

2018 EHF Club Manager blended learning programme

You wonder how the EHF European Cup or European Championship Qualification Regulations for EHF events can be implemented in the best way or how they can help to improve your national events?

You are eager to learn about the EHF Media Management, best practice examples from other sports, clubs/federations or the latest trends in marketing?

**“Get your EHF Club Manager Licence”*) by registering for the
2018 EHF Club Manager blended learning programme”
on the registration form enclosed!**

Initiated by the EHF CAN in cooperation with the EHF Professional Handball Board (PHB) the programme consists of 2 modules:

The 1st module - planned from **02 April to 23 May** (Option 1: prior to the seminar) or as an alternative from **28 May to 31 July** (Option 2: after the seminar) - will be organized as an **e-learning module**)** including **“online testing” in 2 parts and a best practice assignment**. This e-learning module focuses on EHF European Cup Regulations, EHF European Championship Qualification Regulations, EHF Event Management in general as well as Media Management and Social Media in particular. **Module 1 is also accessible for participants of previous EHF Club Manager seminars (upon request)!**

The 2nd module will be the 2018 EHF Club Manager Seminar held in Cologne/GER on the occasion of the VELUX EHF FINAL4 as in the previous years, focusing on key-notes, best practices and discussions.

Module 2 from 24 – 26 May 2018 will be the time to meet personally and exchange experience and knowledge. Key note speeches will be held by presenters experienced in the field “Sport and Marketing”. Furthermore you are invited to present your “Best Practice” examples and stories. Details on the programme and presenters will be published early in May 2018.

These are the topics the 2018 EHF Club Manager blended learning programme will focus on:

2018 Club Manager blended learning programme		
1 st module (e-learning via ILIAS programme)		2 nd module (seminar)
Option 1: 02 April – 23 May 2018 Option 2: 28 May – 31 July 2018		24 – 26 May 2018 (prior to the 2018 VELUX EHF FINAL4)
e-learning and testing Part 1	e-learning and testing Part 2 Best Practice assignment	EHF CAN EHF Media Department Other sports, clubs/federations
EHF EC/ECh Regulations Videos/Photos Event Management	EHF Club + Media Management Social Media, Videos/Photos Infrastructure and Guidelines	Best Practice Media Management Social Media

*) **EHF Club Manager Licence** – initiated by the EHF PHB

) **e-learning module – you will be provided with access to the system upon receipt of your registration