

*“Media Management – Best Practice”*

**Programme\*)**

<b>Thursday</b> <b>29.05.2014</b>	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 / Blended learning programme	Höritsch/EHFCAN
	15:15 – 16:15	Keynote – “Media_Strategy_Brain_Games - How sports clubs position themselves for a successful branding in mass media”	Dr. Christoph Bertling / GER German Sport University Cologne
	16:15 – 16:45	Coffee break	All
	16:45 – 17:45	“Second Screen – Get the dialogue started”	Axel Sierau / GER Marketing Minds
	17:45 – 18:45	EHF – Media Strategy	JJ Rowland / EHF Media & Communication
	19:30	Dinner at Restaurant “Park Inn” Hotel	All
<b>Friday</b> <b>30.05.2014</b>	08:00 – 08:45	Breakfast	All
	09:00 – 10:00	“The Evolution Phases of Digital Media in a Sport Organisation and how Digital Media will benefit each club even further!”	Mario Leo / GER Result Sports
	10:00 – 10:30	Coffee Break	All
	10:30 – 12:00	Best Practice Clubs - “What works well in my club?” Handball Tirol / AUT Beach Handball in Australia Relation of the SPORT and EDUCATION through the development program, example: Dunafer	Participants Andreas Lassner / Dominik Stecher Denise Westhäusler Judit Szemenyei / Dunafer
	12:00 – 13:30	Lunch	All
	13:30 – 14:30	German Olympic Sports Confederation – “Sochi 2014 - Agenda Setting via Social Media”	Christian Klaue / GER Olympic Sport Confederation
	14:30 – 15:00	Coffee Break	All
	15:00 – 17:00	Best Practice Clubs - “What works well in my club?” RK Vardar London GB Handball Club The Revitalization of Handball Game in Bacau	Participants Gordana Naceva / RK Vardar Radu Miclaus / London GB Ion Ciobanu / Stiinta Municipal Dedeman Bacau
		17:00	KRAS/Volendam Public vs. Private Dinner at Restaurant “Park Inn” Hotel

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<b>Saturday 31.05.2014</b>	08:00 – 08:45	Breakfast	All
	09:00 – 10:30	Best Practice Clubs - “What works well in my club?” Belgian National Team Case Royal Spanish Handball Association Ilias – Blended Learning Programme Investment into skills and qualifications	Yérime Sylla / Belgian Handball Fed Elena Borrás Alcaraz / RFEDB Lars Erichsen & Matthias Kunkel / ILIAS Helmut Höritsch / EHF CAN
	11:00 – 12:00	Coffee Break and Snacks	All
	12:00 - 12:30	Best Practice other team sports – Football – 1. FC Köln	Tobias Kaufmann/ GER 1. FC Köln
	Afternoon	Awarding of Certificates/Licences and Closing Individual Departure	Höritsch/EHF CAN All