

To: EHF Champions League and European Cup club teams
Attention: Club Managers / Federation Employees
For information to EHF Member Federations

Vienna, 07 March 2016

2016 EHF Club Management Seminar (5th edition)
(26 May – 28 May 2016 in Cologne/GER) – prior to the 2016 VELUX EHF FINAL4
“Current and future Club / Federation Marketing Strategies”

Dear Club Managers,

The 5th edition of the EHF Club Management Seminar will be held in Cologne / GER from 26 to 28 May, 2016. (Compare 1st-4th seminar edition documentations on <http://activities.eurohandball.com/ehfcan/15507>, <http://activities.eurohandball.com/ehfcan/16507> and <http://activities.eurohandball.com/ehfcan/19412>)

Prominent key-note speakers from various fields of Sport and Media Management, Sport University Institutes, different GER Team Sport Leagues and Clubs as well as the EHF Marketing will cover a wide range of topics in the field creating added value for marketing and monitoring attracting fans and sponsors.

Each participant can present a topic of interest from his/her club and share a “Best Practice” experience with the rest of the group!

**“Get your EHF Club Manager Licence” by registering for the
2016 EHF Club Manager blended learning programme (Compare Enclosure 1 !)”**

2016 EHF Seminar date:

Thur, 26.5. (15:00) - Sat, 28.5. (13:00) prior to the 2016 VELUX EHF FINAL4

Seminar hotel/facilities:

Park Inn by Radisson Köln City West, Innere Kanalstraße 15, 50823 Cologne/GER www.pikcw.de

Target group:

EHF Women’s and Men’s EC and CL clubs, National federations

Participants:

limit of up to 25 participants, registrations will be handled on a “first come – first served” basis)

Participation fee:

EUR 500.- including hotel single rooms for 2 nights/full board – 26-28 May (excluding lunch on 26 and 28 May)

The participation fee does not include: Any transports (e.g. to/from airport or to/from Lanxess arena), neither lunch on 26.5. (arrival day) nor on 28.5. (departure day). Please organise yourself!

Please note: The EHF might account costs arising for late cancellations or no-shows following the cancellation conditions of Park Inn Hotel (80% of room costs for cancellation later than 2 weeks upon arrival and no-shows).

**Additional VELUX EHF
FINAL4 Package:**

EUR 300.- including hotel room/breakfast from 28 to 29 May + FINAL4 Ticket (behind goal ticket on floor level) for 28 / 29 May (both days)

Seminar language:

English

Keynote presenters:

*subject to change

Dr. Stefan Walzel/GER Sport University Cologne
Axel Sierau/GER – Sport Management GmbH
Mario Leo/GER - RESULT Sports
René Beck / GER BEKO Basketball Bundesliga
Joachim Lange / GER Sponsoring Expert
Christian Somecke / GER Lawyer
David Szlezak / Managing Director EHF Marketing
Further Lecturers to be announced in due time

Preliminary programme:

See enclosure 2

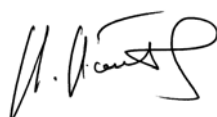
Leadership:

EHF Competence Academy&Network (CAN) / Axel Sierau/GER

Registration/deadline:

Please fill-in the enclosed registration form (Enclosure 2) and return it to the EHF Office **by 10 April 2016** at the latest (via e-mail to rabenseifner@eurohandball.com) !

Thank you for taking-note!
Best regards



EUROPEAN HANDBALL FEDERATION
Helmut Hörtsch/EHF Coordinator

2016 EHF Club Manager blended learning programme

You wonder how the EHF European Cup or European Championship Qualification Regulations for EHF events can be implemented in the best of ways or how they can help to improve your national events?

You are eager to learn about the EHF Media Management, Best Practice from other sports, clubs/federations or the latest trends in marketing?

**“Get your EHF Club Manager Licence”*) by registering for the
2016 EHF Club Manager blended learning programme”
on the registration form enclosed !!!**

Initiated by the EHF CAN in cooperation with the EHF Professional Handball Board (PHB) the programme will consist of 2 modules:

The 1st module - planned from **11 April to 25 May (Option 1 prior to the Seminar)** or as an alternative from **1 June to 31 July (Option 2 after the Seminar)** - will be organized as an **e-learning module**)** including **“online testing” in 2 parts and a best practice assignment**. This e-learning module focuses on EHF European Cup Regulations, EHF European Championship Qualification Regulations, EHF Event Management in general as well as Media Management and Social Media in particular. **Module 1 is also accessible for participants of the 2012, 2013, 2014 and 2015 EHF Club manager Seminar (on request)!**

The 2nd module will be the 2016 EHF Club Manager Seminar held in Cologne / GER on the occasion of the VELUX EHF FINAL 4 as in the previous years, focusing on key-notes, best practices and discussions. Module 2 from 26 – 28 May 2016 will be the time to meet personally and exchange experience and knowledge. Key note speeches will be held by presenters experienced in the field “Media Management and Social Media”. Furthermore you will be asked to present your “Best Practice”. Details on the programme and presenters will be published early in May 2016.

These are the topics the 2016 EHF Club Manager blended learning Programme will focus on!

2016 Club Manager blended learning programme		
1 st module (e-learning via ILIAS programme)		2 nd module (seminar)
Option 1: 11 April – 25 May 2016 Option 2: June – July 2016		26 – 28 May 2016 (prior to the 2016 VELUX EHF FINAL4)
e-learning and testing Part 1	e-learning and testing Part 2 Best Practice assignment	EHF CAN EHF Media Department Other sports, clubs/federations
EHF EC/ECh Regulations Videos/Photos Event Management	EHF Club Media Management Social Media, Videos/Photos Infrastructure and Guidelines	Best Practice Media Management Social Media

EHF Club Manager Licence”*) – initiated by the EHF PHB; validation period 2 + 2 years of transition **e-learning module**)** - you will be provided with access to the system upon receipt of your registration

2016 EHF Club Management Seminar in Cologne/GER (26 - 28 May, 2016)
"Current and Future Club/Federation Marketing Strategies"

Preliminary Programme*)

Thursday 26.05.2016	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/EHF CAN
	15:15 – 16:15	Keynote – "Perspectives in Sport Marketing"	Dr. Stefan Walzel / GER German Sport University Cologne
	16:15 – 16:45	Coffee break	All
	16:45 – 17:45	"Customer Relationship Management in Handball"	Axel Sierau / GER Marketing Minds
	17:45 – 18:45	"League Marketing in the Future"	David Szlezak/ EHF Marketing
	19:30	Dinner at Restaurant "Park Inn" Hotel	All
Friday 27.05.2016	08:00 – 08:45	Breakfast	All
	09:00 – 10:30	Best Practice Clubs - "What works well in my club/federation?"	Participants
	10:30 – 11:00	Coffee Break	All
	11:00 – 12:00	"Facts and Figures of Online-marketing in Handball..."	Mario Leo / GER Result Sports
	12:00 – 13:30	Lunch	All
	13:30 – 15:00	"Marketing in German Basketball League "	René Beck / GER BEKO Basketball Bundesliga
		Coffee Break	All
	15:00 – 15:30	Best Practice Clubs - "What works well in my club?"	Participants
	15:30 – 16:30	"Future of Sponsoring in USA"	Joachim Lange / GER Sponsoring Expert
	16:30 – 17:30	Best Practice Clubs - "What works well in my club?"	Participants
	17:30 – 19:00	Dinner at Restaurant "Park Inn" Hotel	All
	19:30	Presentation of VELUX EHF FINAL4 Teams at LanxessArena	
Saturday 28.05.2016	08:00 – 08:45	Breakfast	All
	09:00 – 10:00	"European Law - New Trends in Sports/Social Media"	Christian Solmecke / GER Lawer
	10:00 – 11:00	"Marketing in German Football BUNDESLIGA club 1. FC Köln "	Frank Sahler / GER 1. FC Köln & Co. KGaA
	11:00 – 11:30	Coffee Break and Snacks	All
	11:30 - 13:00	Best Practice Clubs - "What works well in my club?" Awarding of Certificates/Licences and Closing	Participants Höritsch / EHF CAN
	Afternoon	Individual Departure	All

*) Subject to change, if necessary!

2016 EHF CLUB MANAGER SEMINAR

in Cologne/GER from 26 - 28 May 2016

(INCLUDING EHF BLENDED LEARNING PROGRAMME)

REGISTRATION FORM

(Since the number of participants is **limited**, entries will be handled and immediately confirmed on a **“first come – first served”** basis!!!)

Personal data:

Mrs.

Mr.

First name:

Family name:

Function:

Club / Federation:

Postal address:

e-mail address:

Accommodation/Hotel:

Park Inn by Radisson Köln City West, Innere Kanalstraße 15, 50823 Cologne/GER www.pikcw.de

Seminar Participation Fee (26 – 28 May):

EUR 500,-

The seminar participation fee has to be remitted to the EHF account given below and includes hotel accommodation in single rooms, full board (not including lunch on 26 and 28 May) and seminar charge! (In case of late cancellations or no-shows 80% of the room costs might be charged by the hotel and accounted to the participant).

Additional VELUX EHF Final 4 Hotel/Ticket Package (28 / 29 May)

EUR 300,-

The additional VELUX EHF FINAL4 Hotel/Ticket Package includes accommodation (single room/breakfast 28 / 29 May) and one VELUX EHF FINAL4 Ticket for 28 and 29 May matches (behind goal ticket on floor level) Do you wish to book this additional hotel / ticket package as mentioned above?

Blended Learning Programme

Do you register for the EHF Blended Learning Programme?

Payments (either € 500,- for the Seminar or € 800,- for the Seminar and the VELUX EHF Final 4 packages) should be made **by 10 April 2016** to EUROPEAN HANDBALL FEDERATION, Hoffingergasse 18, A-1120 Vienna, Bank Austria, bank code: 12000, account no: Nr. 00640 000 204, IBAN: AT46 1200 0006 4000 0204, BIC: BKAUATWW, DVR 0856371 ZVR 263489108, UID/VAT ATU 38516405, Subject: 16ClubManag.Sem – YOUR NAME

Date:

Signature:

Please fill in this form and send it back not later than **March, 29th 2016** to:
European Handball Federation, Hoffingergasse 18, 1120 Vienna, Austria,
Tel: +43 1 80 151 152, Fax: +43 1 80 151 149, e-mail: rabenseifner@eurohandball.com

Vienna, 6 March 2016

European Handball Federation Hoffingergasse 18, 1120 Vienna, Austria
T: +43 1 80151 0 F: +43 1 80151 149 E: office@eurohandball.com W: eurohandball.com

Bank Account: Bank Austria, bank code: 12000, account no: 00640 000 204
IBAN: AT46 1200 0006 4000 0204, BIC: BKAUATWW | DVR 0856371 | ZVR 263489108 | UID/VAT ATU 38516405