

2014 EHF Club Manager Seminar in Cologne / GER
(29 - 31 May, 2014)
“Media Management – Best Practice”

Preliminary Programme*)

Thursday 29.05.2014	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 – “Handball clubs as media companies”	Dr. Christoph Bertling / GER German Sport University Cologne
	16:15 – 16:45	Coffee break	All
	16:45 – 17:45	“Handball in research”	Schröder/Cordes GER REPUCOM
	18:00 – 19:00	“Second Screen – Get the dialogue started”	Axel Sierau / GER Marketing Minds
	20:00	Dinner at Restaurant “Park Inn” Hotel	All
Friday 30.05.2014	08:00 – 08:45	Breakfast	All
	09:00 – 10:00	“Social Media in Sports – Handball facts and figures”	Mario Leo / GER Result Sports
	10:00 – 10:30	Coffee Break	All
	10:30 – 12:00	Best Practice Clubs - “What works well in my club?”	Participants
	12:00 – 13:30	Lunch	All
	13:30 – 14:30	German Olympic Committee – Best Practice	Christian Klaue / GER DOSB
	14:30 – 15:00	Coffee Break	All
	15:00 – 16:00	Best Practice Clubs - “What works well in my club?”	Participants
	16:00 – 17:30	EHF - Media	J.J.Rowland
	17:30 – 19:00	Best Practice Clubs - “What works well in my club?”	Participants
19:30	Dinner at Restaurant “Park Inn” Hotel	All	
Saturday 31.05.2014	08:00 – 08:45	Breakfast	All
	09:00 – 10:30	Best Practice Clubs - “What works well in my club?”	Participants
	10:30 – 11:00	Coffee Break and Snacks	All
	11:00 – 12:30	Best Practice other team sports – Basketball / Football	Basketball Rhein Stars / 1. FC Köln
	12:30 - 13:00	Awarding of Certificates/Licences and Closing	Höritsch/EHF CAN
	Afternoon	Individual Departure	All

*) Subject to change, if necessary!