

2016 EHF Club Management Seminar in Cologne/GER (26 - 28 May, 2016)
"Current and Future Club/Federation Marketing Strategies"

Preliminary Programme*)

Thursday 26.05.2016	By noon	Arrival at hotel "Park Inn" Hotel Cologne	Participants
	13:00 – 14:45	Accreditation	EHF
	15:00 – 15:15	Welcome / Who is Who / Objectives / Blended Learning programme	Höritsch/EHF CAN
	15:15 – 16:15	Keynote – "Perspectives in Sport Marketing"	Dr. Stefan Walzel / GER German Sport University Cologne
	16:15 – 16:45	Coffee break	All
	16:45 – 17:45	"Customer Relationship Management in Handball"	Axel Sierau / GER Marketing Minds
	17:45 – 18:45	"League Marketing in the Future"	David Szlezak/ EHF Marketing
	19:30	Dinner at Restaurant "Park Inn" Hotel	All
Friday 27.05.2016	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	"Facts and Figures of Online-marketing in Handball..."	Mario Leo / GER Result Sports
	12:00 – 13:30	Lunch	All
	13:30 – 15:00	"Marketing in German Basketball League "	René Beck / GER BEKO Basketball Bundesliga
		Coffee Break	All
	15:00 – 15:30	Best Practice Clubs - "What works well in my club?"	Participants
	15:30 – 16:30	"Future of Sponsoring in USA"	Joachim Lange / GER Sponsoring Expert
	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
	19:30	Presentation of VELUX EHF FINAL4 Teams at LanxessArena	
Saturday 28.05.2016	08:00 – 08:45	Breakfast	All
	09:00 – 10:00	"European Law - New Trends in Sports/Social Media"	Christian Solmecke / GER Lawer
	10:00 – 11:00	"Marketing in German Football BUNDESLIGA club 1. FC Köln "	Frank Sahler / GER 1. FC Köln & Co. KGaA
	11:00 – 11:30	Coffee Break and Snacks	All
	11:30 - 13:00	Best Practice Clubs - "What works well in my club?"	Participants
	Afternoon	Awarding of Certificates/Licences and Closing Individual Departure	Höritsch / EHF CAN All

*) Subject to change, if necessary!