



# EHF Club Management Seminar

## *Players in club environment*

**25 May 2018**

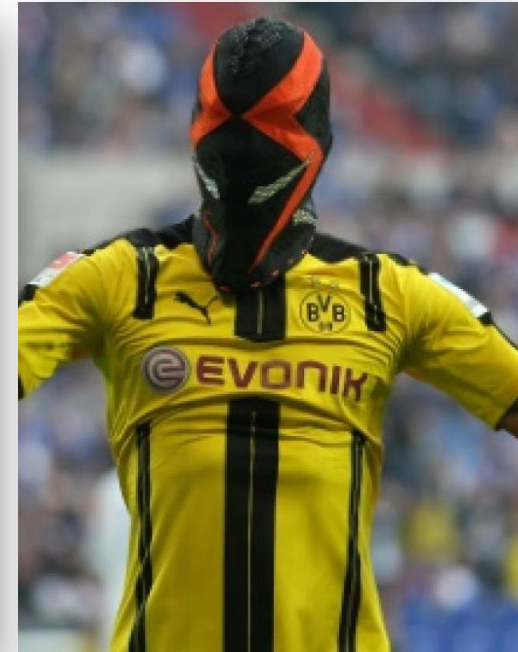
**Emmanuelle Bru**

**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**

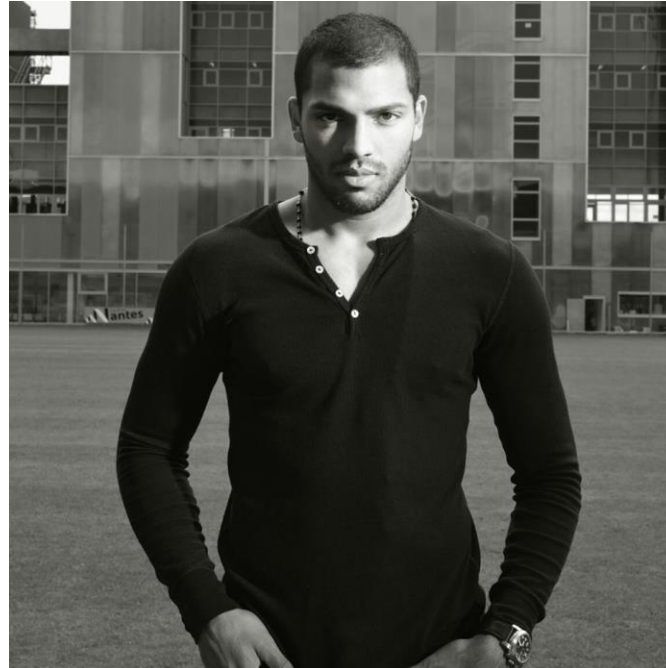
# ATHLETIC PERFORMANCE – Mahmoud Gharbi



- **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





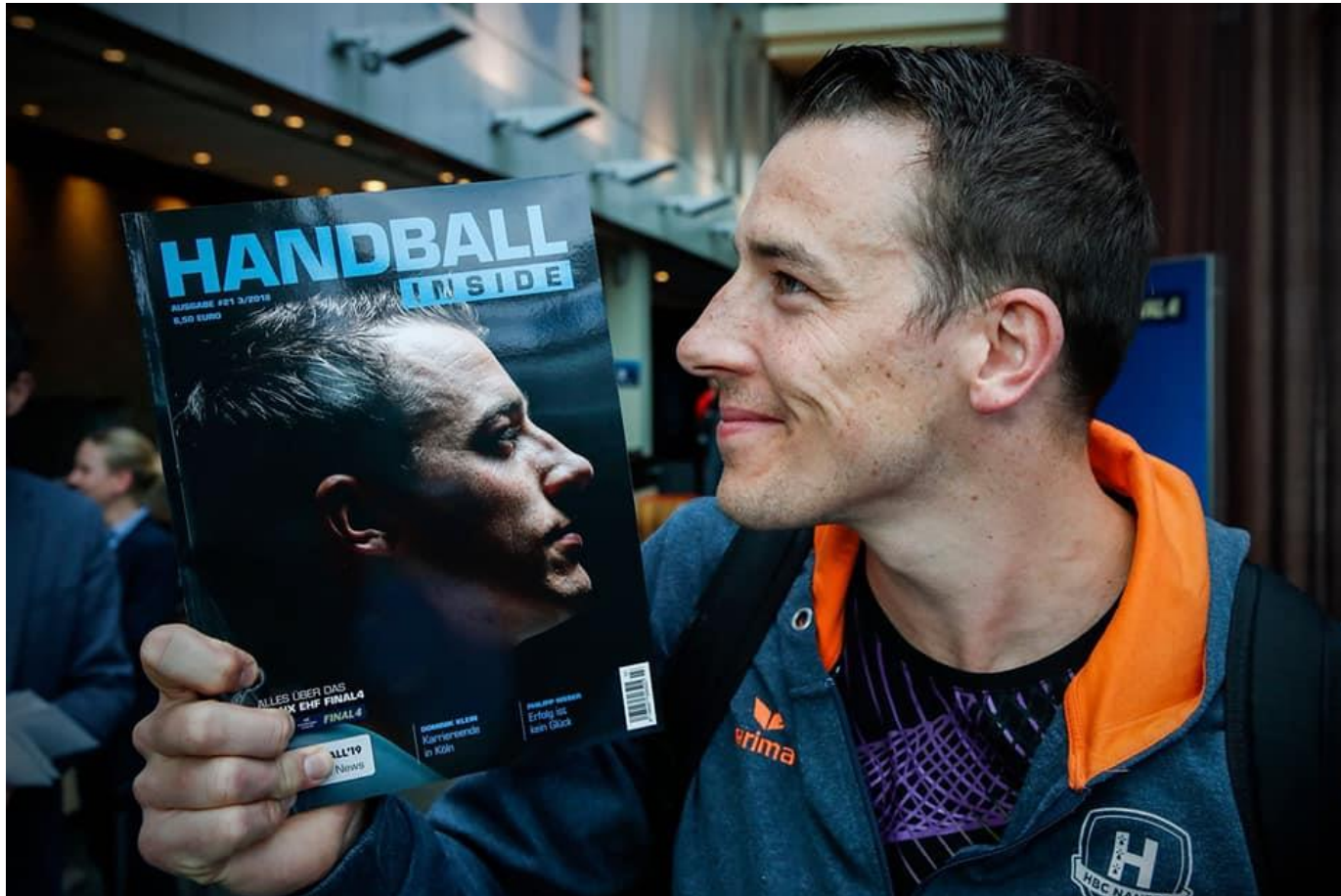


# RELATIONSHIP BETWEEN PLAYER AND CLUB

**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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