



UEFA Strategic Communications compact course

ACADEMY

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.

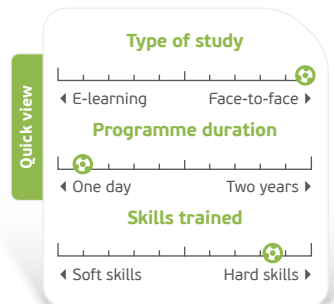
The UEFA Strategic Communications compact course provides key communications specialists working in sport with the necessary tools to improve their knowledge in an increasingly disruptive environment.

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 16 to 19 April 2024



How long

4 days



Where

UEFA HQ



Price

€3,400



Number of participants

25



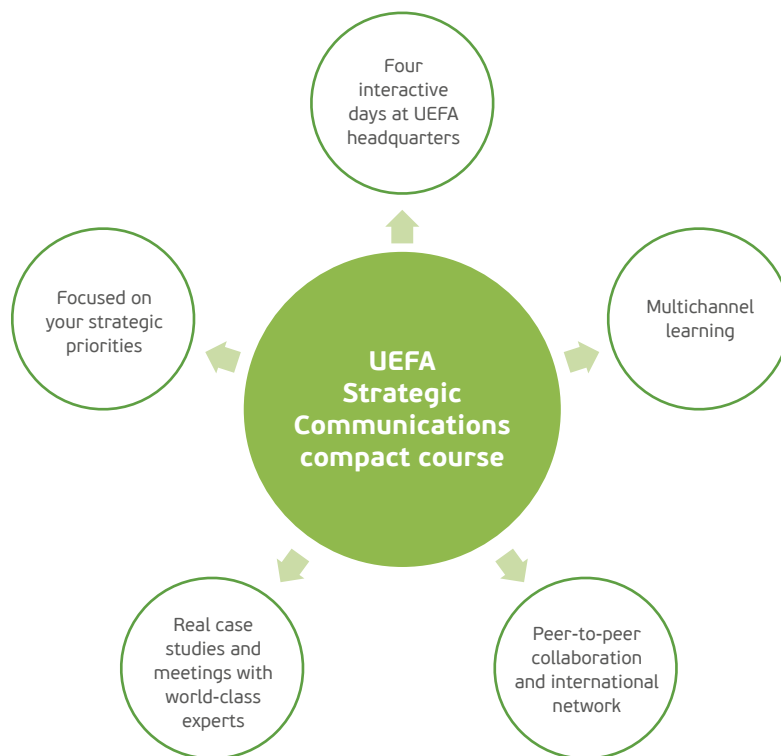
Certification

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

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



“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



“It is always inspiring to meet experts and, especially, other colleagues from around Europe and beyond. It was so enriching to learn from such a diversity of points of view.”

■ Diego Antenozio - Deputy Head of Communications, Italian Football Federation





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 specialists working in sport. To apply, candidates must register online by **6 March 2024** 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.

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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