

2015 EHF Club Manager Seminar

**28th - 30th May 2015/ Cologne,
Germany**

Welcome to the 4th edition !

Who is who



EHF Competence Academy & Network



2015 EHF Club Manager Seminar
28th - 30th May 2015/ Cologne, Germany

1st edition 2012

„From Basics to Chances“

2nd edition 2013

„Spectator Sport Handball – Best Practice Models!“

3rd edition 2014

„Media Management – Best Practice“

4th edition 2015

„Digital Fan- Community and Marketing“



EHF Competence Academy & Network



**2015 EHF Club Manager Seminar
28th - 30th May 2015/ Cologne, Germany**

Best Practice – New Ideas



EHF Competence Academy & Network



2015 EHF Club Manager Seminar
28th - 30th May 2015/ Cologne, Germany

„2015 EHF Blended Learning Programme“

EHF Club Manager Licence

1. Seminar „Club/Fed. Management – Best Practice“
2. Good/Best Practice Assignment
3. E-Learning Modules (ILIAS)
 - a) Hall set-up, EC Regulations, Event management
 - b) Media management
4. Online Testing (3a, 3b)



EHF Competence Academy & Network



2015 EHF Club Manager Seminar
28th - 30th May 2015/ Cologne, Germany

Seminar Programme

Thursday 28.05.2015

By noon	Arrival at hotel "Park Inn" Hotel Cologne	Participants
14:00 – 14:45	Accreditation	EHF
15:00 – 15:15	Welcome / Who is Who / Objectives / Blended learning programme	Jean Brihault/President
15:15 – 16:15	Keynote – "The digital fan – supporter and opponent in one person"	Höritsch/EHF CAN Dr. Stefan Walzel / GER German Sport University Cologne
16:15 – 16:45	Coffee break	All
16:45 – 17:45	"Merchandising – the club – fan connection. Fans co-create."	Axel Sierau / GER Marketing Minds
17:45 – 18:45	"The EHF digital strategy"	JJ Rowland / EHF Media
19:30	Dinner at Restaurant "Park Inn" Hotel	All



EHF Competence Academy & Network



2015 EHF Club Manager Seminar

28th - 30th May 2015/ Cologne, Germany

Friday 29.05.2015

08:00 – 08:45	Breakfast	All
09:00 – 10:30	Best Practice - "What works well in my club/federation?"	Participants
10:30 – 11:00	Coffee Break	All
11:00 – 12:00	"Handball in research"	Stephan Schröder / GER REPUCOM
12:00 – 13:30	Lunch	All
13:30 – 14:15	"Tibor Pleiss – German National Basketball Player – Fan Communication"	Christian Hahn, Hahn MKB/Axel Sierau
14:15 – 15:00	Best Practice - "What works well in my club/federation?"	All
15:00 – 15:30	Coffee Break	Participants
15:30 – 16:30	Best Practice Clubs - "What works well in my club?"	Mario Leo / GER Result Sports
16:30 – 17:30	"Digital Marketing – Digital Monitoring – Digital Monetization"	Participants
17:30 – 18:15	Dinner at Restaurant "Park Inn" Hotel	All
(18:00) 19:00	VELUX EHF FINAL4 Opening	All



EHF Competence Academy & Network



2015 EHF Club Manager Seminar

28th - 30th May 2015/ Cologne, Germany

Saturday 30.05.2015

08:00 – 08:45	Breakfast	All
09:00 – 10:00	“Falun 2015 – Ericsson Live Arena” – Handball perspectives	Björn Sandström / Ericsson
10:00 – 11:00	“Economic importance of a Handball Club for a city“	Prof. Dr. Holger Preuß GER University Mainz
11:00 – 11:30	Coffee Break and Snacks	All
11:30 - 12:00	European Handball Players’ Union – Topics of interest	Simon Friis/EHPU
12:00	Awarding of Certificates/Licences and Closing	EHF CAN
Afternoon	Individual Departure	All





30 / 31 May 2015 LANXESS arena Cologne

www.ehffINAL4.com

#EHFFINAL4 #SCOREMORE

Ready to take the

#SCOREMORE

Challenge?

powered by 



EHF Competence Academy & Network



**2015 EHF Club Manager Seminar
28th - 30th May 2015/ Cologne, Germany**

Good/Best Practice

What works well in your club/federation?

SLOVENIAN HANDBALL FEDERATION



ROKOMETNA ZVEZA SLOVENIJE

“Best practice”

**WHAT WORKS WELL IN MY
CLUB/FEDERATION?**

Media Management project

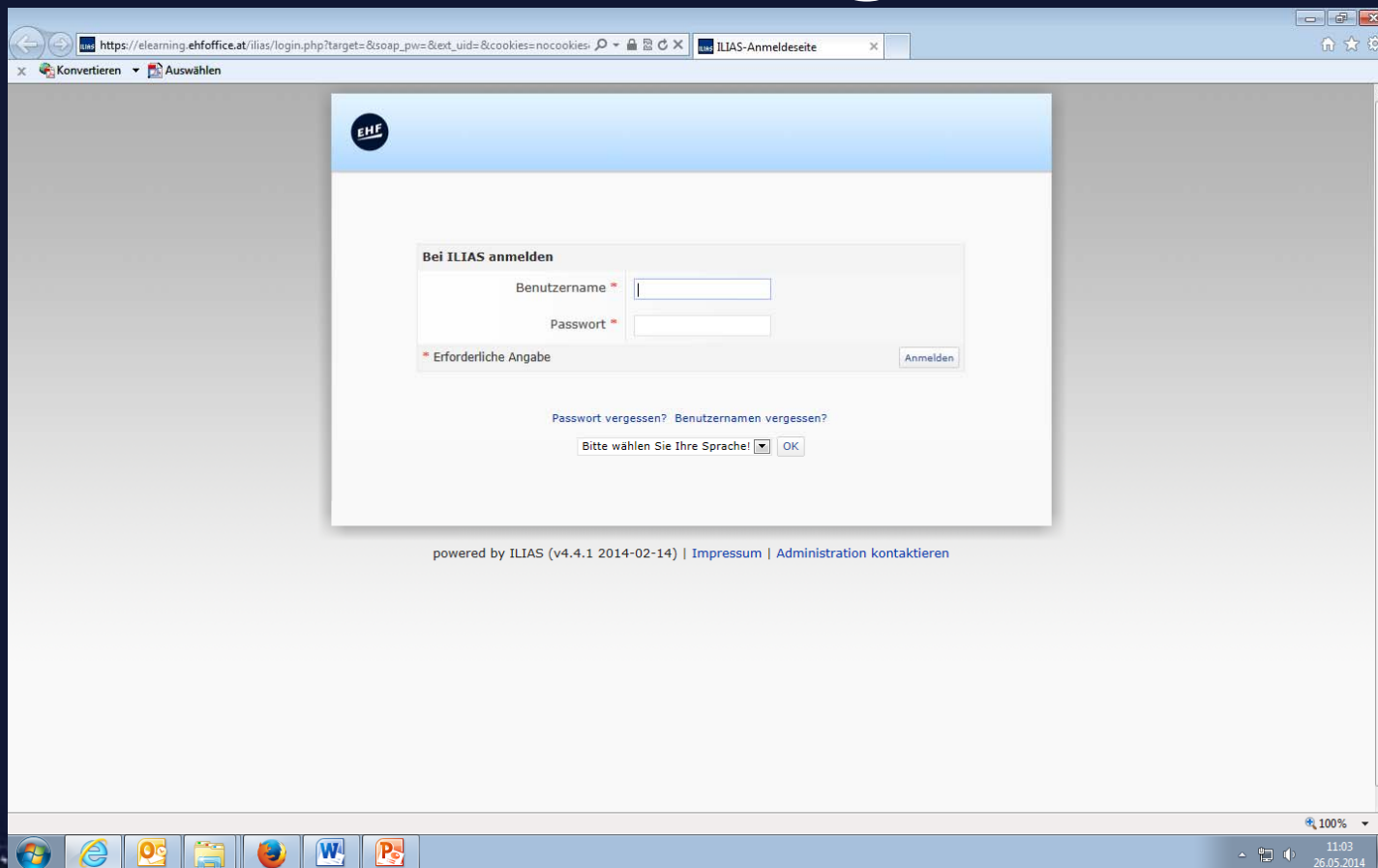


EHF Competence Academy & Network



2015 EHF Club Manager Seminar
28th - 30th May 2015/ Cologne, Germany

E-Learning



EHF Competence Academy & Network



2015 EHF Club Manager Seminar

28th - 30th May 2015/ Cologne, Germany

The screenshot shows a web browser window displaying the EHF eLearning platform. The browser's address bar shows the URL: <https://elearning.ehfoffice.at/iliad/iliad.php?baseClass=ilPersonalDesktopGUI&cmd=jumpToSele>. The page title is "EHF eLearning - Übersicht". The interface includes a navigation bar with the EHF logo, the text "EHF eLearning", and a user profile section for "Beata Kozłowska" with a link to "Abmelden". Below the navigation bar are tabs for "Persönlicher Schreibtisch" and "Magazin". The main content area is titled "Übersicht" and features a section "Meine Mitgliedschaften" (My Memberships) with a single entry "Club Manager Education" and an "Aktionen" (Actions) dropdown. To the right, there are two sidebars: "Mail" showing "0 Mail(s)" and "Meine Tags" (My Tags) with a description: "Um Inhalte mit Tags (Schlagwörtern) auszuzeichnen, öffnen Sie die Info-Seite des Objekts und geben dort die Tags ein." The footer of the page states "powered by ILIAS (v4.4.1 2014-02-14) | Impressum | Administration kontaktieren". The Windows taskbar at the bottom shows various application icons and the system clock indicating 11:07 on 26.05.2014.



EHF Competence Academy & Network



2015 EHF Club Manager Seminar 28th - 30th May 2015/ Cologne, Germany

The screenshot displays a web browser window with the URL https://elearning.ehfoffice.at/iliad/iliad.php?ref_id=58&mv=1&set_mode=flat&cmd=frameset&c. The browser's address bar shows the title "EHF eLearning - Club Man...". The page has a red header bar with the text "Voransicht als Mitglied" on the left and "Voransicht als Mitglied schließen" on the right. Below the header, the main content area is titled "Club Manager Education" with a sub-header "Aktionen". The "Inhalt" tab is selected, showing a list of resources under the heading "Inhalt".

Resource	Actions
Playing Hall Set-up Guidelines and Regulations	Aktionen
Test Playing Hall Set-up Guidelines and EC Regulations Test Playing Hall Set-up Guidelines and EC Regulations v2	Aktionen
Media	Aktionen
Test Media v2	Aktionen
EC_Regulations pdf 281,5 KB 16. Apr 2014, 03:02	Aktionen
EHF Arena Construction Manual pdf 4,1 MB 16. Apr 2014, 09:27	Aktionen
EHF EURO Set-up Manual pdf 8,6 MB 16. Apr 2014, 09:24	Aktionen

The bottom of the browser window shows the Windows taskbar with icons for Internet Explorer, Firefox, and several PDF files. The system clock in the bottom right corner indicates the time is 14:42 on 26.05.2015.



EHF Competence Academy & Network



2015 EHF Club Manager Seminar

28th - 30th May 2015/ Cologne, Germany

The screenshot shows a web browser window displaying the EHF eLearning platform. The URL in the address bar is https://elearning.ehfoffice.at/iliad/iliad.php?ref_id=60&from_page=30&obj_id=31&cmd=layout&. The page title is "EHF eLearning". The user is logged in as "Beata Kozłowska" and can click "Abmelden". The navigation menu includes "Persönlicher Schreibtisch" and "Magazin". The main content area is titled "Playing Hall Set-up Guidelines and EC Regulations" and contains a table of contents. The selected item is "1.1.2 Hall size, size and position of playing court". The content of this section is as follows:

1.1.2 Hall size, size and position of playing court

- The arena must have a rectangular free floor space measuring 50 m (length) by 28 m (width). In addition, free space in the playing hall is needed on all four sides outside the base area for a sufficient number of spectator grandstands. Therefore, the minimum floor area of the hall must be about 120 m to 150 m.
- An area of 40 m (length) by 20 m (width) is required for the playing court in accordance with the Rules of the Game issued by the International Handball Federation (IHF). The remaining space is needed for structures around the playing court (advertising, studios, cameras, space for photographers, substitution area, etc.).
- In addition, free space in the playing hall is needed on all four sides outside the base area for spectator grandstands (depending on the utilisation plan and any partially flexible grandstands that may be used).
- The exact position of the playing court depends on the optimal angle of the principal TV cameras, requirements relating to perimeter advertising, and the safety zones laid down in the Regulations.
- The safety distance from the side line to the advertising board shall be 1m, from the outer goal line to the advertising board 2m.
- It is defined at the time of the principal inspection by agreement between the EHF, the EHF TV marketing partner, the TV host broadcaster, and COC/LOC.
- Experience has shown that moving the playing court towards the side opposite the TV cameras and/or moving the judges' table and chairs backwards in the substitution area are the most effective measures for ensuring an ideal position of the playing court relative to the angle of the principal TV cameras.

Access to all grandstands must be exclusively from upper level stairs or corridors. For safety reasons, access for spectators across the playing court must not be permitted.

- A suitable area must be provided for the music station and the required equipment.
- In addition, a separate Arena Entertainment Operation station must be set up.

Technical equipment must be covered to create a reasonable appearance meeting event CI requirements by using venue dressing resources (no wire lattice mats as used on construction sites).



EHF Competence Academy & Network



2015 EHF Club Manager Seminar 28th - 30th May 2015/ Cologne, Germany

The screenshot displays a web browser window with the URL https://elearning.ehfoffice.at/iliad/iliad.php?baseClass=iLMPresentationGUI&ref_id=76. The page title is "EHF eLearning". The user is logged in as "Beata Kozłowska" and can click "Abmelden". The interface includes a navigation menu on the left with options like "Persönlicher Schreibtisch" and "Magazin". The main content area is titled "Media" and shows a list of topics: "Intro", "1. Organisation", "2. Accreditation", "3. Media Facilities", "4. Photographers", "5. Post-match procedures", "6. Information services", "7. Media events", and "8. Media Workshop Keynotes". The "Intro" section is selected, displaying the title "EHF Media and Communications" and the subtitle "Media Management Guidelines for Events". Below the text is a photograph of a person holding a tablet displaying a video of a man in a blue shirt speaking at a podium. The Windows taskbar at the bottom shows icons for various applications and the system clock indicating 11:16 on 26.05.2014.



EHF Competence Academy & Network



2015 EHF Club Manager Seminar

28th - 30th May 2015/ Cologne, Germany

The screenshot shows a web browser window displaying the EHF eLearning platform. The address bar shows the URL: https://elearning.ehfoffice.at/iliad.php?ref_id=76&from_page=100&obj_id=75&cmd=layout. The page title is "EHF eLearning". The user is logged in as "Beata Kozłowska" and can click "Abmelden".

The left sidebar shows a navigation menu under "Media":

- Media
 - Intro
 - 1. Organisation
 - 2. Accreditation
 - 3. Media Facilities
 - 4. Photographers
 - 5. Post-match procedures (highlighted)
 - 6. Information services
 - 7. Media events
 - 8. Media Workshop Keynotes

The main content area is titled "Media" and shows a breadcrumb trail: "Inhalt > Inhaltsverzeichnis > Druckansicht > Info > Seite bearbeiten". The current page is "4. Photographers (5/5)" and the next page is "5. Post-match procedures (2/4)".

The section "5. Post-match procedures (1/4)" is highlighted. It contains a sub-section "Post match procedures" with a large orange arrow pointing right. The text reads:

All players and coaches must exit the court via one exit and must pass through the flash zone and then the mixed zone. Medical staff (team doctor, team physiotherapist) are not required to pass through the flash and mixed zones and can go direct to the locker room.

Below this is the sub-section "5.1 Flash zone" with the following text:

The flash zone is the first contact the players and coaches have with the media following the end of the match. Access should only be available to the host broadcaster and selected TV rights holders. A 'radio' flash zone can also be created for selected radio stations. The flash zone should be managed correctly with adequate security to ensure limited access.

A photograph shows a group of people, including players and staff, standing in front of a backdrop for the "EHF EURO 2014".

The bottom of the browser window shows the Windows taskbar with various application icons and the system clock displaying "11:19 26.05.2014".



EHF Competence Academy & Network



2015 EHF Club Manager Seminar 28th - 30th May 2015/ Cologne, Germany

The European Handball Federation
certifies that

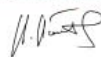
>>Name>>

>>Club>>

participated in the
2015 EHF Club Management Seminar
“The “Digital Fan” – Community and Marketing”

in Cologne/GER
from May 28th – 30th, 2015

Helmut Hörtsch



EHF CAN



EHF Competence
Academy & Network



EHF Competence Academy & Network



2015 EHF Club Manager Seminar 28th - 30th May 2015/ Cologne, Germany



EHF Competence Academy & Network



2015 EHF Club Manager Seminar 28th - 30th May 2015/ Cologne, Germany

Certificate programme
European Handball Manager

In cooperation with the
European Handball Federation



EUROPEAN HANDBALL
FEDERATION

*"For a sustainable development in
handball we need something like the
European Handball Manager programme."*

Stefan Albrechtson, Managing Director, IK Sjövehof - Sweden



Deutsche
Sporthochschule Köln
German Sport University Cologne



EHF Competence Academy & Network



2015 EHF Club Manager Seminar

28th - 30th May 2015/ Cologne, Germany



Relevance and aim of the course

The last few decades have placed heavy sporting and **economic demands** on handball organisations.

Handball coaches are in the enviable position of having many options for further training courses and qualifications open to them.

However, for managers of handball clubs, associations and leagues, nothing comparable exists on a national or international level.

That is where we come in!

The aim of the new and unique certificate programme of the European Handball Federation and the German Sport University Cologne is to provide the participants with a professional development course which meets modern market needs in this field.

"In comparison to other certificates it offers handball-specific, tailor-made content including legal, economic, psychological, media and management aspects."

Dr. Gerd Butzeck, General Manager, Forum Club Handball



EHF Competence Academy & Network



2015 EHF Club Manager Seminar

28th - 30th May 2015/ Cologne, Germany



Course structure & content

The programme consists of five **interdisciplinary modules**. Each module comprises theoretical and practical parts which are taught by experts from various fields including economics, law, communication and psychology.

Module 1: Economic and legal requirements of team sport

- Economic features of team sport, value-added models in handball
- Special features of handball clubs, federations and leagues and the economic consequences thereof
- Sports law requirements

Module 2: Team sport governance and handball management

- Team sport governance (European sport systems, sport politics and governance structures in European handball)
- Strategic handball management
- Employment law in sport

Module 3: Sport marketing and sponsorship

- Sport sponsorship management and sponsorship law
- Management of team sport brands
- Consumer behaviour in the sport of handball



EHF Competence Academy & Network



2015 EHF Club Manager Seminar

28th - 30th May 2015/ Cologne, Germany



Module 4: Financing and licensing

- Accounting in sport corporations
- Controlling within professional handball sport organisations
- Licensing in handball
- Financial analysis of professional handball organisations and special forms of financing in sport

Module 5: Media and communication training

- Conflict management
- Journalistic production processes
- Medial strategies in the sport sector and media training

Participants attend the **part-time** certificate programme parallel to their jobs. The programme content is divided into self-study and attendance phases with 250 lesson units in total. It will be offered alternately in **German** (2015/16 intake) and **English** (2016/17 intake). The teaching is carried out by distinguished academics and handball experts.

The programme ends with a written and an oral examination. After the successful examinations the participants will receive the *European Handball Manager* certificate.



EHF Competence Academy & Network



2015 EHF Club Manager Seminar

28th - 30th May 2015/ Cologne, Germany



Target group, participation & fees

The *European Handball Manager* targets executives in professional handball clubs, associations and leagues in Europe.

Applicants must:

- a) have a university degree or
- b) have worked for at least two years in professional handball after having completed a commercial traineeship or apprenticeship or
- c) have worked as a handball coach or have played professional handball for at least five years.

Next intake for the English version of the European Handball Manager is 2016/2017.

The attendance phases (16 days in total) take place at the German Sport University Cologne.

The programme fee is € 5,000. The maximum number of students accepted per year is 20.

Application deadline is 30th April 2016!

For further information on admission, exams, attendance phases or for a registration form please visit our website www.dshs-koeln.de/ehm



EHF Competence Academy & Network



2015 EHF Club Manager Seminar

28th - 30th May 2015/ Cologne, Germany



Organisation & contact

Academic Management:

Institute of Sport Economics and
Sport Management
Dr. Stefan Walzel
Email: walzel@dshs-koeln.de
Phone: +49 221 4982 6093

Administration:

Department of Further Education
Email: weiterbildung@dshs-koeln.de
Phone: +49 221 4982 2130
Fax: +49 221 4982 7720

German Sport University Cologne
Am Sportpark Muengersdorf 6
50933 Cologne (Germany)

www.dshs-koeln.de/ehm



EHF Competence Academy & Network



Thank you! Good luck!



EHF Competence Academy & Network

