

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 (4<sup>th</sup> edition)**  
**(28 May – 30 May 2015 in Cologne/GER)**  
**“The „Digital Fan“ – Community and Marketing”**

Dear Club Managers,

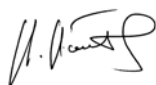
The 4<sup>th</sup> edition of the EHF Club Management Seminar will be held in Cologne / GER from 28 to 30 May, 2015.  
(Compare 1<sup>st</sup>-3<sup>rd</sup> seminar edition documentations on <http://activities.eurohandball.com/ehfcan/15507> and  
[http://activities.eurohandball.com/ehfcan/16507/!](http://activities.eurohandball.com/ehfcan/16507/))

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 !)”**

<b>2015 EHF Seminar date:</b>	<b>Thur, 28.5. (15:00) - Sat, 30.5. (13:00) prior to the 2015 VELUX EHF FINAL4</b>
<b>Seminar hotel/facilities:</b>	Park Inn by Radisson Köln City West, Innere Kanalstraße 15, 50823 Cologne/GER <a href="http://www.pikcw.de">www.pikcw.de</a>
<b>Target group:</b>	EHF Women’s and Men’s EC and CL clubs, National federations
<b>Participants:</b>	limit of up to 50 participants, registrations will be handled on a “first come – first served” basis)
<b>Participation fee:</b>	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).
<b>Additional VELUX EHF FINAL4 Package:</b>	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)
<b>Seminar language:</b>	English
<b>Keynote presenters:</b>	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
<b>Leadership:</b>	EHF Competence Academy&Network (CAN) / Axel Sierau/GER
<b>Registration/deadline:</b>	<b>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 <a href="mailto:rabenseifner@eurohandball.com">rabenseifner@eurohandball.com</a>) !</b>

Thank you for taking-note!  
Best regards



**EUROPEAN HANDBALL FEDERATION**  
Helmut Höritsch/EHF Coordinator

Enclosure 1 – 2015 EHF Club Manager blended learning programme  
Enclosure 2 – Registration form