

EHL x UEFA: Executive Course in Sport Event Management

EHL Campus (Singapore) | July 7–10, 2027

EHL HOSPITALITY BUSINESS SCHOOL

UEFA ACADEMY

Key Details

July 7-10, 2027 (4 days)

EHL Campus (Singapore)

English

SGD 8,570
10% Early bird discount (application before May 15th 2026)
Price inclusive of 9% GST. The fee includes lunches, coffee breaks, a cocktail networking session, and a gala dinner.

Certificate of Completion awarded jointly by EHL and UEFA.

Why attend?

Learn
from top experts at EHL and UEFA

Experience
hands-on workshops and real-world simulations

Network
with professionals from the APAC & Middle East regions

Who should join?

Event professionals
Ambitious individuals managing or aspiring to manage sports, hospitality, or large-scale events.

Sports & entertainment managers
Professionals from sports federations, clubs, entertainment venues, or agencies seeking to master the business and operational side of event management.

Hospitality & tourism leaders
Managers and rising stars in hotels, resorts, and tourism organizations aiming to diversify their skills and drive memorable guest experiences through events.

Government & public sector representatives
Officials and planners involved in city events, public festivals, or destination marketing looking to maximize community impact and legacy.



What you'll gain

Design unique event experiences

Learn the secrets behind UEFA's sporting events and discover how to craft experiences that leave a lasting impact on every fan, drawing on EHL's hospitality heritage to create fully memorable experiences.

Master the full event lifecycle

From strategic planning to flawless execution, gain hands-on insights from UEFA's event management experts and EHL faculty.

Unlock revenue & pricing strategies

Explore proven approaches to optimizing revenue streams—ticketing, sponsorship, hospitality—and learn how data-driven pricing can elevate your event's success.

Collaborate across industries

Build your skills to work seamlessly with stakeholders in sport, hospitality, and the public sector, guided by UEFA's experience in high-profile, international events.

Program Highlights

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1 Day One: Mastering the Lifecycle of Events

- Understand the impact and ecosystem of organizing an event
- Discover how event planning, service operations, and legacy-building interconnect to deliver a memorable, world-class event
- Hands-on workshop on designing an innovative event

2 Day Two: Mastering Fan & Hospitality Experience Excellence

- Knowing your fans and customers through the lens of UEFA's sports legacy and EHL's hospitality heritage
- Firsthand experiential business offsite visit
- Understand the nuances of customer journey design and learn how to conceptualize your own personas

3 Day Three: Mastering the Commercial Dynamics of Events

- Discover the future of fan experience using technology-driven experiences
- Hear firsthand insights by experts from diverse sporting and destination management companies
- Gain actionable strategies in ticketing, sponsorship, hospitality, and data-driven pricing to optimize overall event performance and put into practice through a business case

4 Day Four: Mastering Strategic Planning and Champions League simulation

- Learn emerging trends and develop a strategic approach to future-proof your business
- Workshop on the best practices in risk management
- Apply real-world learnings to problem-solving and critical decision-making skills from the UEFA Champions League Simulation



About EHL Graduate and Executive Education

Our Philosophy

We believe in the humanity of business, a philosophy born out of our 130 year heritage as a premier hospitality and service management educator. Our education focuses on engaging people's minds, hearts, and hands to orchestrate human-centric strategies that create, capture, and share value.

In the battle between short-term survival and long term development, profits often reign over people. In most industries today, investors, customers, and employees demand more.

About 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 organizations to continuously elevate the game of football.

With the UEFA Academy, you can expect to:

- Develop your knowledge and skills through recognized learning initiatives led by UEFA that bring in the best professionals in the game, supported by forward-thinking academics
- Be connected to UEFA through learning initiatives that will empower you to drive both your thinking and career forward
- Be part of a supportive community of peers and professionals who recognize your hard work and achievements throughout your learning journey and career.

Experts and Faculty

UEFA & EHL senior experts



David Bardolet

Associate Dean, APAC

Prof. David Bardolet has designed and taught courses and programs across the world, particularly around business and corporate strategy, strategic thinking and entrepreneurship. He has also conducted research and training programs with many multi-national companies in a variety of industries and countries. His current research activities focus the effects of digital technologies on how companies compete and collaborate.



Guy Llewellyn

Academic Director & Assistant Professor

Guy Llewellyn, PhD, joined EHL in 2021 as an Assistant Professor at the Singapore campus. Before joining EHL faculty, Guy spent over a decade in the Food and Beverage industry, working in stand-alone restaurants, hotel restaurants, restaurant groups, and private clubs. He has held senior positions including Executive Chef, Club Manager, and General Manager. He also completed his PhD in Hotel and Tourism Management, at The Hong Kong Polytechnic University.



Joël Pinson

UEFA Academy Program & Management Expert

Joël holds a PhD in Public Management from the Swiss Graduate School of Public Administration at the University of Lausanne and has authored numerous academic publications on public policy, sport management, and event-driven territorial strategies. Joël further enhanced his expertise with a Postgraduate Diploma in Design Thinking from MIT Sloan, Columbia Business School, and Tuck School of Business, and is a certified facilitator.

At UEFA Academy, he is the co-director of two flagship programs: the Executive Master in Global Sport Governance (MESGO) and the UEFA Executive Master for International Players (UEFA MIP). Beyond these roles, Joël leads the development and implementation of innovative training initiatives for national associations and key stakeholders across European football and beyond.





Guillaume Poisson

Chief of Operations, UEFA Tournament Operations

Guillaume is a senior event operations executive with 25 years of experience delivering major European football competitions. He has led operations, hostcity delivery, mobility, stakeholder engagement and event experience across UEFA's flagship tournaments and events, including the UEFA Champions League Final, UEFA EURO and the UEFA Women's EURO.

His expertise spans commercial operations, public affairs, sustainability initiatives and crisismanagement leadership. Guillaume holds a Master's Degree in International Business Law and brings a strong track record of delivering complex events with clarity, precision and collaboration.



Natthavut Srinara

Lecturer

Dr. Natt Srinara has over 25 years of experience in higher education, consulting, and corporate training. His expertise spans marketing, innovation, strategy, and organizational development, with a strong focus on hospitality, luxury and service DNA. He has worked with JLL, Singapore Tourism Board, Mandarin Oriental, Pan Pacific, IHG, Marriott, Accor, BYD, Jin Jiang Hotels, Donghu Hotels, Guizhou Tourism Group, and more, advising on market strategy, brand positioning, and guest experience. A recipient of multiple teaching and service awards, Dr. Srinara has held faculty and consulting roles at EHL, ESSEC, and SP Jain. He designs and delivers high-impact learning & development programs for professionals across industries.

Contact us

celine.tay@ehl.ch

→ gs.ehl.edu

EHL Hospitality Business School
Route de Berne 301
1000 Lausanne 25
Switzerland
Phone: + 41 21 785 11 11

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