e.V.
Schwarz Pharma Deutschland AG
Sanol GmbH
UCB Pharma GmbH
Jaguar and Land Rover Deutschland

- 05/95 – 05/08 member of Institut for sporeconomics and sportmanagement of German Sport University Cologne

Presenters



Jan Tuik
NED

EHF Exec Member since 2004
EHF Competitions Commission Chairman since 2004
Event Management Expert



Markus Glaser
EHF

EHF Office Staff Member since 1993
Business Group Competitions



Helmut Höritsch
EHF

EHF Office Staff Member since 1993
Business Group Education / Development
EHF CAN Coordinator



Anna Psintrou
EHF

EHF Office Staff Member since 2011
Business Unit Development





Participants

David Van Dorpe	Belgian Handball Federation Secretary General	BEL
Thomas Christensen	KIF Kolding Marketing Manager	DEN
Christian Lynnerup	Bjerringbro-Silkeborg EC Manager	DEN
Laurent Munier	Chambery Savoie Handball Manager General	FRA
Romain Haas	Luxembourg Manager	LUX
Arild Osteby	Drammen Handball Club General Manager	NOR
Kurt Eckholdt	OIF Arendal Administration Manager	NOR
Nicolae Luca	C.S. Oltchim RM Valcea Vice President	ROU
Olimpy Pokatov	Motor-Zntu-Zas President	UKR
Gennediy Kasai	Motor-Zntu-Zas Director	UKR
Dmitriy Karpushchenko	Motor-Zntu-Zas Manager	UKR
Miglius Astrauskas	HC Meshkov Brest Sport Director	BLR
Helmut Höritsch	EHF CAN	AUT
Anna Psintrou	EHF CAN	CYP
Axel Sierau	Sport Meets Charity	GER
Gerd Butzeck	Forum Club Handball	GER
Heinz Palme	International Centre for Sport Security	AUT
Christian Müller	Bundesliga Foundation	GER
Dr. Stefan Walzel	German Sport University Cologne	GER
Markus Glaser	EHF Competitions Department	SUI
Jan Tuik	EHF Competitions Commission	NED



Course Schedule

Thursday 24.05.12

By noon
13:00 – 14:45
15:00 – 15:15
15:15 – 16:30

16:30 – 17:00
17:00 – 19:00

19:30

Arrival at hotel "Park Inn" Hotel Cologne
Accreditation
Welcome / Who is Who / Objectives
Keynote – "Incentives for good governance in sports – pitfall or holy grail?"
Coffee break
EHF and Clubs – "A lively cooperation" (Basics – Challenges – Chances) – Part 1
Dinner at Restaurant "Park Inn" Hotel

Friday 25.05.12

08:00 – 08:45
09:00 – 10:30

10:30 – 11:00
11:00 – 12:30
12:30 – 14:00
14:00 – 15:30
15:30 – 16:00
16:00 – 17:30

18:00 – 19:30

19:30

Breakfast
EHF and Clubs – "A lively cooperation" (Basics – Challenges – Chances) – Part 2
Coffee break
Best Practice Clubs - "What works well in my club?"
Lunch
Best Practice Clubs - "What works well in my club?"
Coffee break
Keynote "Crisis Management/Crisis Communication" and Discussion
Keynote "Bundesliga Foundation – A story of success" and Discussion
Dinner at Restaurant "Park Inn" Hotel

Saturday 26.05.12

08:00 – 08:45
09:00 – 10:30

10:30 – 10:30
11.00 - 12.30

12:30 - 13:00
Afternoon

Breakfast
Corporate Social Responsibility (CSR) in Sports - basics, background information, European aspects, interactive teamwork
Coffee break and snacks
Best practice, European examples, other sport leagues, interactive teamwork. take home messages, "CSR in sports" checklist
Awarding of Certificates and Closing
Individual Departure