



# UEFA Strategic Communications compact course

ACADEMY

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# A PROGRAMME 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 professionals 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 executives and managers committed to delivering excellence through comprehensive strategy development and compelling tactical activation.**

### Programme overview

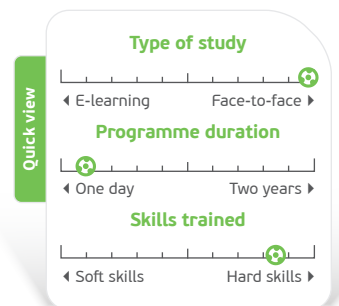
The UEFA Strategic Communications compact course helps communications executives and managers to improve and update their skills through four days of sessions covering real case studies, practical exercises, best practices and group work. Designed and presented by leading experts across a number of industries, 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.

### Programme outcomes

- 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 professionals working in the sports industry



#### When

From 21 to 24 April 2026



#### How long

4 days



#### Where

UEFA HQ



#### Price

€3,400



#### Number of participants

25



#### Certification

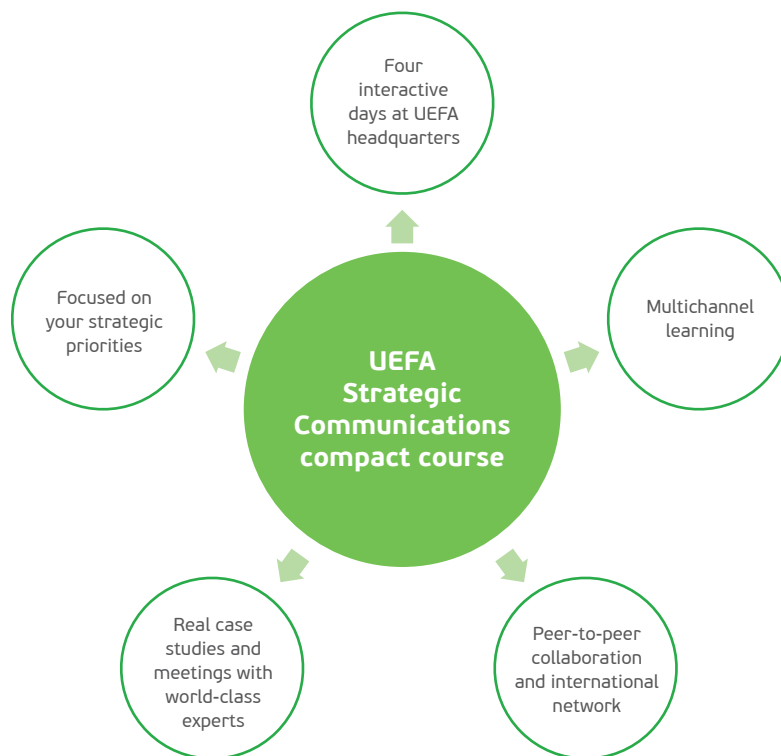
Certificate of completion awarded by the UEFA Academy



#### 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 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.

### Testimonials



“I was looking forward to switching from just dealing with my everyday work to acting according to a strategic plan – and this experience provided with insights on how to do so... and much more.”

■ Eva Nõmme - Head of Public Relations and Partnerships, Estonian Football Federation



“Now I appreciate even more the things that we were already doing well but, overall, I have a much better understanding of which should be our priorities.”

■ Taru Nyholm - Head of Communications, Football Association of Finland



“The communications impact course is superbly run with input from world-class instructors and experts. The diversity of the course ensured all participants – from member associations and clubs – gained great insights and expanded their knowledge. It was great to come together with UEFA and peers from across Europe to share ideas and strategies.”

■ Michael Gibson, Head of Corporate Communications and Advocacy, Manchester United FC







## About the UEFA Academy

Building on the professional expertise that UEFA has established in the course of its history and the learning initiatives that it has created over the last decade, the UEFA Academy provides educational programmes for individuals and organisations alike with a view to constantly elevating the game of football.

For details of our catalogue of courses, visit [UEFAAcademy.com](https://uefaacademy.com)

## Application process

The course is open to communications executives and managers working in sport. To apply, candidates must register online by **9 March 2025** 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](mailto:academy@uefa.ch).

We welcome participants from diverse backgrounds and cultures, recognising the unique value that diversity brings to our community. If you have any uncertainties about meeting specific programme criteria, we encourage you to reach out to us.

## 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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