

2019 EHF Club Manager Seminar

30 May – 1 June 2019
Cologne, Germany

Welcome to the 8th edition !

Who is who



EHF Competence Academy & Network



2019 EHF Club Manager Seminar

Participants

Duygu Afacan	Selka Eskisehir HSK-Turkey	Club Manager	TUR
Bastiaan Bunnik	Dutch Handball Federation	Manager Marketing & Communication	NED
Bianca Bratosin			GER
Guntis Ciematnieks	Latvian Handball Federation	Secretary General	LAT
Tamar Chogovadze	Georgian National Handball Federation	YAC Championship Manager	GEO
Cheldon De Siqueira	Boa Hora FC/Portuguese Handball Federation	Club Manager and Handball Coach	POR
Maria del Carmen Fernández	Royal Spanish Handball Federation	Media Department	ESP
Ignacio Gorjón	Royal Spanish Handball Federation	Media Department	ESP
Salome Goshadze	Georgian National Handball Federation	Marketing Manager	GEO
Chingiz Hasanzada	Azeryol/AZE	Manager	AZE
Alina Knyazeva	Handball Federation of Russia	Event Manager	RUS
Anna Loerper	Handball Bundesliga Women	Boardmember German Womens Board	GER
Cristian Lucian Stan	Rapid Bucuresti	Marketing Consultant	ROU
Davide Malfa	FIGH Italy	Coach and Manager	ITA
Yevhen Petrushevskyi	Ukraine Handball Federation	Vice President	UKR
Frederik Sahlin	IK Sävehof	CL Manager	SWE



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2012 – 2019 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)

8th edition 2019 “Marketing – Fit for Future – Best practice”

(Blended learning programme/BL + EHF Club Manager Licence)



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2013 – 2018 EHF Club Manager Licences - “Hall of Fame”

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 Ostoic	CRO
Tomica Madjercic	CRO
Ana Mihajlovska	MKD
Igor Pozeg	CRO
Andrea Pordan	HUN

2016 Course	
Hosameldinne Mohamed	ITA
Abdelaziz Abdelwahab	
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
2018 Course	
Lidjia Bojic-cacic	CRO
Marit Brox	NOR
Veronica Cuadrado	ESP

Mateja Kavcic	SLO
Benedek Madi	HUN
Alva Ribero	ESP
Nikoloz Svimonishvili	GEO
George Tautu	ROU
Veronika Tóth	HUN
Christina Varzaru	ROU
Total 51 persons	



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"Whoever works as a handball professional and is passionate about promoting our sport should attend this programme."
Stelisa Ostojic, Managing Director of the SEHA Gazprom League, Croatia
Graduate of the European Handball Manager 2016/2017

Certificate programme
European Handball Manager



EUROPEAN HANDBALL
FEDERATION

In cooperation with the

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

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

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!



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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 Mitrainen, 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 Ooms, 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, sports 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
- Medial strategies in the sport sector and media training
- Medial 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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University Certificate Programme by the German Sport University Cologne Graduates of the European Handball Manager 2015 – 2019

Year 2015/16

01	Brantl, Claudia	Austria	European Handball Federation
02	Bru, Emanuelle	France	HBC Nantes
03	Chatton, Benjamin	Germany	TSV Hannover-Burgdorf
04	Christmann, Kai	Germany	Kaiowa Sports
05	Ernst, Markus	Germany	TSV Hannover-Burgdorf
06	Fritz, Henning	Germany	
07	Geerken, Axel	Germany	MT Melsungen
08	Glandorf, Holger	Germany	SG Flensburg-Handewitt
09	Glock, Sebastian	Germany	VfL Gummersbach
10	Heintschel von Heinegg, Lina	Germany	TUSEM Essen
11	Heßler, Lisa	Germany	Eulen Ludwigshafen
12	Jurack, Grit	Germany	Deutscher Handballbund
13	Laaber, Oliver	Austria	EHF Marketing GmbH
14	Meyhöfer, Ulf	Germany	Pfälzer Handballverband
15	Pazen, Björn	Germany	

Year 2016/17

01	Blaszkowska, Anna	Poland	
02	Boesen, Mia	Denmark	EHF Marketing
03	Dimovska, Nadica	Macedonia	Sports Center "Jane Sandanski"
04	Eickelmann, Stefan	Germany	VfL Oldenburg
05	Jelivic, Bojana	Serbia	Croatian Handball National Team
06	Kozłowska, Beata	Poland	European Handball Federation
07	Madjeric, Tomica	Croatia	SEHA League
08	Malfa, Davide	Italy	
09	Matias, Filipe	Portugal	
10	Mitrunen, Päivi	Finland	Finnish Handball Federation
11	Mühleis, Sebastian	Germany	VfL Eintracht Hagen

12	Nielsen, Christoffur Gert	Faroe Islands	
13	Ooms, Joost	The Netherlands	HB Volendam
14	Orasson, Pirje	Estonia	Estonian Handball Federation
15	Ostoic, Sinisa	Croatia	SEHA League
16	Radu, Miclaus	Romania	London GD Handball Club
17	Sabovik, Ivan	Slovakia	Slovakian Handball Federation
18	Schöneich, Thomas	Germany	European Handball Federation



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Year 2017/18

01	Ahligrimm, Heike	Germany	HSG Bensheim/Auerbach
02	Barthel, Björn	Germany	TSV Bayer Dormagen
03	Fickinger, Ilka	Germany	HSG Bensheim/Auerbach
04	Finke, Alexander	Germany	HSG Wetzlar
05	Grüne, Sebastian	Germany	Rhein Neckar Löwen
06	Hähnlein, Reto	Switzerland	
07	Kettemann, Jennifer	Germany	Rhein Neckar Löwen
08	Klaunig, Stefanie	Germany	HSG Blomberg-Lippe
09	Koblener, Thomas	Germany	Neusser HV
10	Mayrhofer, Matthias	Austria	EHF Marketing GmbH
11	Nikoleit, Julia	Germany	Handball World
12	Schröder, Stefan	Germany	HSV Hamburg
13	Seeholzer, Mark	Switzerland	Kadetten Schaffhausen
14	Szilagyi, Viktor	Germany	THW Kiel
15	Wernli, Lukas	Switzerland	HSC Suhr Aarau
16	Zec, Branka	Slowenien	TSV Bayer 04 Leverkusen

Year 2018/19

01	Belinski, Stanislaw	UK	Trafford Handball Club, Manchester
02	Bengtsson, Patrik	Sweden	LUGI HF
03	Brindzak, Vladislav	Slowakei	European Handball Federation
04	Carvalho, Gonçalo	Portugal	Aveiros Handball Association
05	Diallo, Miriama Diaraye	UK	Olympia Handball Club
<hr/>			
06	Eklemovic, Nikola	Hungary	KC Veszprem
07	Fogelström, Hanna	Sweden	IK Sävehof
08	Fröberg, Henrik	Sweden	IFK Kristianstad
09	Jelic, Ivana	Austria	European Handball Federation
10	Lange, Kirstin M.	Australia	Australian Handball Federation
11	Lizskai, Szilveszter	Luxembourg	
12	Luca, Nicolae	Romania	CSM Bucuresti
13	Ryan, John	USA	US Handball
14	Sevinger, Zsolt	Hungary	KC Veszprem
15	Szabó, Tamás	Hungary	Győri ETO KC
16	Viman, Vasile	Romania	Academia Minaur



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**2019 EHF Scientific Conference (5th edition)
“Handball for Life”
in Cologne/GER on 21/22 November**



<http://www.eurohandball.com/article/032487>



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2019 EHF Club Manager Seminar 30 May - 1 June 2019/ Cologne, Germany

Programme



EUROPEAN HANDBALL
FEDERATION

2019 EHF Club Management Seminar in Cologne/GER (May, 30th – June, 1st 2019) *“Marketing – Fit For Future – Best Practice”*

Programme

Thursday 30.05.2019	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	“Grassroots vision – a marketing tool”	C. Prieto / ESP Top Athlete
	16:00 – 17:00	“Digitization in Handball”	O. Gilhaus & U. Müller / GER Sporttotal.tv
	17:00 – 17:30	Coffee break	All
	17:30 – 18:30	“Green Home Games – sustainability”	A. Sierau / GER SportTreff Cooperative
	18:30 – 19:30	Keynote “Handball in the digital age – How to address the next generations”	Dr. S. Walzel / GER German Sport University Cologne
	19:30	Dinner at Restaurant “Park Inn” Hotel	All



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Programme

Friday 31.05.2019	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	"Future of Social Media – which channel(s)"	M. Leo / GER Result Sports
	12:00 – 13:00	Lunch	All
	13:00 – 14:00	"Strategic organizational development in Handball"	S. Eickelmann / GER Handball-Marketing Buxtehude, Handball Bundesliga Women
	14:00 – 15:00	"Smart data and research in handball"	C. Deffte / GER Intelligent Research In Sponsoring (IRIS)
	15:00 – 15:30	Coffee break	All
	15:30 – 16:30	"Innovation Options in the World of Sports: Future Prospects and Challenges"	T. Dum / GER university of applied sciences Macromedia
	16:30 – 17:30	"Marketing in the Spanish Handball Federation: how to engage by means of synergies. Evolution and practical examples"	E. Borrás / ESP Sports Law consultant. International Relations at the Royal Spanish Handball Federation
	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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Programme

Saturday 01.06.2019	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	"Tech in handball"	C. Guenther / GER Kinexon Sports & Media GmbH
	11:00 – 11:30	Coffee Break and Snacks	All
	11:30 - 12:30	Best Practice Clubs - "What works well in my club/federation?"	Participants
	Followed by	Awarding of Certificates/Licences and Closing Individual Departure	Höritsch / EHF CAN All

VELUX®



EHF
CHAMPIONS
LEAGUE

FINAL4

1/2 June 2019 LANXESS arena Cologne



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2019 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.ehf.eu/login>
 - a) EHF Hall set-up (competition regulations, event management)
 - b) EHF Media management
 - c) Online testing



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e-learning Modules

The screenshot shows the ILIAS web interface for the 'Club Manager Education 2019' course. The browser address bar displays the URL: https://elearning.ehf.eu/goto_ilias_crs_115.html. The page header includes the ILIAS logo and navigation options: 'PERSONAL DESKTOP' and 'REPOSITORY'. Below the header, the breadcrumb trail reads 'Repository > Club Manager Education 2019'. The main content area features a title 'Club Manager Education 2019' with an 'Actions' dropdown menu. A navigation bar contains tabs for 'Content', 'Info', 'Settings', 'Members', 'Learning Progress', 'Metadata', 'Export', 'Permissions', and 'Show Member View'. Below this, there are links for 'View', 'Manage', 'Sorting', and 'Customize Page', along with an 'Add New Item' button. The 'CONTENT' section lists several items:

- Playing Hall (Type: Learning Module ILIAS)
- Test Hall Setup
- Media (Type: Learning Module ILIAS)
- Test Media
- Media
- Delegates Hall Setup Question (Original entnommen aus Delegates Course 2019)
- Survey of course (Status: Offline)

The Windows taskbar at the bottom shows the Start button, several application icons, and the system tray with the date '15:25 22.05.2019' and the language 'DE'.



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e-learning Modules

ILIAS - Playing Hall - Internet Explorer

https://elearning.ehf.eu/ilias.php?ref_id=134&obj_id=134&cmd=layout&cmdClass=ilimpresentationgui&cmdNode=8z&baseClass=ilimpresentationgui

European Handball Feder... Championsleague EBT EHF Marketing Eurohandball Google Kostenlose Hotmail LSC Quellfiles Vorgeschlagene Sites Web Slice-Katalog

ILIAS PERSONAL DESKTOP REPOSITORY

Playing Hall

- Playing Hall - requirements
 - 1. HALL MINIMUM REQUIREMENTS & SET-UP VELUX EHF CH...
 - 2. HALL MINIMUM REQUIREMENTS & SET-UP VELUX EHF CH...
 - 3. HALL MINIMUM REQUIREMENTS & SET-UP VELUX EHF CH...
 - 4. HALL MINIMUM REQUIREMENTS & SET-UP VELUX EHF CH...
 - 5. HALL MINIMUM REQUIREMENTS & SET-UP VELUX EHF CH...
 - 6. HALL MINIMUM REQUIREMENTS & SET-UP VELUX EHF CH...

Club Manager Education 2019 > Playing Hall > Playing Hall - requirements

Playing Hall

Contents Table of Contents Print View Info Edit Page

1. HALL MINIMUM REQUIREMENTS & SET-UP VELUX EHF CH...

Playing Hall - requirements

Playing Hall - Infrastructure and set-up

	Velux EHF CL Men	EHF CL Women	EHF Cup Men & Women <i>Group Phase</i>	EHF Cup Men & Women <i>Preliminaries</i>	EHF Challenge Cup Men & Women	Euro Quali WCH Quali	YAC Quali
Playing court	40 x 20 m	40 x 20 m	40 x 20 m	40 x 20 m	40 x 20 m	40 x 20 m	40 x 20 m
Base area	44 x 24 m	44 x 24 m	44 x 24 m	44 x 24 m	44 x 22 m	45 x 25 m	44 x 22 m
Handball Lines only	yes	yes	yes	no	no	yes	no
Hall capacity min.	2.500	2.000	2000-1000	1.000	500	2000**	500
Stands/Tribunes	2	2	2	1	1	2	1
Scoreboard(s)	2	2	2	1*	1*	2	1*
Chairs Sub. Area	16	16	16	16	16	16	16
Judges Table	3 x 0,7 m	3 x 0,7 m	3 x 0,7 m	3 x 0,7 m	3 x 0,7 m	3 x 0,7 m	3 x 0,7 m
Chairs Judges Table	4	4	4	4	4	3	4
Catch net	20x7 m, black	20x7 m, black	20x7 m, black	20x7 m, black	20x7 m, black	20x7 m, black	20x7 m, black
Lighting min.	1000 lux	1000 lux	1000 lux	1000 lux	800 lux	1000 lux	800 lux

* 1 scoreboard accepted if on the longside opposite the judges table, otherwise 2 scoreboards
 ** Men 2.000, Women 1.500

Start | 15:26 22.05.2019



2019 EHF Club Manager Seminar 30 May – 1 June 2019/ Cologne, Germany e-learning Modules

The screenshot shows an Internet Explorer browser window displaying the ILIAS e-learning platform. The address bar shows the URL https://elearning.ehf.eu/goto_ilias_lm_159.html. The page title is "ILIAS - Media". The navigation menu includes "PERSONAL DESKTOP" and "REPOSITORY". The course structure on the left lists the following modules:

- Media
 - Intro
 - 1. Organisation
 - 2. Accreditation
 - 3. Media Facilities
 - 4. Photographers
 - 5. Post-match procedures
 - 6. Information services
 - 7. Media events
 - 8. Media Workshop Keynotes

The main content area displays the "Media" module page, with a breadcrumb trail: "... » Club Manager Education 2019 » Media". The page title is "Media" and includes links for "Content", "Table of Contents", "Print View", "Info", and "Edit Page". A sub-section titled "1. Organisation (1/4)" is visible. The main content area features the heading "Intro" and "EHF Media and Communications" with the subtitle "Media Management Guidelines for Events". Below the text is a photograph of a person holding a tablet displaying a social media post with logos.

The Windows taskbar at the bottom shows the Start button, several application icons (including Internet Explorer, Word, and Outlook), and the system tray with the date and time: "DE 15:28 22.05.2019".



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



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Certificates / Diplomas

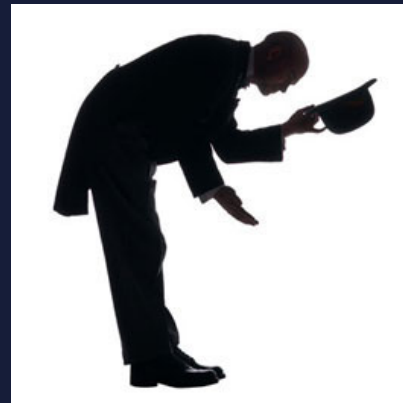


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Thank you!
Enjoy!
Good luck!



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