

2018 EHF Club Manager Seminar

24 – 26 May 2018

Cologne, Germany

Welcome to the 7th edition !

Who is who



EHF Competence Academy & Network



2018 EHF Club Manager Seminar 24 – 26 May 2018/ Cologne, Germany

2012 – 2018 Seminar Overview

1st edition 2012 „From Basics to Chances“

2nd edition 2013 „Spectator Sport Handball –Best Practice Models!“ (Blended learning programme/BL + EHF Club Manager Licence)

3rd edition 2014 „Media Management –Best Practice“ (BL + Licence)

4th edition 2015 „Digital Fan-Community and Marketing“ (BL + Licence)

5th edition 2016 „Current and future Club/Federation Marketing Strategies“(BL+ Licence)

6th edition 2017„The Player in the Focus– Club Environment – Best Practice“(BL + Licence)

7th edition 2018 “The role of Players in Marketing – Club Environment – Best Practice”
(Blended learning programme/BL + EHF Club Manager Licence)



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2013 – 2017 EHF Club Manager Licences

EHF Club Manager Licence

2013 Course

Sandra Novak	CRO
Katalin Veszely	HUN
Jutta Ehrmann-Wolf	GER

2014 Course

Ioan Ciobanu	ROU
Dominik Stecher	AUT
Andreas Lassner	AUT
Joost Ooms	NED
Radu Miclaus	GBR
Lars Erichsen	GER
David van Dorpe	BEL
Judit Szemenyei	HUN
Gordana Naceva	MKD
Yérime Sylla	BEL
Denise Westhäusler	GER

2015 Course

Goran Cvijic	SLO
Ivan Sabovik	SVK
Lucian Ovidiu Micu	ROU
Jari Viita	FIN
Anja Freser	SLO
Tanja Medved	MKD
Sinisa Ostojic	CRO
Tomica Madjercic	CRO
Ana Mihajlovska	MKD
Igor Pozeg	CRO
Andrea Pordan	HUN

2016 Course

Hosameldinne Mohamed Abdelaziz Abdelwahab	ITA
Deniz Durmaz	TUR
Gabriela Manuela Tichelea	ROU
Aleksandre Kartoza	GEO
Mariama Diaraye Diallo	ENG
Marko Savovski	MKD
Biljana Crvenkoska	MKD

2017 Course

Ljudmilla Bodnieva	RUS
Ljelena Rakonjac	SRB
Tommi Lindroos	FIN
Monika Listkiewicz	POL
Dan Dumitru	ROU
Lea Schmidt	GER
Nicolae Luca	ROU
Steluta Luca	ROU
Patrik Bengtsson	SWE

Total 41 persons



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2018 EHF Club Manager Seminar 24 – 26 May 2018/ Cologne, Germany

Programme



2018 EHF Club Management Seminar in Cologne/GER (24 – 26 May 2018)

“The role of Players in Marketing – Club environment – Best Practice”

Preliminary 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)
	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



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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 – 16:30	"Players Interview – threat or opportunity"	D. Krause / GER 7Meter, mhoch4
	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 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

*) Subject to change, if necessary!

VELUX®



**EHF
CHAMPIONS
LEAGUE**

FINAL4

26/27 May 2018 LANXESS arena Cologne



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2018 EHF Club Manager Seminar 24 – 26 May 2018/ Cologne, Germany

2018 EHF Blended Learning Programme

EHF Club Manager Licence

1. Seminar „Club/Fed. Management – Best Practice“ Attendance
2. Good/Best Practice - Short paper/Presentation
(What works well in my club/federation?)
3. E-Learning Modules (ILIAS) <https://elearning.ehfoffice.at>
 - a) Hall set-up, EC Regulations, Event management
 - b) Media management
 - c) Online Testing(3a, 3b)



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2017 EHF Club Manager Seminar 1 – 3 June 2017/ Cologne, Germany

The image shows two screenshots of the EHF eLearning system. The top screenshot is the login page, titled "Bei ILIAS anmelden". It features a form with fields for "Benutzername" (Username) and "Passwort" (Password), both marked with an asterisk as required. Below the fields is a link for "Passwort vergessen?" (Forgot password?) and another for "Benutzernamen vergessen?" (Forgot username?). A button labeled "Anmelden" (Login) is positioned to the right of the password field. The bottom screenshot shows the main dashboard, titled "EHF eLearning". The user is logged in as "Beata Kozłowska" and can click "Abmelden" (Logout). The dashboard includes a navigation bar with "Persönlicher Schreibtisch" (Personal desk) and "Magazin" (Magazine). The main content area is titled "Übersicht" (Overview) and contains several widgets: "Meine Mitgliedschaften" (My memberships) showing "Club Manager Education" with an "Aktionen" (Actions) button; "Mail" showing "0 Mail(s)"; and "Meine Tags" (My tags) with a description: "Um Inhalte mit Tags (Schlagwörtern) auszuzeichnen, öffnen Sie die Info-Seite des Objekts und geben dort die Tags ein." (To mark content with tags (keywords), open the info page of the object and enter the tags there.)



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Browser window showing the EHF eLearning - Club Manager interface.

URL: https://elearning.ehfoffice.at/iliad/iliad.php?ref_id=58&mv=1&set_mode=flat&cmd=frameset&c

Navigation: Datei Bearbeiten Ansicht Favoriten Extras ?

Buttons: Konvertieren Auswählen








Header: Voransicht als Mitglied Voransicht als Mitglied schließen

Club Manager Education

Aktionen ▼

Info Mitglieder Lernfortschritt

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 ▼

Taskbar: Windows 7 icons (Internet Explorer, Firefox, Google Chrome, Microsoft Office Word, Microsoft Office PowerPoint, Adobe Reader)

System Tray: 100% zoom, 14:42, 26.05.2015



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The screenshot shows a web browser window with the URL https://elearning.ehfoffice.at/iliass.php?ref_id=60&from_page=30&obj_id=31&cmd=layout&. The page is titled "EHF eLearning" and features a navigation menu on the left with a tree structure. The main content area is titled "Playing Hall Set-up Guidelines and EC Regulations" and displays the "1.1.2 Hall size, size and position of playing court" section. The page includes a search bar, a user profile for "Beata Kozłowska", and a list of navigation links at the top of the content area.

EHF eLearning

Persönlicher Schreibtisch | Magazin

Playing Hall Set-up Guidelines and EC Regulations

1. Playing Hall Set-up Guidelines

1.1 General EHF Playing Hall Concepts

1.1.1 European Cup Regulation References

1.1.2 Hall size, size and position of playing court

1.1.3 Judges table, substitution area and "protect..."

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.).



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Good/Best Practice
What works well in your club/federation?



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Certificate programme
European Handball Manager



In cooperation with the

**EUROPEAN HANDBALL
FEDERATION**

"Whoever works as a handball professional and is passionate about promoting our sport should attend this programme."

*Siniša Ostojić, Managing Director of the SEHA-Gazprom League, Croatia
Graduate of the European Handball Manager 2016/2017*

ORGANISATION & CONTACT

TARGET GROUP, PARTICIPATION & FEES

The European Handball Manager targets executives in professional handball clubs, associations and leagues in Europe.

Applicants must:

- have a university degree or
- have worked for at least two years in professional handball after having completed a commercial traineeship or apprenticeship or
- have worked as a handball coach or have played professional handball for at least five years.

Attendance phases in 2018/19



All attendance phases usually take place at the German Sport University Cologne. As Germany is hosting the Men's World Championship in 2019, the programme location was adjusted as shown above. The programme fee is € 5,000. The maximum number of participants accepted per year is 20.

Application deadline: 30th April 2018

ACADEMIC MANAGEMENT

Institute of Sport Economics and Sport Management
Dr. Stefan Walzel
Email: walzel@dshs-koeln.de
Phone: +49 221 4982 6093

ADMINISTRATION

Department of Further Education
Email: weiterbildung@dshs-koeln.de
Phone: +49 221 4982 2130
Fax: +49 221 4982 7720

German Sport University Cologne
Am Sportpark Muengersdorf 6
50933 Cologne (Germany)

www.dshs-koeln.de/ehm

"In comparison to other certificate programmes, the European Handball Manager offers handball-specific, tailor-made content including legal, economic, psychological, media and management aspects."

Dr. Gerd Butzeck, managing director, Forum Club Handball e.V.



**"Interdisciplinary and pioneering:
The European Handball Manager
is playing a significant role in
the sustainable development of
handball."**

*Emmanuelle Bru
Handball manager, France
Graduate of the European
Handball Manager 2015/2016*

Join us for our next intake! During the Men's World Championship 2019, a part of our programme will take place in Berlin!

For further information on admission, exams, attendance phases or for the application form please visit
www.dshs-koeln.de/ehm



**Deutsche
Sporthochschule Köln**
German Sport University Cologne



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"Due to the intensive exchange in this programme, I can say that we have benefited greatly from the lecturers' expertise and have learned a lot from the best practice contributions given by the participants themselves."

*Päivi Mitrinen, Secretary General of the Finnish Handball Association
Graduate of the European Handball Manager 2016/2017*



"This certificate programme will give all handball professionals the skills to make a difference in our sport."

*Joost Doms, handball manager, Netherlands
Graduate of the European Handball Manager 2016/2017*



"The EHM is a state-of-the-art programme taught by inspiring lecturers with years of expertise in their field. It's an absolute must for anyone considering a future in handball management."

*Nadica Dimovska, sport manager, Macedonia
Graduate of the European Handball Manager 2016/2017 and recipient of the certificate of honour*

RELEVANCE AND AIM OF THE COURSE

The last few decades have placed heavy sporting and economic demands on handball organisations.

Handball coaches are in the enviable position of having many options for further training courses and qualifications open to them.

However, for managers of handball clubs, associations and leagues, nothing comparable exists on a national or international level.

That is where we come in!

The aim of the unique certificate programme of the European Handball Federation and the German Sport University Cologne is to provide the participants with a professional development course which meets modern market needs in this field.

The graduates of the EHM 2016/2017 particularly appreciated...

the high-level expertise of the teaching staff	1,3*
the up-to-date methods and content	1,9*
the positive learning environment	1,7*

*mean value of the graduates' evaluation results
1=very good, 2=good, 3=satisfactory, 4=sufficient, 5=poor

COURSE STRUCTURE & CONTENT

The programme consists of five interdisciplinary modules. Each module comprises theoretical and practical parts which are taught by experts from various fields including economics, law, communication and psychology.

MODULE 1: Economic and legal requirements of team sport

- Economic features of team sport, value-added models in handball
- Special features of handball clubs, federations and leagues and the economic consequences thereof
- Sports law requirements

MODULE 2: Team sport governance and handball management

- Team sport governance
- Strategic handball management
- Labour law in sport

MODULE 3: Sport marketing and sponsorship

- Sport sponsorship management and sponsorship law
- Management of team sport brands
- Consumer behaviour in the sport of handball
- Relationship management in sports

MODULE 4: Financing and licensing

- Accounting of sport corporations
- Controlling of professional handball sport organisations
- Licensing in handball
- Financial analysis of professional handball organisations and special forms of financing in sport

MODULE 5: Media and communication training

- Journalistic production processes
- Media strategies in the sport sector and media training
- Media law and personality rights

Participants attend the part-time certificate programme parallel to their jobs. The programme content is divided into self-study and attendance phases with 250 lesson units in total.

It will be offered alternately in English (2018/2019 intake) and German (2019/2020 intake). The teaching is carried out by distinguished academics and handball experts.

The programme ends with a written and an oral examination. After the successful examinations the participants will receive the European Handball Manager certificate.



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Thank you!
Good luck!



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