

2016 EHF Club Manager Seminar

**26th - 28th May 2016/ Cologne,
Germany**

Welcome to the 5th edition !

Who is who



EHF Competence Academy & Network



2016 EHF Club Manager Seminar
26th - 28th May 2016/ 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“

5th edition 2016

„Current and future Club / Federation Marketing Strategies“



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Best Practice – New Ideas



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„2016 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)



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Seminar Programme

Thursday 26.05.2016

By noon 14:00 – 14:45	Arrival at hotel "Park Inn" Hotel Cologne Accreditation	Participants EHF
15:00 – 15:15	Welcome / Who is Who / Objectives / Blended Learning programme	Nicole Rabenseifner/ EHF CAN & Axel Sierau / GER Marketing Minds
15:15 – 16:15	Keynote – "The future of 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



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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 – 14:30	"Marketing in German Basketball - RheinStars"	Jens Koralewski / GER RheinStars
14:30 – 15:00	Coffee Break	All
15:00 – 15:30	Best Practice Clubs - "What works well in my club?"	Participants
15:30 – 16:30	"Trends in international sponsorship"	Joachim Lange / GER COMASCO
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
18:00	Presentation of VELUX EHF FINAL4 Teams at LanxessArena	



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Saturday 28.05.2016

08:00 – 08:45	Breakfast	All
09:00 – 10:00	“European Law - New Trends in Sports/Social Media”	Bonny Lengersdorf / GER Lawer
10:00 – 11:00	“E-Commerce & Sponsoring - Chances in Times of Marketing Transformation”	Michiel Lochtenbergh / GER SPARHANDY
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

VELUX®



EHF
CHAMPIONS
LEAGUE

FINAL4

28. / 29. Mai 2016 LANXESS arena Köln



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

Good/Best Practice

What works well in your club/federation?

The re-launch of the Romanian Handball Brand

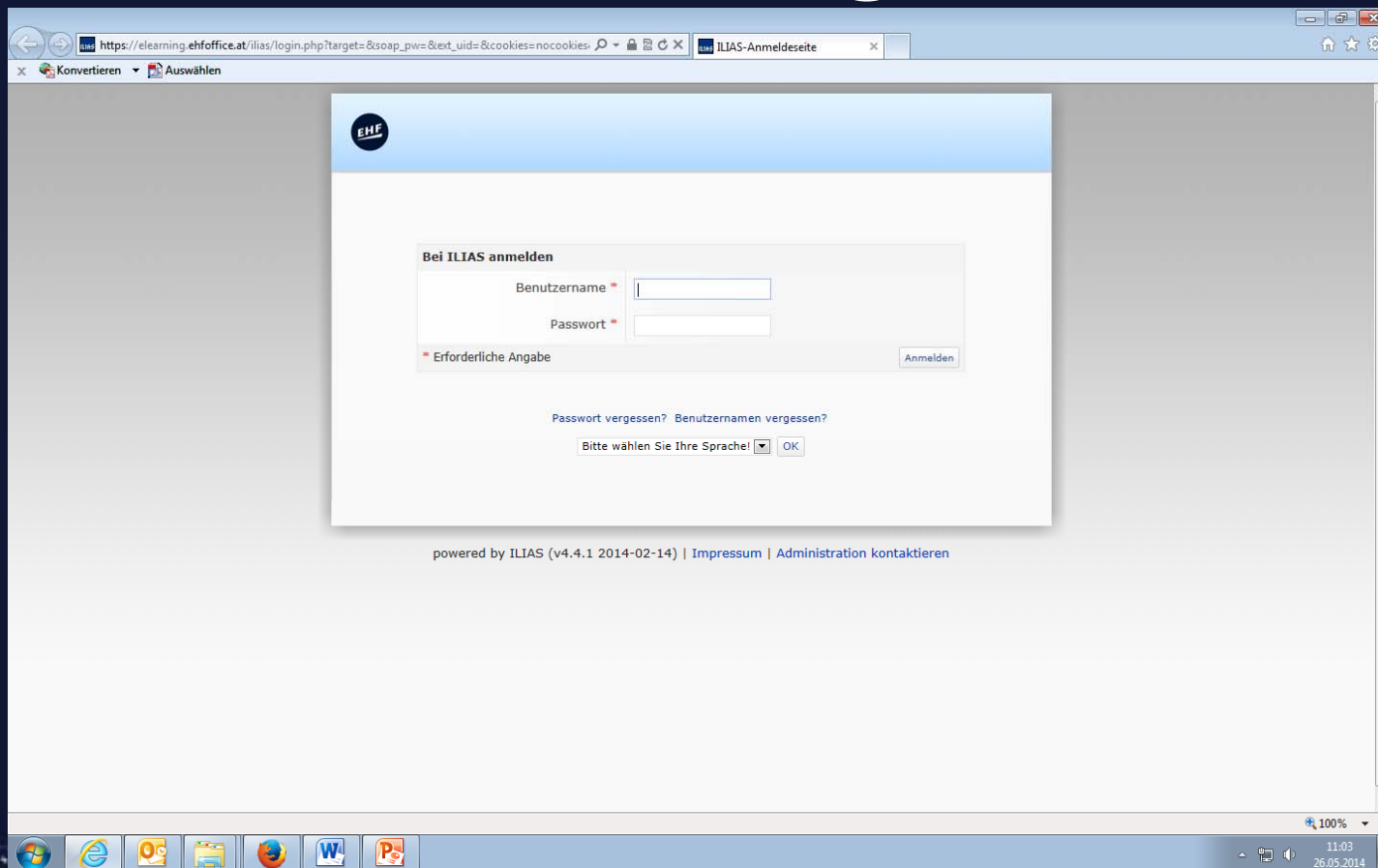


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2015 EHF Club Manager Seminar
28th - 30th May 2015/ Cologne, Germany

E-Learning



The screenshot shows a web browser window with the address bar displaying `https://elearning.ehfoffice.at/ilias/login.php?target=&soap_pw=&ext_uid=&cookies= nocookies`. The page title is "ILIAS-Anmeldeseite". The main content area features a login form titled "Bei ILIAS anmelden" with the EHF logo in the top left corner. The form includes input fields for "Benutzername" and "Passwort", both marked with a red asterisk. Below these fields is a red error message "Erforderliche Angabe" and an "Anmelden" button. Links for "Passwort vergessen?" and "Benutzernamen vergessen?" are provided. At the bottom of the form is a language selection dropdown set to "Bitte wählen Sie Ihre Sprache!" and an "OK" button. 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 icons for Internet Explorer, Google Chrome, Firefox, and several other applications, with the system clock indicating 11:03 on 26.05.2014.

Bei ILIAS anmelden

Benutzername *

Passwort *

Erforderliche Angabe

Anmelden

Passwort vergessen? Benutzernamen vergessen?

Bitte wählen Sie Ihre Sprache! OK

powered by ILIAS (v4.4.1 2014-02-14) | Impressum | Administration kontaktieren



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The screenshot shows a web browser window displaying the EHF eLearning portal. The browser's address bar shows the URL: <https://elearning.ehfoffice.at/ilias.php?baseClass=ilPersonalDesktopGUI&cmd=jumpToSele>. The page title is "EHF eLearning - Übersicht". The user is logged in as "Beata Kozłowska" and can click "Abmelden". The navigation bar includes "Persönlicher Schreibtisch" and "Magazin". The main content area is titled "Übersicht" and features a section "Meine Mitgliedschaften" with a single entry "Club Manager Education" and an "Aktionen" dropdown. On the right, there are sidebars for "Mail" (0 Mail(s)) and "Meine Tags" (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.



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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" (Content) section is active, showing a list of resources:

- Inhalt**
 - 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 Windows taskbar at the bottom shows the system clock as 14:42 on 26.05.2015, along with icons for various applications like Internet Explorer, Firefox, and Adobe Reader.



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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". The left sidebar shows a tree view of the document structure, with "1.1.2 Hall size, size and position" selected. The main content area displays the text for "1.1.2 Hall size, size and position of playing court".

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).



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The European Handball Federation
certifies that

participated in the
2016 EHF Club Management Seminar
“Current and Future Club/Federation
Marketing Strategies”

in Cologne/GER
from May 26th – 28th, 2016

Helmut Höritsch



EHF CAN



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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



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Thank you!
Good luck!



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