



# WHO'S WHO

EDITION - 2025



ACADEMY

STRATEGIC  
COMMUNICATIONS  
COMPACT COURSE

# PROGRAMME OVERVIEW

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

The UEFA Strategic Communications compact course helps communications executives and managers to improve and update their skills through four days of sessions covering 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.

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 places particular emphasis on peer-to-peer learning, whereby participants work together and share the different communications practices applied in their various organisations. It also enables communications practitioners to further develop their international networks, thereby opening the way to future collaboration.

## **DAY1 BUILDING AN EFFECTIVE COMMUNICATION STRATEGY**

Through a combination of theory and practice, you will learn the ten key steps to building an effective communication strategy. The day showcases real-life examples and case studies from international organisations and leading experts in this field.

## **DAY2 TACTICAL ACTIVATION PLANS AND EVIDENCE-BASED SUCCESS**

The second day will equip you with the tools for developing creative and effective action plans, provide you with expert guidance on digital strategy and content creation and teach you how to successfully incorporate research, insights and measurement into communication strategies. Day 2 will also spotlight the rise of women's football and how communications can help amplify the sport.

## **DAY3 ISSUE MANAGEMENT, CRISIS COMMUNICATION AND STAKEHOLDER ENGAGEMENT**

Preparation and scenario planning are key attributes for effectively managing challenging situations. An interactive crisis management exercise will plot your way through an unfolding football crisis. Recognised experts will share best practices and lead discussions on internal communications, effective stakeholder engagement and the importance of strong leadership to generate positive impact that can transcend sport.

## **DAY4 FUTURE OF CORPORATE COMMUNICATION**

Inspiring speakers and panel debates will address some of the latest trends in the industry, both in sports and beyond: from creating shared value and purpose-driven communication to the use of AI tools.

**26**  **NUMBER OF  
PARTICIPANTS**

**22** **DIFFERENT  
NATIONALITIES**

**24**  **REPRESENTED  
ORGANISATIONS**

## PARTICIPANTS



**Serghei  
Bacari**



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**Football Association of  
Moldova**  
Head of Marketing

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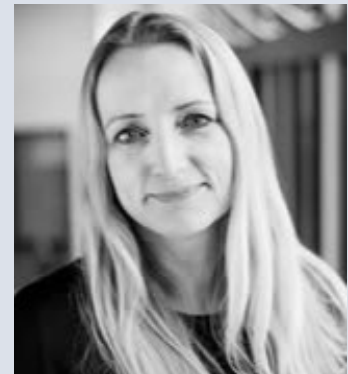
**Dinko  
Ceko**



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**Bosnia and Herzegovina  
Football Federation**  
Senior PR Associate

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**Ragnhild Ask  
Connell**



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**Football Association of Norway**  
Director of Communications

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**Kieran  
Crowley**



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**Football Association of Ireland**  
Communications Manager

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**Louis-Philippe  
Depondt**



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**Cercle Brugge KSV**  
Communications & Media Director

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**Thomas  
Everett**



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**The English Football  
Association**  
Corporate Communications  
Manager

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## PARTICIPANTS



**Diego Miguel  
Fernández Muñoz**



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**Royal Spanish Football  
Federation**  
Media Officer

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**Shaun  
Fuentes**



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**Trinidad and Tobago Football  
Association**  
Director of Media and  
Communications; Media Officer for  
Senior Men's National Team

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**Lucie  
Johnson**



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**UEFA**  
Event Communications  
Coordinator

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**Julie  
Guibert**



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**French Football Federation**  
Project Officer

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**Anar  
Hajiyev**



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**Qarabağ FK**  
Head of Media Department

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**Pierre  
Kosmidis**



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**Super League Greece**  
Media & Communications Director

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## PARTICIPANTS



**Cordula Kraft**



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**German Football Association**  
Abteilungsleiterin strategische  
Kommunikation

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**Kenny Millar**



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**Scottish Football Association**  
Head of Communications

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**Rohit Nair**



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**Self Independent Media  
Operations & Relations  
Consultant**  
Media Officer for UEFA, FIFA, AFC,  
Concacaf

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**Alessandro Sansica**



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**AC Milan**  
Head of International  
Communications

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**Giacomo Scarponi**



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**San Marino Football  
Federation**  
Press Officer

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**Constantinos Shiamboullis**



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**Cyprus Football Association**  
Communications Officer - National  
Teams Press Officer

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## PARTICIPANTS



**Christopher Swoffer**



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**The English Football Association**  
Corporate Communications Manager

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**Petra Helena Thorén**



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**Swedish Football Association**  
Head of Media

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**Nigel Tilson**



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**Irish Football Association**  
Senior Media Officer

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**Berina Tortoshi**



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**Football Federation of Kosovo**  
Media Officer

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**Lise Van Tongelen**



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**The Coca-Cola Company**  
Digital Corporate Comms Director Europe

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**Joseph Walker**



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**UEFA**  
Media Relations Officer

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## PROGRAMME DIRECTOR & UEFA TEAM



**Philip  
Townsend**

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UEFA Communications Director



**Amanda  
Docherty**

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Dial Square Director



**Monika  
Mkhitarian**

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UEFA National Associations  
Communications Senior Manager



**Carlos  
Laorden**

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UEFA National Associations  
Communications Manager



**Kevin  
Yalale-Matufueni**

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UEFA Academy Promotion and  
Management Assistant



**Galileo  
Natal**

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UEFA National Associations  
Communications Intern

## NOTES



## NOTES



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