



EHF Club Management Seminar

Players in club environment

25 May 2018

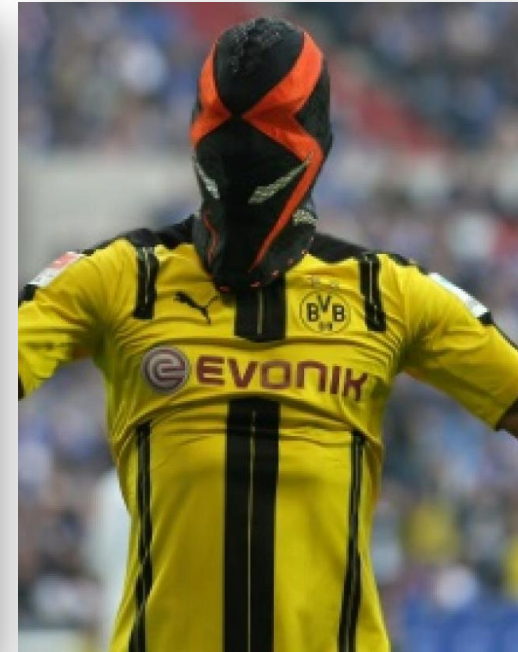
Emmanuelle Bru

Dr. Stefan Walzel



How many of you knew about HBC Nantes ?





Marketing and/or Demarketing !?



SUMMARY

Players ...

- **are a fundamental asset of our sport**
- **offer a unique potential for authentic and credible marketing activities**
- **can create a win-win situation in many perspective**
- **with marketable lifestyle, athletic performance, and attractive appearance are rare in handball**

ATHLETES BRAND EQUITY

Determined by ...



Athletic Performance



Attractive Appearance



Marketable Lifestyle

Arai, Ko & Kaplanidou, 2013

ATHLETIC PERFORMANCE – Mahmoud Gharbi



- **Athletic expertise**
- **Competition style**
- **Sportsmanship**
- **Rivalry**

Arai, Ko & Kaplanidou, 2013

ATTRACTIVE APPEARANCE – Nicolas Claire



- Physical attractiveness
- Body fitness
- Symbol

Arai, Ko & Kaplanidou, 2013

MARKETABLE LIFESTYLE – Dominik Klein



- Role model
- Relationship effort
- Life story

Arai, Ko & Kaplanidou, 2013



dominikklein33 

S'abonner

  hbcn



[Afficher le profil sur Instagram](#)

1,399 mentions J'aime

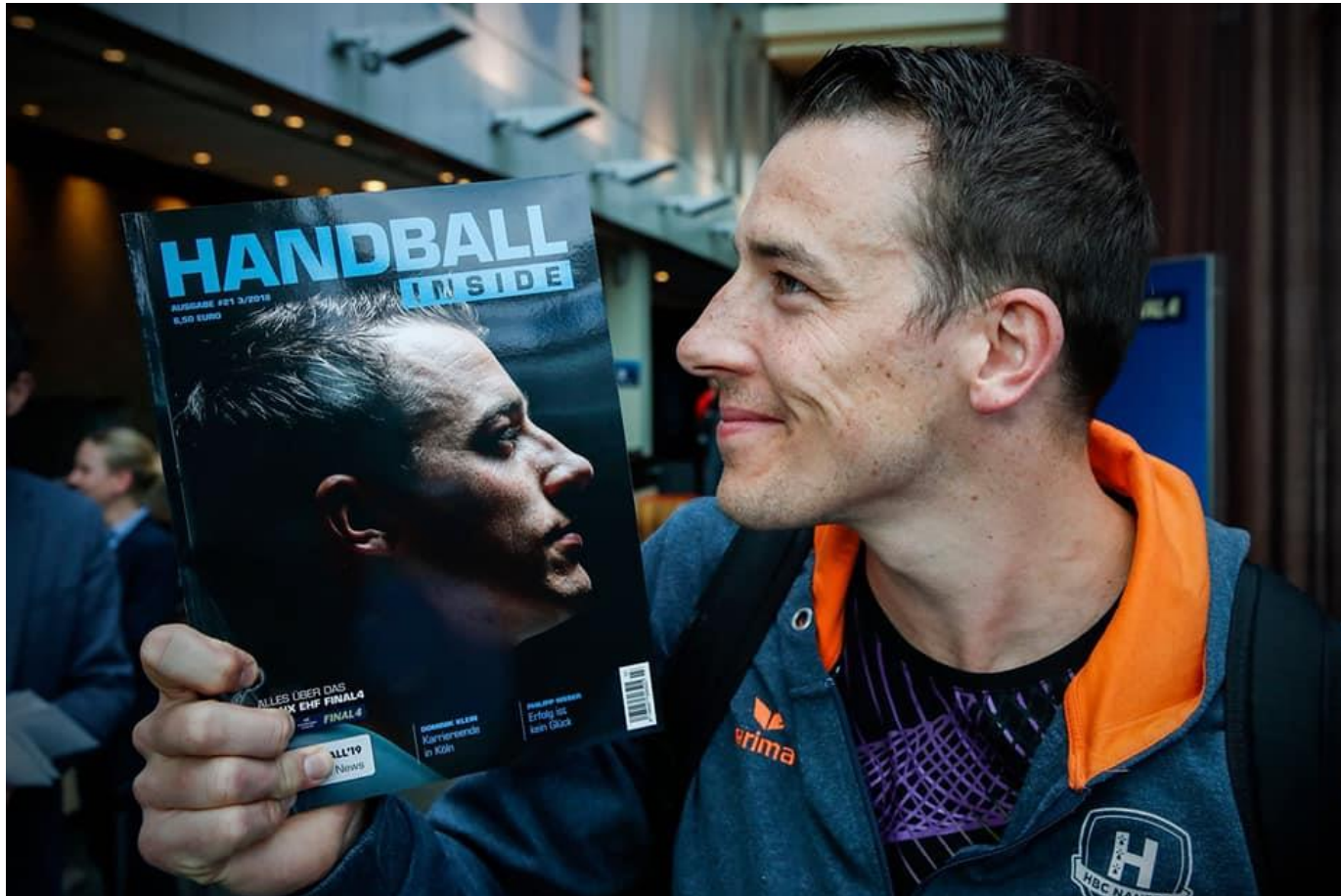
dominikklein33 Was ein gelungener Nachmittag mit der wohl genialsten Fan-Freundschaft überhaupt... danke für eure Unterstützung!!! Alle @hbcnantes Anhänger fanden diesen Besuch überwältigend und selbst die Fans und Spieler von @tthholstebro waren positiv überrascht...#einmalfamilieimmerfamilie #tousH wir sehen uns nächste Woche beim @ehfcl Spiel in Bukarest 🇷🇴



RELATIONSHIP BETWEEN PLAYER AND CLUB

The player is the first ambassador for your club

Importance of recruitment





ASSIGNMENT

Find yourselves in groups of 2 to 3 persons.

Work out an action plan how you can exploit the players potential for marketing your club...



Thank you for your attention !

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