

4<sup>th</sup> Edition

# WHO'S WHO



ACADEMY

# STRATEGIC COMMUNICATIONS COMPACT COURSE

# PROGRAMME OVERVIEW

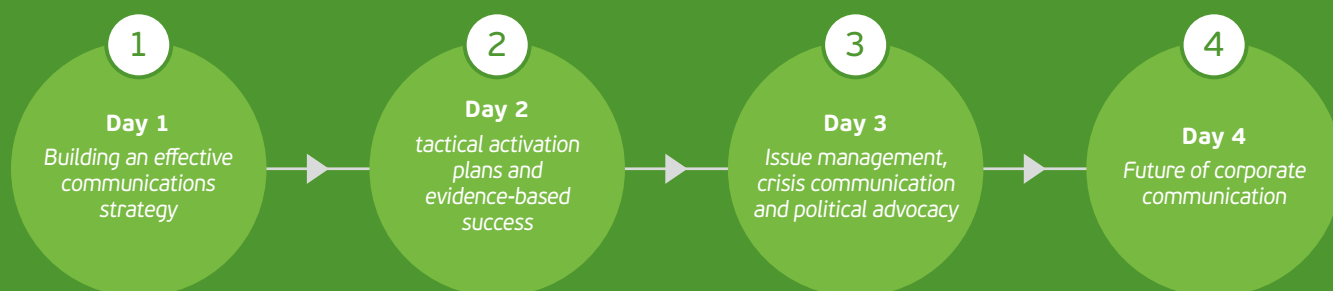
**The UEFA Strategic Communications compact course is an exclusive programme designed for communications executives committed to delivering excellence through comprehensive strategy development and compelling tactical activation.**

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. Designed and presented by leading experts across a number of industries, the programme helps participants to deal with the complexity of developing and delivering effective communications 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. Anticipating a potential crisis through scenario planning is a key component of effective communications. This course helps participants to develop skills in issues management and better understand how to 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.



**23**  **NUMBER OF PARTICIPANTS** |  **7 WOMEN** |  **18 MEN** | **18**  **REPRESENTED CLUBS & NATIONALS**



**Diego  
Antenzio**



**Italian Football Association**  
Media Dpt and UEFA  
Media Officer



**Stefan  
Baumgartner**



**Swiss Football Association**  
Head of Team Communications



**Maryline  
Cabane**



**French Football Federation**  
Sponsorship and Business  
Development manager



**Christopher  
Corbaz**



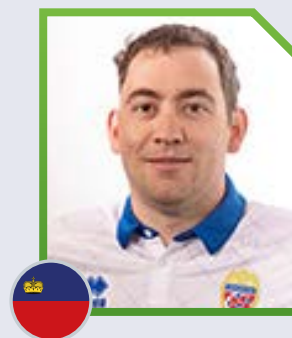
**UEFA**  
Media & PR Officer



**Martin  
Gregor**



**Football Association  
of the Czech Republic**  
Deputy director PR and  
Communication department,  
Press officer U21 Czech  
National team



**Florian  
Hepberger**



**Liechtenstein Football  
Association**  
Marketing&Communication  
- Media Operations  
and Broadcast Manager



**Buğra Cem  
İmamoğlu**



**Turkish Football Federation**  
Director of International  
Relations and National Teams



**Andrew  
Jones**



**UEFA**  
Channel and content specialist



**Renārs  
Krīgers**



**Latvian Football Federation**  
Head of Marketing  
and Communications



**Mario  
Leo**



**RESULT Sports**  
CEO



**Angus  
Macgregor**



**Scottish Football Association**  
Media and Communications  
Officer



**Abdulaziz  
Mosa**



**Saudi football league**  
international relation manager





**Andrei Silviu  
Neacșu**



**Romanian Football  
Federation**  
Project and Development  
Manager



**Eva  
Nõmme**



**Estonian Football Association**  
Head of Public Relations and  
Partnerships Department



**Taru  
Nyholm**



**Football Association  
of Finland**  
Head of Communications



**Melissa  
Palmer**



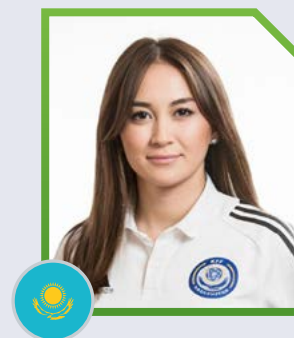
**Football Association of Wales**  
Public Relations and  
Partnerships Manager



**Jamaal  
Shabazz**



**Guyana Football Federation**  
Director of Coaching



**Gulmira  
Shutanova**



**Kazakhstan Football  
Federation**  
Director of Public Relations  
and Media Department



**Morten Morisbak  
Skjønberg**



**Football Association  
of Norway**  
Media Officer,  
Men's A-National Team



**Iris  
Stöckelmayr**



**Austrian Football Association**  
Head of Media &  
Communications



**Sotirios  
Triantafyllou**



**Hellenic Football Federation**  
Director of Communication



**Jonathan  
Vanooteghem**



**Royal Belgian Football  
Association**  
Social media officer



**Faton  
Zulbeari**



**Football Federation  
of North Macedonia**  
Media Officer

# UEFA TEAM

**Amanda  
Docherty**

Programme's lead



**Monika  
Mkhitaryan**

UEFA N.A. Senior  
Communications Manager



**Carlos  
Laorden**

UEFA N.A. Communications  
Specialist



**Kevin  
Yalale-Matufueni**

UEFA Academy  
Management and  
Promotion Assistant





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