



2015 EHF Club Management Seminar

28-30 May 2015 • Cologne, Germany

The "Digital Fan" – Community and Marketing



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	Opening	Jean Brihault / EHF President
		Welcome / Who is Who / Objectives / Blended learning programme	Helmut Hörtsch/EHF CAN
	15:15 – 16:15	Keynote – "The digital fan – supporter and opponent in one person"	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
Friday 29.05.2015	17:45 – 18:45	"The EHF digital strategy"	JJ Rowland / EHF Media
	19:30	Dinner at Restaurant "Park Inn" Hotel	All
	08:00 – 08:45	Breakfast	All
	09:00 – 10:30	Best Practice National Federations	Participants
		The Re-Launch of the Romanian Handball Brand	Lorand Balint / ROU
		Media Management Project	Anja Freser & Goran Cvijic / SLO
		Best Practice Example	Ivan Sabovik / SVK
	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 – 14:30	"Tibor Pleiss – German National Basketball Player – Fan Communication" (Christian Hahn, Hahn MKB)	Presented by A. Sierau
	14:30 – 15:00	Best Practice League	Participants
		Media Management – What works well in my club?	Sinisa Ostojic / SEHA L.
		Media Management – Final Tour SEHA Gazprom League	Tomica Madjericic, / SEHF L.
		Media Management – SEHA Video Team	Igor Pozeg / SEHA League
		New Champs Cup	Sasa Kuburovic / Euro2012 SRB
	15:00 – 15:30	Coffee Break	All
	15:30 – 16:30	Best Practice Clubs - "What works well in my club?"	Participants
		Media Management Project / WHC Vardar SCBT	Tanja Medved & Ana
		HC "Dinamo" Russia / RUS	Mihajlovska / WHC Vardar
Saturday 30.05.2015		HCM Roman / ROU	Yulia Guseva / HC "Dinamo"
		A.U. Minur Baia Mare / ROU	Lucian O. Micu / HCM Roman
		Käspalloseura Riihimäen Cocks / FIN	Viman Vasile / Minur Baia
	17:00 – 18:00	"Digital Marketing – Digital Monitoring – Digital Monetization"	Jari Viita / Käspall. Cocks
	18:00	Dinner at Restaurant "Park Inn" Hotel	Mario Leo / GER Result Sports
	19:00	VELUX EHF Final 4 Opening	All
	08:00 – 08:45	Breakfast	All
	09:00 – 10:00	"Falun 2015 – Ericsson Live Arena"	Björn Sandström, Mikael Sundström, Staffan Olsson / 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	Match Fixing & Dual Career	Simon Friis / EHPU
	11:30 – 12:30	Awarding of Certificates/Licences and Closing	Participants
	Afternoon	Individual Departure	All

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