



# UEFA Strategic Communications compact course

ACADEMY



A photograph of a business meeting. Several people are gathered around a table, looking at a tablet and various documents. The documents feature colorful bar charts and pie charts. One person's hand is pointing at the tablet screen. Another person is holding a small blue card. The scene is brightly lit, and the focus is on the collaborative work and data analysis.

A PROGRAMME  
DESIGNED  
TO HELP YOU  
DELIVER AN  
EFFECTIVE  
COMMUNICATION  
STRATEGY

# FOREWORD

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

The same principles apply for 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.

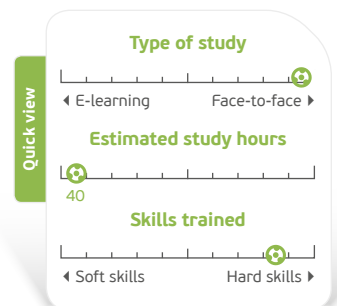
The UEFA Strategic Communications compact course was launched to ensure that key communications professionals in the sports industry are provided with the necessary tools to improve their knowledge in an increasingly disruptive environment.

Theodore Theodoridis  
UEFA General Secretary



## UEFA Strategic Communications compact course

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



### Programme overview

The UEFA Strategic Communications compact course helps senior communications specialists improve and update their skills in four days of sessions comprising 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.

It provides key communications specialists with the tools and knowledge they need to enhance their communications plans in a constantly changing and increasingly disruptive environment. 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 will place particular emphasis on peer-to-peer learning, where participants will work together and share the different communications practices applied in their various organisations. It will also enable communications practitioners to further develop their networks around Europe, thereby opening the way to future collaboration.

### Takeaways

- Ability to deal with the complexity of developing and delivering effective communications strategies for your organizations
- Tools to identify internal and external challenges and to design strategies to manage crisis
- 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 network of fellow Communications practitioners working in or connected to football



#### Who

Senior communications executives



#### When

One edition per year



#### How long

4 days



#### Where

Online



#### Price

€3,400



#### Number of participants

25



#### Certification

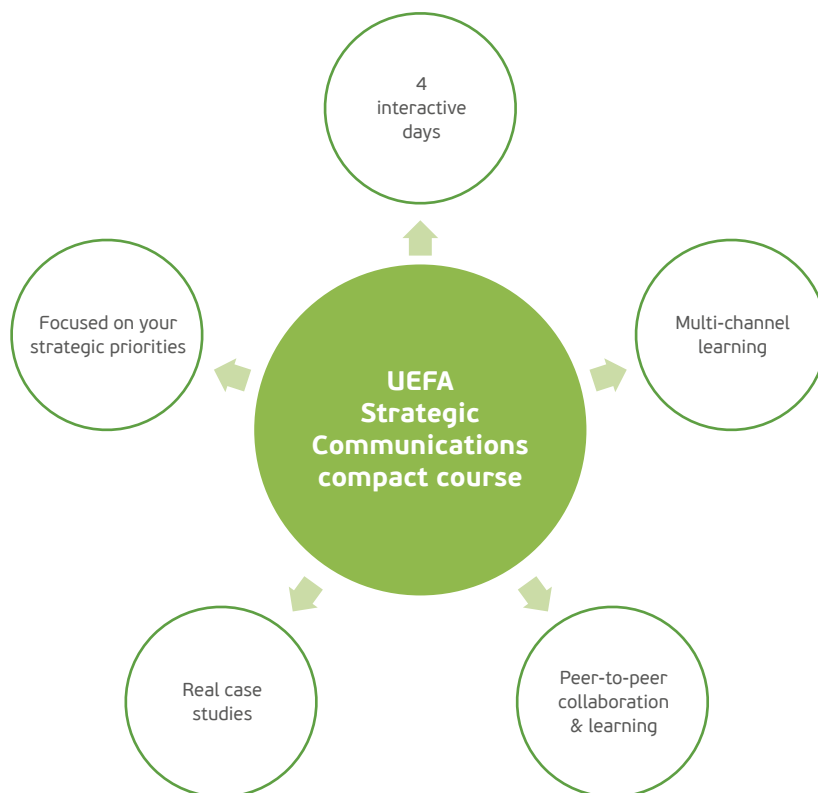
Certificate of completion by the UEFA Academy



#### Language

English





#### **DAY1** **BUILDING AN EFFECTIVE COMMUNICATIONS STRATEGY**

Combining theory and practice, you will learn the 10 key steps to building an effective communications strategy. The day showcases real-life examples and case studies of international organisations' communications 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, expert guidance on digital strategy and content creation as well as how to successfully incorporate research, insights and measurement into communications 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 see participants plot their way through an unfolding football crisis. Recognised experts will share best practice and lead discussion 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 use takeaways in your own communications strategy. You will also be updated on the latest trends and practices in corporate communications.





## 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 senior communications executives from the football industry. Some seats will be open for participants from other sports organisations as well. To apply, complete the application form online [here](#).



## A WORD FROM UEFA 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, supported and enhanced with a structure for ongoing education and training for the most important stakeholders in the PR of football.”

■ Philip Townsend, Communications Director, UEFA





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# Contact us

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