

STRATEGIC COMMUNICATIONS COMPACT COURSE

PROGRAMME OVERVIEW

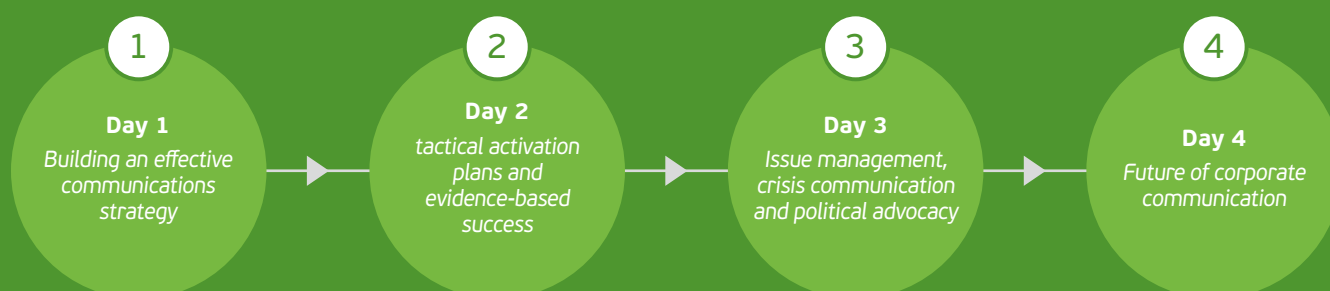
The UEFA Strategic Communications compact course is an exclusive programme designed for communications executives committed to delivering excellence through comprehensive strategy development and compelling tactical activation.

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** | **23** **DIFFERENT NATIONALITIES** | **22**  **REPRESENTED CLUBS & NATIONS**



**Hamzeh
Abdelhadi**



Jordanian



**West Asian Football
Federation**
Marketing Manager



**Polat
Allagulyyev**



Turkmenistan



**Central Asian Football
Association**
Head of Media and
Communications



**Khadka
Ayush**



Nepalian



**South Asian Football
Federation**
Head of Media and
Communications



**Christopher
Corbaz**



Swiss



UEFA
Media & PR Officer



**Nicoleta
Cosoreanu**



Romanian



**Romanian Football
Federation**
Public Relations Assistant



**Xiaowei
Dai**



Chinese



Chinese Football Association
Director of Media
communications department



**Mapathe
Gaye**



Senegalese



Zone Ouest A Caf / Ufoa A
Interim Executive Director



**Egor
Kretsan**



Russian/Romanian



Russian Football Union
Media director / Head of
communications



**Intan Marhaen
Mohd Ismail**



Malaysian



**Asean Football
Federation (AFF)**
Competitions Manager



**Ivan
Moure**



Spanish



Andorran Football Federation
Press Officer



**Maria Ziskason
Nesá**



Faroese



**Faroe Islands Football
Association**
Women's Football Developer +
media responsibilities



**Tomislav
Pacak**



Croatian



Croatian Football Federation
Head of communications



**Vijay
Raj**



Indian



**Supreme Committee
for Delivery & Legacy -
FIFA World Cup 2022**
Chief Reporter



**Catherine
Rowley**



English



English Football Association
Brand Lead



**Pamela Ann
Schembri**



Maltese



Malta Football Association
Director of Communications



**Michaël
Schockaert**



Belgian



**Royal Belgian
Football Association**
Marketing Manager



**Maaïke
Scholten**



Dutch



UEFA
Communications Specialist



**Petr
Šedivý**



Czech Republic



**Football Association of the
Czech Republic**
National team Press officer



Gergo Mate Szabo



Hungarian



Hungarian Football Federation
Press Officer



Türker Tozar



Turkish



Turkish Football Federation
Senior National Team Director of Communications



Sotiris Triantafyllou



Hellenic



Hellenic Football Federation
Director of Communications



Miguel Vieira



Portuguese



Portuguese Football Federation
Media Officer



Norayr Zoryan



Armenian



Football Federation of Armenia
Content manager, Media officer of Armenian Women's National team and Armenian U-21 team



UEFA
ROUTE DE GENÈVE 46
CH-1260 NYON 2
SWITZERLAND
TELEPHONE: +41 848 00 27 27
TELEFAX: +41 848 01 27 27
UEFA.com