



# Handball Bundesliga Frauen

EHF Club Management Seminar in Cologne

May, 30 th- June, 1 th 2019

„Marketing –Fit For Future – Best Practice“

What works well in my Federation?

# Agenda



- Introduction
- Handball Bundesliga Frauen (HBF)
- Best Practice Examples

# Anna Loerper



- since 2018 Player **SG BBM Bietigheim**
- (TSV Bayer 04 Leverkusen, Team Tvis Holstebro, VfL Oldenburg, Tus Metzingen)
  
- 2005-2018 Player of the **German Nationalteam**
- 246 games and 428 goals  
participating at 6 European- and 7 World Championships  
participating at the Olympics 2008  
Bronze Medal World Championship 2007

# Anna Loerper



## Work and professional Experience

- **07/2018 Boardmember German Handball Womens Bundesliga**
- 03/2017 -08/2017 Württembergischer Landessportbund e.v. Departement Marketing
- 08/2013- 06/2014 Öffentliche Versicherungen Oldenburg Department Marketing

## Academic Education

- 2004-2011 Diploma in sports science economics management at the German Sport University Cologne (DSHS Köln)

## Activities

- DHB Coach B License

# Handball Bundesliga Frauen



- 14 Clubs in the 1. Bundesliga
- 16 Clubs in the 2. Bundesliga
- since 2003 the HBF is a member association of the Deutscher Handball Bund (DHB)
  
- main work: planning, organisation and execution of gaming operations
- Events: Cup Winner „Olymp Final Four“, Supercup

# Best Practice



- **What works well in the HBF?**

# Best Practice



- **What works well in the HBF?**
- HBF Schultag („schoolday“)
- Coach B License Seminar

# Best Practice



- **HBF- Schultag („schoolday“)**
- cooperation project between HBF and the clubs
- uniform date for all clubs
  
- promotion for the club in the target group kids
  - new members
- cooperation school and clubs
- regional promotion for the club,
  - target group, new fans



# Best Practice



- successful participation for each club 500 €



# Best Practice



- **coach C/B license seminar**
- cooperation between HBF and DHB
- retired players or active players of the 1./2. league
- shorter seminar
- affordable seminar
  - bind former players to handball