



UEFA Strategic Communications compact course

ACADEMY

A photograph of a business meeting. In the foreground, a person's hand points at a tablet. Another person's hand is visible, holding a small blue card. The background shows a person in a white shirt and blue jeans. The scene is overlaid with a green semi-transparent rectangle containing white text. The overall image conveys a professional and collaborative atmosphere.

A PROGRAMME
DESIGNED
TO HELP YOU
DELIVER AN
EFFECTIVE
COMMUNICATION
STRATEGY

FOREWORD

On the pitch, effective communication helps the players to work as a team and to implement the coach's strategy.

The same principles apply for sports organisations: with the rise of instant digital communications, it is crucial to be able to manage a crisis, handle internal communications and engage with key stakeholders on complex matters in the most efficient and compelling way, in order to align communications targets with the organisation's strategic goals.

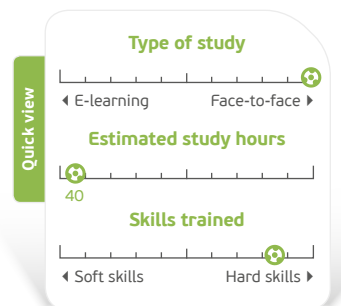
The UEFA Strategic Communications compact course was launched to ensure that key communications professionals in the sports industry are provided with the necessary tools to improve their knowledge in an increasingly disruptive environment.

Theodore Theodoridis
UEFA General Secretary



UEFA Strategic Communications compact course

The UEFA Strategic Communications compact course is an exclusive programme designed for communications executives committed to deliver communicative excellence through detailed/strategic and innovative content plans



Programme overview

The UEFA Strategic Communications compact course helps senior communications specialists improve and update their skills in four days of sessions comprising real case studies, practical exercises, best practices and group work. Developed and delivered by leading experts across a number of industries, the programme helps participants to deal with the complexity of developing and delivering an effective communication in line with the strategic priorities of their sports organisations.

It provides key communications specialists with the tools and knowledge they need to enhance their communications plans in a constantly changing and increasingly disruptive environment. Since anticipating crisis management is the key to effective communications when difficult situations occur, this course will also help participants to prepare public responses to crisis scenarios and plot their way through an unfolding crisis.

The course will place particular emphasis on peer-to-peer learning, where participants will work together and share the different communications practices applied in their various organisations. It will also enable communications practitioners to further develop their networks around Europe, thereby opening the way to future collaboration.

Takeaways

- Ability to deal with the complexity of developing and delivering effective communications strategies for your organizations
- Tools to identify internal and external challenges and to design strategies to manage crisis
- Best practices to incorporate modern communications tools into your organisation's daily work
- Vision to think beyond a narrow football focus, aligning objectives to sustainable goals
- Developing network of fellow Communications practitioners working in or connected to football



Who

Senior communications executives



When

One edition per year



How long

4 days



Where

UEFA



Price

€3,800



Number of participants

25



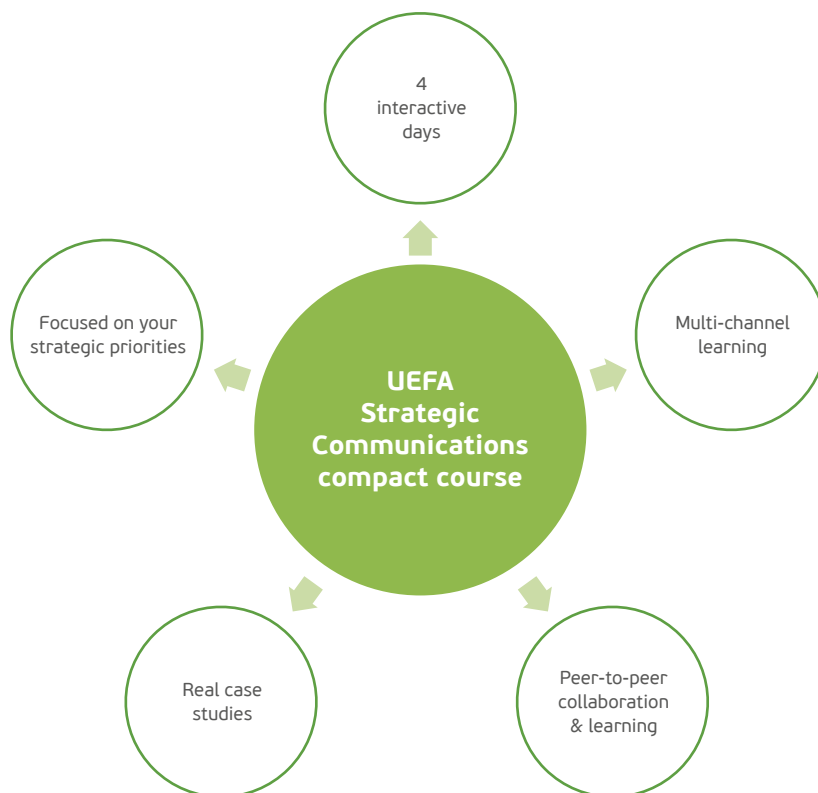
Certification

Certificate of completion by the UEFA Academy



Language

English



DAY1 **BUILDING AN EFFECTIVE COMMUNICATIONS STRATEGY**

Combining theory and practice, you will learn the 10 key steps to an effective communications strategy. The day showcases real-life examples and case studies of international organisations' communications strategies.

DAY2 **TACTICAL ACTIVATION PLANS**

The second day will equip you with state-of-the-art tools for developing a creative and effective communications strategy. You will brainstorm to generate ideas for activation tactics as well as actively contribute to a discussion about research and insights into communications strategies.

DAY3 **ISSUE MANAGEMENT AND CRISIS COMMUNICATION**

Anticipating crisis management is the key to effective communications in difficult situations. The third day will help you plot your way through an unfolding football crisis and prepare a public response. Recognised experts will also share best practices and lead an interactive discussion on internal communications and change management.

DAY4 **FUTURE OF CORPORATE COMMUNICATION**

To round off the programme, you will have the opportunity to share your projects and receive feedback and advice from a communications expert on how to use takeaways in your own communications strategy. You will also be updated on the latest trends and practices in corporate communications.





About the UEFA Academy

Building on the professional excellence UEFA has developed throughout its history and the learning initiatives created over the last decade, the UEFA Academy seeks to inspire the education of individuals and organisations to continuously elevate the game of football.

Application process

The course is open to senior communications executives from the football industry. Some seats will be open for participants from other sports organisations as well. To apply, complete the application form on: UEFAacademy.com and submit it to academy@uefa.ch.



A WORD FROM UEFA COMMUNICATIONS DIRECTOR

“We are living in a constantly changing environment using technologies that will continue to alter the way we communicate. This fact is not to be feared, rather to be embraced, supported and enhanced with a structure for ongoing education and training for the most important stakeholders in the PR of football.”

■ Philip Townsend, Communications Director, UEFA



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Contact us

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UEFAacademy.com