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TO UEFA MEMBER ASSOCIATIONS

For the attention of
the President and the General Secretary

Your reference

Your correspondence of

Our reference
SCCC/KYAA

Date
15 February 2022

UEFA Strategic Communications compact course

Dear Sir or Madam,

The UEFA Strategic Communications compact course is an exclusive programme designed for communication executives committed to delivering excellence.

On the pitch, effective communication helps players work as a team and implement the coach's strategy. The same principle applies to sport organisations: with the rise of instant digital communication, it is crucial to be able to manage a crisis, handle internal communication and engage with key stakeholders on complex matters in the most efficient and compelling way, thus contributing to ensuring the organisation's strategic goals are met.

For this reason, the UEFA National Associations Communications unit and the UEFA Academy joined forces with experts in the field of strategic communication to develop a compact course that provides key communication specialists in the sports industry with the tools they need to enhance their communication capabilities in a constantly changing and increasingly disruptive environment. Since anticipating crisis management is key to effective communication when difficult situations occur, this course will help participants to prepare public responses to emergency scenarios and plot their way through an unfolding football predicament.

Following the successful delivery of the first and second editions in 2021, the third edition of the course will once again involve leading communication experts from many industries. This four-day online course will comprise lecture-style seminars, project development sessions, group discussions and, on the final day, presentations of group projects.

The course places particular emphasis on peer-to-peer learning, where participants work together and share the different communication practices applied in their various organisations. It will enable communication practitioners to further develop their networks around Europe, thereby opening the way to future collaboration. Participants will leave with the tools and knowledge they need to ensure the delivery of communicative excellence through strategic and innovative content plans. They will become more familiar with current communication trends and best practices, enabling them to run relevant and contemporary communication strategies within their organisations.

Testimonial

"With big learning, great lessons, and outstanding speakers, it was a really inspiring course. Working with enthusiastic colleagues from all over the world provided great new insights. I can't wait to put all the knowledge into practice."

Sander Nanne, head of communications, AZ Alkmaar

UEFA Strategic Communications compact course: Key characteristics	
Objective	To provide industry-led knowledge of strategic communications, facilitating the delivery of communicative excellence through detailed and innovative content plans.
Dates	17-20 May 2022
Where	Online
Target group	Senior communications executives working in national associations, football clubs, leagues, players' unions or other sport-related or partner organisations
Key takeaways	<ul style="list-style-type: none"> • Ability to deal with the complexity of developing and delivering effective communications strategies for your organisations • Tools to identify internal and external challenges and to design strategies to manage crises • Best practices to incorporate modern communications tools into your organisation's daily work • Vision to think beyond a narrow football focus, aligning objectives to sustainable goals • Developing a network of fellow communications practitioners working in or connected to football
Maximum number of participants	25
Certificate awarded	Certificate of completion by the UEFA Academy (participation in the entire course is mandatory to receive the certificate)
Costs	€3,400 (covered by UEFA for representatives of UEFA member associations)

In order to apply for the UEFA Strategic Communications compact course, candidates must complete the online application form available on the [UEFA Academy website](https://uefaacademy.com) by 13 March 2022. Questions can be sent to the UEFA Academy (academy@uefa.ch). The successful applicants will be selected by the UEFA National Associations Communications unit.

To be considered for the UEFA Strategic Communications compact course, candidates from UEFA member associations need to have their application form signed by either the president or the general secretary/CEO of their association.

Yours faithfully,

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Theodore Theodoridis
General Secretary

Enclosure

- UEFA Strategic Communications compact course brochure

cc (with enclosure)

- UEFA Executive Committee
- European members of the FIFA Council
- FIFA, Zurich