

To: EHF Champions League and European Cup club teams  
Attention: Club Managers  
For information to EHF Member Federations

Vienna, 26 February 2013

**1<sup>st</sup> Announcement – “Save the Date” (30 May – 1 June 2013 in Cologne/GER)**

## **2013 EHF Club Management Seminar (2<sup>nd</sup> edition)**

### **“Spectator Sport Handball – Best Practice Models”**

Dear Club Managers,

The first EHF Club Management Seminar took place in Cologne / GER, between 24th and 26th May, 2012.

The Clubs saluted EHF's initiative for a closer co-operation between the EHF and the Clubs and expressed their wish to continue with the organisation of similar seminars in the future. (Compare seminar documentation on <http://activities.eurohandball.com/ehfcan/14014> !)

Prominent key-note speakers from various fields of Sport Management, Sport University Institutes, different GER Team Sport Leagues and FIBA EUROPE (basketball) will cover a wide range of topic-related issues, namely

- ***To fill the arenas***
- ***To attract a new audience of youngsters!***
- ***To put on offer fan activities in order to facilitate the sponsors' direct contact with the fan, etc. ?***

*and intrigue lively discussions among the participants. Each participant can present a topic of interest from his/her club and share a “Best Practice” experience with the rest of the group.*

**2013 EHF Seminar date: Thur, 30.5. (15:00) - Sat, 1.6. (13:00) prior to the 2013 VELUX EHF FINAL4**

**Seminar hotel/facilities:** Park Inn Köln City West, Innere Kanalstraße 15, 50823 Cologne/GER [www.pikcw.de](http://www.pikcw.de)

**Target group:** EHF Women's and Men's EC and CL clubs

**Participants:** limit of up to 50 participants, registrations will be handled on a “first come – first served” basis)

**Participation fee:** EUR 500.- including hotel single rooms for 2 nights/full board (30 May – 1 June)

**Optional VELUX EHF FINAL4**

**Package:** EUR 350.- including hotel room/breakfast + FINAL4 Ticket for 1/2 June

**Seminar language:** English

**Keynote presenters:** International Event Management Experts (e.g. FIBA Europe Sport Director M. Betancor)  
GER Team Sport League/Club Managers  
Dr. Stefan Walzel/GER University  
Axel Sierau/GER – Sport Management GmbH  
EHF/EHF Marketing Staff

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

**Registration/deadline:** see enclosed form that has to be filled-in and returned to the EHF Office by 29 March 2012 at the latest (via e-mail to [hoeritsch@eurohandball.com](mailto:hoeritsch@eurohandball.com) )

Thank you for taking-note!

Best regards

EUROPEAN HANDBALL FEDERATION

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