

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

Vienna, 07 March 2016

2016 EHF Club Management Seminar (5th edition)
(26 May – 28 May 2016 in Cologne/GER) – prior to the 2016 VELUX EHF FINAL4
“Current and future Club / Federation Marketing Strategies”

Dear Club Managers,

The 5th edition of the EHF Club Management Seminar will be held in Cologne / GER from 26 to 28 May, 2016. (Compare 1st-4th seminar edition documentations on <http://activities.eurohandball.com/ehfcan/15507>, <http://activities.eurohandball.com/ehfcan/16507> and <http://activities.eurohandball.com/ehfcan/19412>)

Prominent key-note speakers from various fields of Sport and Media Management, Sport University Institutes, different GER Team Sport Leagues and Clubs as well as the EHF Marketing will cover a wide range of topics in the field creating added value for marketing and monitoring attracting fans and sponsors.

Each participant can 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 Manager Licence” by registering for the
2016 EHF Club Manager blended learning programme (Compare Enclosure 1 !)”**

2016 EHF Seminar date:

Thur, 26.5. (15:00) - Sat, 28.5. (13:00) prior to the 2016 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 25 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 – 26-28 May (excluding lunch on 26 and 28 May)

The participation fee does not include: Any transports (e.g. to/from airport or to/from Lanxess arena), neither lunch on 26.5. (arrival day) nor on 28.5. (departure day). Please organise 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 300.- including hotel room/breakfast from 28 to 29 May + FINAL4 Ticket (behind goal ticket on floor level) for 28 / 29 May (both days)

Seminar language:

English

Keynote presenters:

*subject to change

Dr. Stefan Walzel/GER Sport University Cologne
Axel Sierau/GER – Sport Management GmbH
Mario Leo/GER - RESULT Sports
René Beck / GER BEKO Basketball Bundesliga
Joachim Lange / GER Sponsoring Expert
Christian Somecke / GER Lawyer
David Szlezak / Managing Director EHF Marketing
Further Lecturers to be announced in due time

Preliminary programme:

See enclosure 2

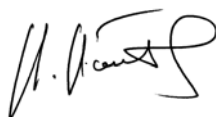
Leadership:

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

Registration/deadline:

Please fill-in the enclosed registration form (Enclosure 2) and return it to the EHF Office **by 10 April 2016** at the latest (via e-mail to rabenseifner@eurohandball.com) !

Thank you for taking-note!
Best regards



EUROPEAN HANDBALL FEDERATION
Helmut Hörtsch/EHF Coordinator