



UEFA Strategic Communications compact course

ACADEMY

A photograph showing the hands and arms of several people gathered around a table. They are looking at a tablet computer which displays a bar chart. Other documents with charts and graphs are scattered on the table. A green semi-transparent rectangle is overlaid on the bottom half of the image, containing white text.

A PROGRAMME
DESIGNED TO
HELP YOU DESIGN
AND IMPLEMENT
EFFECTIVE
COMMUNICATION
STRATEGIES

FOREWORD

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

The same principles apply in 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.

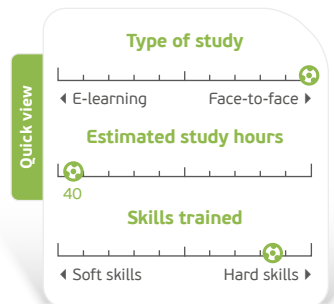
The UEFA Strategic Communications compact course provides key communications specialists working in sport with the necessary tools to improve their knowledge in an increasingly disruptive environment.

Theodore Theodoridis
UEFA General Secretary



UEFA Strategic Communications compact course

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



Programme overview

The UEFA Strategic Communications compact course helps communications specialists 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.

Takeaways

- Ability to deal with the complexity of developing and delivering effective communication strategies for your organisation
- Tools to identify internal and external challenges and to design crisis management strategies
- Best practices to incorporate modern communication tools into your organisation's daily work
- Vision to think beyond sport and football, aligning objectives to sustainability goals
- Network of fellow communications professionals working in or in connection with sport



Who

Communications specialists working in the sports industry



When

From 24 to 27 January 2023



How long

Four days



Where

UEFA HQ



Price

€3,400



Number of participants

25



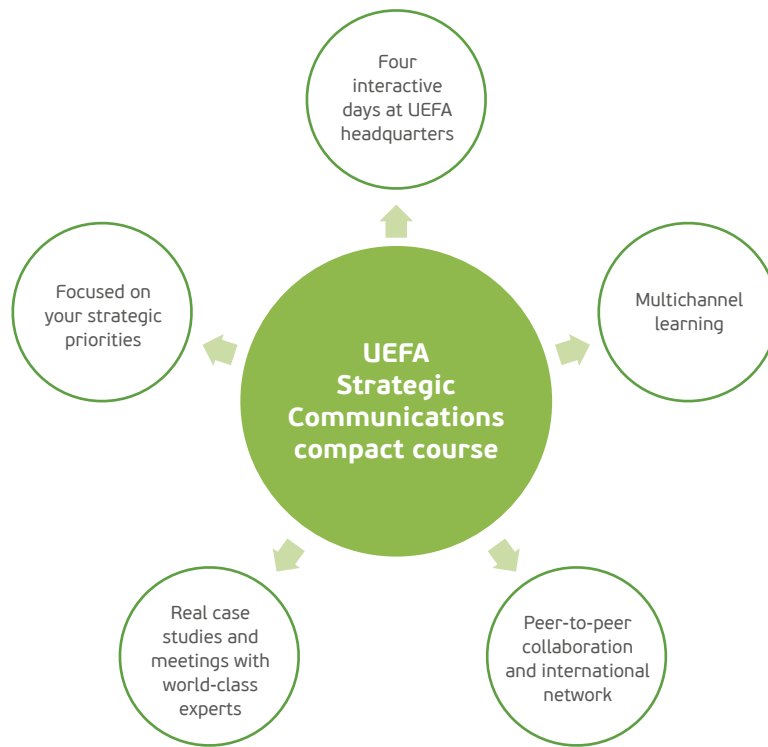
Certification

Certificate of completion awarded by the UEFA Academy



Language

English



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 of international organisations' communication strategies.

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.

DAY3 ISSUE MANAGEMENT, CRISIS COMMUNICATION AND POLITICAL ADVOCACY

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, change management and political advocacy.

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 apply the takeaways in your own communication strategy. You will also be updated on the latest trends and practices in corporate communications.

Testimonials



“It was a fantastic professional experience. An intense and challenging course, with engaging and dynamic sessions and speakers: a great chance to learn with and from the best.”

■ António Magalhães - Director, Media and People Division, Portuguese Football Federation (FPF)



“The course was well structured, allowing us to process large volumes of information in a short time. I got valuable insights both from top experts and from fellow participants. Through case studies and group work I took home the key do's and don'ts for an effective communication strategy.”

■ Vijay Michael Raj - Chief Reporter, Supreme Committee for Delivery & Legacy - FIFA World Cup 2022





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 communications specialists working in sport. To apply, candidates must register online by **7 November 2022** by filling in the application form at [UEFAacademy.com](https://uefaacademy.com).

Should you have any questions about the application process, please contact academy@uefa.ch.

A WORD FROM UEFA'S 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. The UEFA Strategic Communications compact course has been developed with this need for constant adaptation in mind. It provides communications professionals with the most up-to-date techniques and is an platform to share and debate the latest evolutions of this fascinating but complex domain.”

■ Philip Townsend - Communications Director, UEFA





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Contact us

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UEFAacademy.com