

**2018 EHF Club Management Seminar in Cologne/GER (24 – 26 May 2018)**  
*“The role of players in Marketing – Club environment – Best Practice”*

**Preliminary Programme\*)**

<b>Thursday 24.05.2018</b>	By noon	Arrival at hotel “Park Inn” Hotel Cologne	Participants
	14:00 – 15:00	Accreditation + Welcome Cocktail	EHF
	15:00 – 15:15	Welcome / Who is Who / Objectives / Blended learning programme	H. Höritsch / EHF CAN & A. Sierau / GER SportTreff Cooperative
	15:15-16:00	Team Sport Governance – Grassroots	H. Höritsch / EHF CAN
	16:00 – 17:00	“Handball 4 Dual Career – H4DC”	S. Hakkers / NL Amsterdam University of Applied Sciences (AUAS)
	17:00 – 17:30	Coffee break	All
	17:30 – 18:30	“Investors in Handball – Financial Fair Play”	T. Dum / GER Baden-Wuerttemberg Cooperative State University A. Sierau / GER SportTreff Cooperative
	18:30 – 19:30	Keynote “The role of Players in Marketing”	Dr. S. Walzel / GER German Sport University Cologne
	19:30	Dinner at Restaurant “Park Inn” Hotel	All
<b>Friday 25.05.2018</b>	08:00 – 08:45	Breakfast	All
	09:00 – 10:30	Best Practice Clubs - “What works well in my club/federation?”	Participants
	10:30 – 11:00	Coffee Break	All
	11:00 – 12:00	“Players as brand ambassadors”	M. Leo / GER Result Sports
	12:00 – 13:00	Lunch	All
	13:00 – 14:00	“Internationalization and digitalization in Handball”	O. Gilhaus / GER SpVgg Greuther Fürth, German Football, 2 <sup>nd</sup> League
	14:00 – 15:00	“Players in club environment”	E. Bru / FRA
	15:00 – 15:30	Coffee break	All
	15:30 – 16:30	“Players Interview – threat or opportunity”	D. Krause / GER 7Meter, mhoch4
	16:30 – 17:30	Best Practice Clubs - “What works well in my club?”	Participants
	17:30 – 19:00	Dinner at Restaurant “Park Inn” Hotel	All
	18:00	Presentation of VELUX EHF FINAL4 Teams at LANXESS Arena	

<b>Saturday 26.05.2018</b>	08:00 – 08:45	Breakfast	All
	08:45 – 10:00	Best Practice Clubs - “What works well in my club/federation?”	Participants
	10:00 – 11:00	“Supplier for Players – Sporting Goods Industry - Trade”	M. Bernau / GER Uhlsport / Kempa (former National-Player)
	11:00 – 11:30	Coffee Break and Snacks	All
	11:30 - 13:00	Best Practice Clubs - “What works well in my club?”	Participants
	Followed by	Awarding of Certificates/Licences and Closing Individual Departure	Höritsch / EHF CAN All

\*) Subject to change, if necessary!