



To: EHF Champions League and European Cup club teams

Attention: Club Managers / Federation Employees

For information to EHF Member Federations

Vienna, 19 February 2015

2015 EHF Club Management Seminar (4th edition)

(28 May - 30 May 2015 in Cologne/GER)

"The "Digital Fan" - Community and Marketing"

Dear Club Managers,

The 4th edition of the EHF Club Management Seminar will be held in Cologne / GER from 28 to 30 May, 2015. (Compare 1st-3rd seminar edition documentations on http://activities.eurohandball.com/ehfcan/15507 and http://activities.eurohandball.com/ehfcan/16507!)

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 Media & Communications Department will cover a wide range of topics in the field digital marketing, digital monitoring and digital value aimed at involving 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

2015 EHF Club Manager blended learning programme (Compare Enclosure 1!)"

2015 EHF Seminar date: Thur, 28.5. (15:00) - Sat, 30.5. (13:00) prior to the 2015 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 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 – 28-30 May (excluding

lunch on 30 May)

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 30 to 31 May + FINAL4 Ticket (behind

goal ticket on floor level) for 30 / 31 May (both days)

Seminar language: English

Keynote presenters: Dr. Stefan Walzel/GER Sport University Cologne

Axel Sierau/GER – Sport Management GmbH

Mario Leo/GER - RESULT Sports

Dr. Holger Preuss / Gutenberg University Mainz Further Lecturers to be announced in due time

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 29 March 2015 at the latest (via e-mail to rabenseifner@eurohandball.com)!

Thank you for taking-note!

Best regards

M. House

EUROPEAN HANDBALL FEDERATIONHelmut Höritsch/EHF Coordinator

Enclosure 1 – 2015 EHF Club Manager blended learning programme

Enclosure 2 - Registration form

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