

To: EHF Champions League and European Cup Club Teams
Attention: Club Managers / Federation employees
For information to EHF Member Federations

Vienna, 25 February 2020

2020 EHF Club / Federation Management Seminar (9th edition)

28 May – 30 May 2020 in Cologne/GER

“Learning from others – Best Practice”

Dear Club / Federation Managers,
Dear handball friends,

For the 9th edition of the EHF Club / Federation Management Seminar we invite you again to Cologne / GER from 28 May – 30 May prior to the 2020 VELUX EHF FINAL4.

Further information on the seminar documentations of edition 1-8 please find online:
<http://activities.eurohandball.com/ehfcan>.

Prominent key-note speakers from various fields of Sport and Media Management, Sport University Institutes, different Team Sport Leagues and Clubs as well as the EHF will cover a wide range of the topic concerning possibilities to learn from others.

Furthermore each participant is very welcome to present a topic of interest from his/her club and share a “Best Practice” experience with the rest of the group.

**“Get your EHF Club / Federation Manager Licence” by registering for the
2020 EHF Club / Federation Manager blended learning programme (See enclosure**

2020 EHF seminar date:

**Thu, 28.05. (14:00) - Sat, 30.05. (13:00) prior to the start of the
2020 VELUX EHF FINAL4**

Seminar hotel/facilities:

Park Inn by Radisson Köln City West, Innere Kanalstraße 15, 50823
Cologne/GER www.pikcw.de

Target group:

EHF Women’s and Men’s EC and CL Clubs, National Federations

Participants:

Limit of up to 20 participants, registrations will be handled on a “first come – first served” basis.

Participation fee:

EUR 625,- including hotel single rooms for 2 nights/full board from 28 May to 30 May 2020 and VELUX EHF FINAL4 Opening Party with the team presentation.

The participation fee does not include: Any transports (e.g. to/from airport or to/from LANXESS arena), neither lunch on 28.05. (arrival day) nor on 30.05. (departure day). Please organise it yourself!

Please note: The EHF might account costs arising for late cancellations or no-shows following the cancellation conditions of Park Inn Hotel (80% of room costs for cancellation later than 2 weeks upon arrival and no-shows).

Additional VELUX EHF FINAL4 Package:

EUR 550,- including hotel room/breakfast from 30 May to 01 June + FINAL4 Ticket (behind goal ticket on floor level) for 30 & 31 May (both days).

Seminar language:

English

Keynote presenters*:

*subject to change

Dr. Stefan Walzel/GER – German Sport University Cologne
Axel Sierau/GER - SportTreff Cooperative
Mario Leo/GER - RESULT Sports
Carlos Prieto / ESP - Top Athlete
Helmut Höritsch/EHF - EHF CAN
Further lecturers will to be announced in due time

Preliminary programme:

See enclosure 2

Leadership:

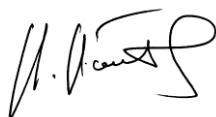
EHF Competence Academy & Network (CAN) & Axel Sierau/GER

Registration/deadline:

Please fill-in the enclosed registration form (Enclosure 3) and return it to the EHF Office until **10 April 2020** at the latest (via e-mail to schweiger@eurohandball.com)!

Thank you for taking-note!

Best regards



EUROPEAN HANDBALL FEDERATION

Helmut Höritsch/EHF Coordinator

Enclosure 1 – Blended learning programme

Enclosure 2 – Preliminary Programme

Enclosure 3 – Registration form

2020 EHF Club / Federation Manager blended learning programme

You wonder how the Hall-Set up and Event Management in modern Handball can be implemented in the best way or how they can help to improve your events?

You are eager to learn about best practice examples from other sports, clubs/federations or the latest trends in marketing and media management?

**“Get your EHF Club / Federation Manager Licence”*) by registering for the
2020 EHF Club / Federation Manager blended learning programme”
on the registration form enclosed!**

Initiated by the EHF CAN in cooperation with the EHF Professional Handball Board (PHB) the programme consists of 2 modules:

The 1st module - planned from **10 April to 27 May** (Option 1: prior to the seminar) or as an alternative from **31 May to 31 July** (Option 2: after the seminar) - will be organized as an **e-learning module**)** including **“online testing” in 2 parts and a best practice assignment**. This e-learning module focuses on Hall-Set up and Event Management as well as future marketing and media management trends. **Module 1 is also accessible for participants of previous EHF Club Manager seminars (upon request)!**

The 2nd module will be the 2020 EHF Club / Federation Manager Seminar held in Cologne/GER on the occasion of the VELUX EHF FINAL4 as in the previous years, focusing on key-notes, best practices and discussions. Module 2 from 28 May – 30 May 2020 will be the time to meet personally and exchange experience and knowledge. Keynote speeches will be held by presenters experienced in the field “Sport, marketing and media management”. Furthermore you are invited to present your “Best Practice” examples and stories. Details on the programme and presenters will be published early in May 2020.

These are the topics the 2020 EHF Club / Federation Manager blended learning programme will focus on:

2020 Club Manager blended learning programme		
1 st module (e-learning via ILIAS programme)		2 nd module (seminar)
Option 1: 10 April – 27 May 2020 Option 2: 31 May – 31 July 2020		28 May – 30 May 2020 (prior to the 2020 VELUX EHF FINAL4)
e-learning and testing Part 1	e-learning and testing Part 2 Best Practice assignment	EHF CAN Other sports, clubs/federations
Event & Media Management Hall-Set Up	Infrastructure and Guidelines	Best Practice Learning from others

*) **EHF Club / Federation Manager Licence** – initiated by the EHF PHB

) **e-learning module – you will be provided with access to the system upon receipt of your registration

2020 EHF Club / Federation Management Seminar in Cologne/GER (May, 28th – 30th 2020)
“Learning from Others – Best Practice”

Preliminary Programme*)

Thursday 28.05.2020	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 – cooperation with clubs and schools”	C. Prieto / EHF Scientific Network
	16:00 – 17:00	“Athletes’ Career Transition – Risk & Opportunity”	U. Seega / UK Sand Partners
	17:00 – 17:30	Coffee break	All
	17:30 – 18:30	“Loyalty programs in sport”	A. Sierau / GER SportTreff Cooperative
	18:30 – 19:30	Keynote	Dr. S. Walzel / GER German Sport University Cologne
	19:30	Dinner at Restaurant “Park Inn” Hotel	All
Friday 29.05.2020	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 Interview – threat or opportunity”	D. Krause / GER Pubic TV / Participants!
	12:00 – 13:00	Lunch	All
	13:00 – 14:00	“Who to emerge strengthened from defeats”	H. Nikelis / GER paralympic champion 2004/2012 in wheelchair tabletennis
	14:00 – 15:00	“hospitality - a marketing segment of growing importance”	L. Salbach / GER FC St. Pauli, 2 nd league german football club
	15:00 – 15:30	Coffee break	All
	15:30 – 16:30	“Social Media – how are the others doing?”	M. Leo / GER Result Sports
	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	

Saturday 30.05.2020	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	“Sponsors view – expectations - collaboration”	T. Köller / GER Pixum
	11:00 – 11:30	Coffee Break and Snacks	All
	11:30 - 12:30	“new opportunities in marketing by using LED sports ground in volleyball”	F. Gutknecht / GER Volleyball Bundesliga
	Followed by	Awarding of Certificates/Licences and Closing Individual Departure	Höritsch / EHF CAN All

*) Subject to change, if necessary!