

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

**Programme**

|                                      |   |   |  |
|--------------------------------------|---|---|--|
| <b>Thursday</b><br><b>26.05.2016</b> | By noon   | Arrival at hotel “Park Inn” Hotel Cologne                             | Participants<br>EHF  |
|                                      | 14:00 – 14:45                                       | Accreditation   |  |
|                                      | 15:00 – 15:15                                       | Welcome / Who is Who / Objectives / Blended Learning programme        | Nicole Rabenseifner/ EHF<br>CAN & Axel Sierau / GER<br>Marketing Minds |
|                                      | 15:15 – 16:15                                       | Keynote – “The future of Sport Marketing”                             | Dr. Stefan Walzel /<br>GER German Sport<br>University Cologne          |
|                                      | 16:15 – 16:45                                       | Coffee break  | All  |
|                                      | 16:45 – 17:45                                       | “Customer Relationship Management in Handball”                        | Axel Sierau / GER Marketing<br>Minds                                   |
|                                      | 17:45 – 18:45                                       | “League Marketing in the Future”                                      | David Szlezak/<br>EHF Marketing  |
|                                      | 19:30   | Dinner at Restaurant “Park Inn” Hotel                                 | All  |
| <b>Friday</b><br><b>27.05.2016</b>   | 08:00 – 08:45                                       | Breakfast   | All  |
|                                      |   | <u>Best Practice Clubs - “What works well in my club/federation?”</u> | Participants   |
|                                      | 09:00 – 09:30                                       | Romanian Handball Federation  | Gabriela M. Tichelea / ROU   |
|                                      | 09:30 – 10:00                                       | Georgian National Handball Association                                | Aleksandre Kartoza / GEO   |
|                                      | 10:00 – 10:30                                       | RK Vardar   | Biljana Crvenkoska & Marko<br>Savovski / MKD                           |
|                                      | 10:30 – 11:00                                       | Coffee Break  | All  |
|                                      | 11:00 – 12:00                                       | “Facts and Figures of Online-marketing in Handball...”                | Mario Leo / GER Result<br>Sports                                       |
|                                      | 12:00 – 13:30                                       | Lunch   | All  |
|                                      | 13:30 – 14:30                                       | “Marketing in German Basketball - RheinStars”                         | Jens Koralewski / GER<br>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                                       | Olympic Handball Club   | Mariama D. Diallo / ENG  |
|                                      |   | 15:30 – 16:30   | “Trends in international sponsorship”                                  |
| 16:30 – 17:30                        | Best Practice Clubs - “What works well in my club?” | Participants  |  |
| 16:30 – 17:00                        | Delegates’ Manual                                   | Line Kristoffersen / DEN  |  |
| 17:30 – 19:00                        | Dinner at Restaurant “Park Inn” Hotel               |   |  |
|                                      | 18:00   | Presentation of VELUX EHF FINAL4 Teams at LanxessArena                | All  |

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| <b>Saturday<br/>28.05.2016</b> | 08:00 – 08:45              | Breakfast   | All  |
|                                | 09:00 – 10:00              | “European Law - New Trends in Sports/Social Media”                        | Bonny Lengersdorf / GER<br>Lawer                       |
|                                | 10:00 – 11:00              | “E-Commerce & Sponsoring - Chances in Times of Marketing Transformation”  | Michiel Lochtenbergh / GER<br>SPARHANDY                |
|                                | 11:00 – 11:30              | Coffee Break and Snacks   | All  |
|                                | 11:30 - 12:00              | Best Practice Clubs - “What works well in my club?”<br>USC Atellana / ITA | Participants<br>Hosameldinne M. A.<br>Abdelwahab / TUR |
|                                | 12:00 – 12:30              | SEHA #be8player   | Jozo Cabraja & Tomica<br>Madjercic / CRO               |
|                                | 12:30 – 13:00<br>Afternoon | Awarding of Certificates/Licences and Closing<br>Individual Departure     | Höritsch / EHF CAN<br>All                              |