

**To:** EHF Champions League and European Cup Club Teams  
**Attention:** Club Managers / Federation employees  
**For information to** EHF Member Federations

Vienna, 14 February 2018

## 2018 EHF Club Management Seminar (7<sup>th</sup> edition)

24 – 26 May 2018 in Cologne/GER

### “The role of players in Marketing”

Dear Club Managers,  
Dear handball friends,

For the 7<sup>th</sup> edition of the EHF Club Management Seminar we invite you again to Cologne / GER from 24 – 26 May 2018 prior to the 2018 VELUX EHF FINAL4.

Further information on the seminar documentations of edition 1-6 please find online:  
<http://activities.eurohandball.com/ehfcan>.

Prominent key-note speakers from various fields of Sport and Media Management, Sport University Institutes, different Team Sport Leagues and Clubs as well as the EHF will cover a wide range of the topic concerning the role of the players in Marketing.

Furthermore each participant is very welcome to 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  
2018 EHF Club Manager blended learning programme (See enclosure 1).

2018 EHF seminar date:

**Thu, 24.05. (15:00) - Sat, 26.05. (13:00) prior to the start of the  
2018 VELUX EHF FINAL4**

Seminar hotel/facilities:

Park Inn by Radisson Köln City West, Innere Kanalstraße 15, 50823  
Cologne/GER [www.pikcw.de](http://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 from 24 to 26 May 2018 and VELUX EHF FINAL4 Opening Party with the team presentation.

The participation fee does not include: Any transports (e.g. to/from airport or to/from LANXESS arena), neither lunch on 24.05. (arrival day) nor on 26.05. (departure day). Please organise it 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 455,- including hotel room/breakfast from 26 to 28 May + FINAL4 Ticket (behind goal ticket on floor level) for 26 & 28 May (both days).

**Seminar language:**

English

**Keynote presenters\*:**

\*subject to change

Dr. Stefan Walzel/GER - Sport University Cologne  
Axel Sierau/GER - SportTreff Cooperative  
Mario Leo/GER - RESULT Sports  
Stephan Hakkers/NED - Amsterdam University of Applied Sciences  
Helmut Höritsch/EHF - EHF CAN  
Further lecturers will 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 3) and return it to the EHF Office until **02 April 2018** at the latest (via e-mail to [jelic@eurohandball.com](mailto:jelic@eurohandball.com))!

Thank you for taking-note!

Best regards



**EUROPEAN HANDBALL FEDERATION**

Helmut Höritsch/EHF Coordinator

Enclosure 1 – Blended learning programme

Enclosure 2 – Preliminary Programme

Enclosure 3 – Registration form