



**Deutsche  
Sporthochschule Köln**  
German Sport University Cologne

**Institut für Sportökonomie  
und Sportmanagement**  
Institute of Sport Economics  
and Sport Management



# EUROPEAN HANDBALL MANAGER COURSE

***“For a sustainable development in handball we need something like the European Handball Manager programme.” Stefan Albrechtson, Managing Director, IK Sävehof – Sweden***





# RELEVANCE AND AIMS OF THE COURSE



*“Modern handball is about much more than simply playing the game. Our top clubs, federations and leagues have become businesses and as such require professional staff with the skills and knowledge to run them.”* Jean Brihault, EHF President

**This course aims to provide participants with a professional development course which meets modern market needs in handball.**



# COURSE STRUCTURE & CONTENT

1. Interdisciplinary approach with experts from the field and academia
2. Divided into self-study and attendance phases with 250 lesson units in total
3. Written & oral examination at the end
4. After the successful examinations:  
**Certificate *European Handball Manager***

Economic and legal  
requirements of team sport

Team sport governance and  
strategic handball management

Sport marketing and  
sponsorship

Financing and licensing

Media and communication  
training



# TARGET GROUP, PARTICIPATION & FEES

The *EHM* targets current or potential executives in professional handball clubs, associations and leagues in Europe.

- 3 Attendance phases (16 days in total)
- German Sport University Cologne
- Programme fee: €5,000
- Maximum 20 participants





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## LECTURER

REPUcom

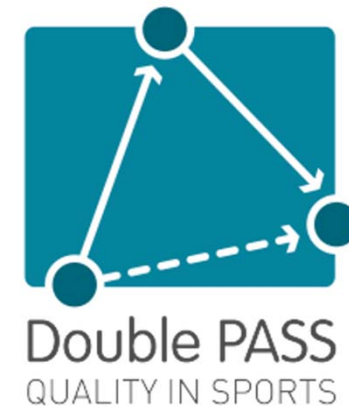
Deloitte.



  
ARNECKE SIBETH



TRANSPARENCY  
INTERNATIONAL





## **FIVE COMPELLING ARGUMENTS (1/2)**

- 1. The participants are impressed with the expertise of the lecturers and awarded on average the grade (1.4 =excellent)**
- 2. The teaching methods were assessed as good + (1.8 on average)**
- 3. The speed with which the organisers reacted to queries or complaints (average 1.1) and the excellent availability of the staff (average 1.1) resulted in "superb organisation" of the certificate course and "excellent support "**





## FIVE COMPELLING ARGUMENTS (2/2)

4. Grit Jurack, three-time winner of the Women's EHF Champions League and participant in the European Handball Manager programme, called the course a **"comprehensive package for handball managers."** She added: **"You learn a lot and on top you expand your professional and personal network."**
5. TSV Hannover-Burgdorf manager Benjamin Chatton praised the course lecturers: **"All of them play in the first league of their respective field of work."**





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# CONTACT DETAILS & FURTHER INFORMATION

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# The future of Sport Marketing

## *Controversies and Challenges*

**Dr. Stefan Walzel**





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# FUTURE OF SPORTS MARKETING ??? #1







# FUTURE OF SPORTS MARKETING ??? #2





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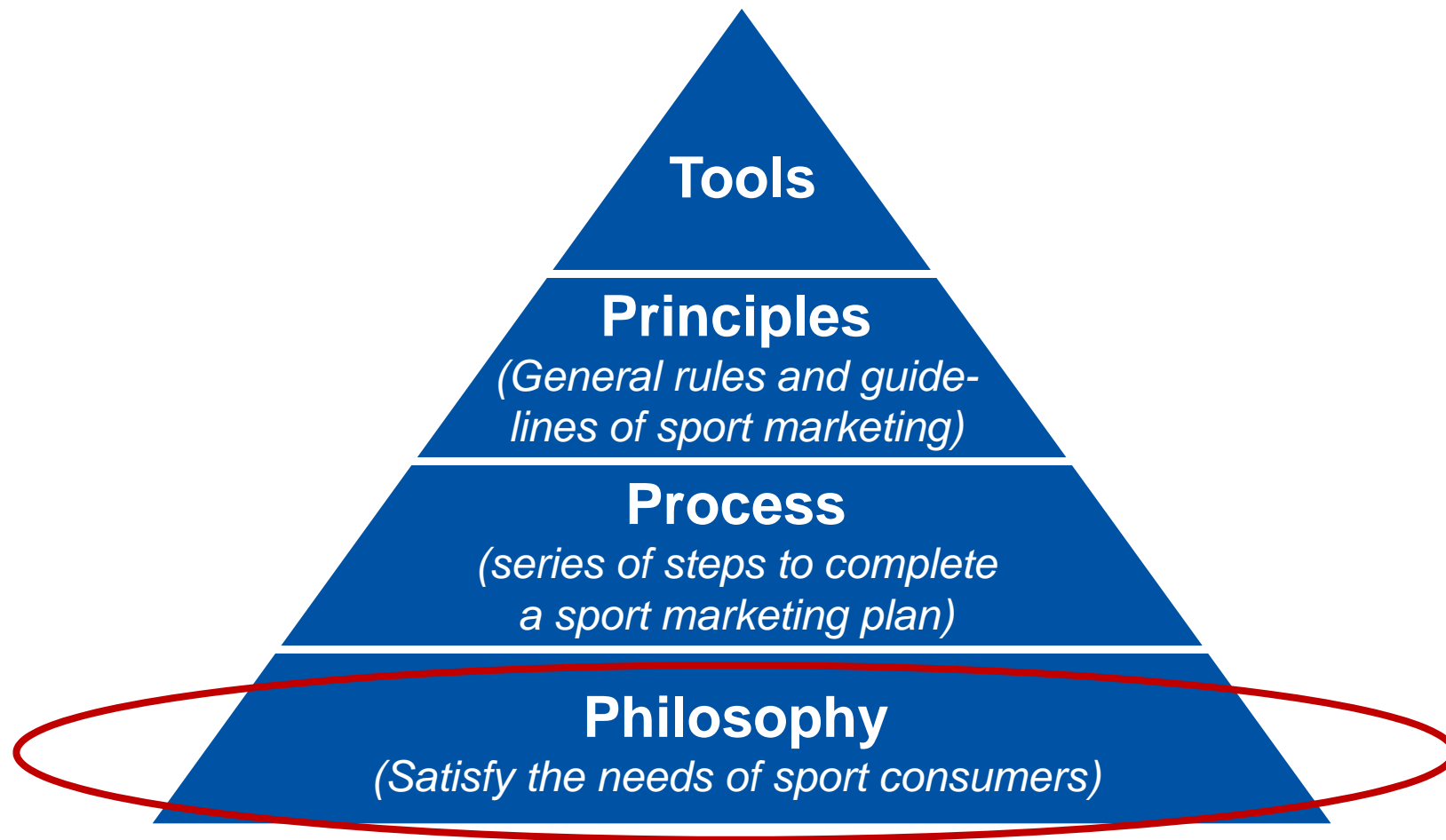
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# FUTURE OF SPORTS MARKETING ??? #3





# PERSPECTIVES OF SPORTS MARKETING



Smith, 2008, 7





# FUTURE OF SPORTS



**What are the trends and  
future developments in  
handball?**





# EIGHT DIGITAL TRENDS DRIVING SPORTS

- 1. *Really big data***
- 2. *Everything revolves around smartphone & mobile technology***
- 3. *Globalization***
- 4. *Athletes as media***
- 5. *Immersive and interactive venues***
- 6. *Profiliation of channels***
- 7. *Virtual reality***
- 8. *Rise of fantasy and e-sports***

Forbes, 2016



# COMMERCIAL TRENDS IN SPORTS

- 1. World of sport is growing and expanding**
- 2. Partnerships are becoming more immersive and rewarding**
- 3. Competition to capture new audiences is intense**
- 4. Broadcasting media: more valuable than ever but under threat**
- 5. Expansion of fast-growth sports & events**

Repucom, 2016



## COMMERCIAL TRENDS IN SPORTS

6. Sport is under intense scrutiny & governance is key
7. Digital & social: revenue roadmap starting to unlock
8. New technologies transforming the fan experience –  
at venue and at home [>>>](#)
9. Increased focus on building strong fan relationships is paying back
10. Everything is measurable & accountability is more  
important than ever

Repucom, 2016



## THE FUTURE OF SPORTS (1/2)

1. **Stadium:** *Am I getting content that I can't get at home?*
2. **Broadcasting:** *The death of one-size-fits-all broadcasting.*
3. **The athlete:** *early identification and material technologies are the keys*
4. **Sponsorship:** *Despite increasingly fragmented media environment, sports are the one thing still grabs the attention of a widespread audience*



## THE FUTURE OF SPORTS (2/2)

- 5. **Teams & leagues:** *Global brand building*
- 6. **E-sports:** *Definition of sports will change*
- 7. **Fans:** *No longer just a face in the crowd – now with social media superpower*

Delaware North, 2016



# SYNOPSIS

1. **Demand of sports will increase**, but at the same **definition of sport will change**, too
2. **Intensive partnerships** become more important
3. **Sport media consumption** and **fan experience** will change dramatically
4. **Intense scrutiny** will be the major challenge
5. **Going global** and **brand building** will be the key





# CONCLUSIONS



1. **Sports marketing is about satisfying the needs of consumers**
2. **Knowing their customers and their needs is the key**
3. **Applying and adapting the sports marketing tools to the consumers' needs is the road to success**





# THANK YOU FOR YOUR ATTENTION

