

2018 EHF Club Management Seminar in Cologne/GER (24 – 26 May 2018)
“The role of players in Marketing – Club environment – Best Practice”

Programme

Thursday 24.05.2018	By noon	Arrival at hotel “Park Inn” Hotel Cologne	Participants
	14:00 – 15:00	Accreditation	EHF
	15:00 – 15:15	Welcome / Who is Who / Objectives / Blended Learning programme	H. Höritsch / EHF CAN & A. Sierau / GER SportTreff Cooperative
	15:15 – 16:00	“Teamwork Club/Players for a successful Marketing Campaign”	C. Prieto Martos / ESP Top Player Share & Play
	16:00 – 17:00	“Handball for Dual Career – H4DC”	S. Hakkers / NL Amsterdam University of Applied Sciences (AUAS), H. Höritsch / EHF
	17:00 – 17:30	Coffee break	All
	17:30 – 18:30	“Investors in Handball – Financial Fair Play”	T. Dum / GER Baden-Wuerttemberg Cooperative State University A. Sierau / GER SportTreff Cooperative
	18:30 – 19:30	Keynote “The role of players in Marketing”	Dr. S. Walzel / GER German Sport University Cologne
19:30	Dinner at restaurant “Park Inn” Hotel	All	
Friday 25.05.2018	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	“Players as brand ambassadors”	M. Leo / GER Result Sports
	12:00 – 13:00	Lunch	All
	13:00 – 14:00	“Internationalization and digitalization in Handball”	O. Gilhaus / GER SpVgg Greuther Fürth, German Football, 2 nd League & A. Sierau / GER SportTreff Cooperative
	14:00 – 15:00	“Players in club environment”	E. Bru / FRA
	15:00 – 15:30	Coffee break	All
	15:30 – 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 Lanxess Arena	All	

Saturday 26.05.2018	08:00 – 08:45	Breakfast	All
	08:45 – 10:00	Best Practice Clubs - “What works well in my club/federation?”	Participants
	10:00 – 11:00	“Supplier for players – Sporting Goods Industry - Trade”	M. Bernau / GER Uhlsport / Kempa (former National-Player) T. Grothaus / GER Uhlsport / Kempa
	11:00 – 11:30	Coffee break and snacks	All
	11:30 – 13:00	Best Practice Clubs - “What works well in my club?”	Participants
	Followed by	Awarding of Certificates/Licences and Closing Individual departure	Höritsch / EHF CAN All