



No. 05/2024

TO UEFA MEMBER ASSOCIATIONS

For the attention of
the President and the General Secretary

Your reference	Your correspondence of	Our reference	Date
		SCCC/KYAA	5 February 2024

UEFA Strategic Communications compact course

Dear Sir or Madam,

We are delighted to announce that applications are now open for the upcoming edition of our highly successful UEFA Strategic Communications compact course.

On the pitch, effective communication helps players work as a team and put the coach's strategy into practice. The same principle applies to sports organisations: in the event of a crisis, it is crucial to be able to handle internal communication and engage with key stakeholders in the most efficient and compelling way in order to ensure that the organisation's strategic goals are met.

The UEFA National Associations Communications unit and the UEFA Academy have once again joined forces with strategic communications experts for this fifth edition of the compact course that teaches sports communicators to cope with an increasingly disruptive environment. Since anticipation is the key to handling crises, this course helps participants to prepare their responses to emergencies.

This fifth course, which will take place in person at UEFA headquarters over four days, will be delivered by leading communications experts from many industries and comprise lecture-style seminars, workshops, project development sessions, group discussions and, on the final day, presentations of group projects.

The course places particular emphasis on peer-to-peer learning, in which participants share the communication practices applied in their own organisations. They will learn about current trends and best practices and leave with the tools they need to run contemporary communication strategies within their organisations. They will also develop their networks around Europe, laying the foundation for future collaboration.

Applications

Further details of the course and eligibility criteria can be found in the table below and in the enclosed brochure. Should you have any questions, please write to academy@uefa.ch.

Candidates must complete the online application form available on the course page of the [UEFA Academy website](#) by 6 March 2024.

Please note that 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,

U E F A



Theodore Theodoridis
General Secretary

Enclosure

- UEFA Strategic Communications compact course brochure

cc (with enclosure)

- UEFA Executive Committee
- UEFA HatTrick Committee
- European members of the FIFA Council
- FIFA, Zurich
- UEFA Football Committee
- European Club Association
- European Leagues
- FIFPRO, Division Europe

UEFA Strategic Communications compact course: key characteristics	
Objectives	To provide industry-led knowledge of strategic communications, facilitating the delivery of communicative excellence through detailed and innovative content plans
Target group	Senior communications executives working for national associations, clubs, leagues, players' unions or other sport-related or partner organisations
Admission criteria	Candidates should: <ul style="list-style-type: none"> – have a good command of English, both spoken and written – hold a communication role within a sports organisation or associated business
Application deadline	6 March 2024
Number of candidates	Each national association is entitled to put forward one applicant for the programme
Teaching model	Face to face
Dates	16–19 April 2024
Duration	Four days, 40 hours of study, most of which can be completed on-site
Location	UEFA headquarters
Topics	<ul style="list-style-type: none"> • Building an effective communications strategy • Tactical activation plans and evidence-based success • Issue management, crisis communication and political advocacy • Future of corporate communication
Qualification	Certificate of completion from the UEFA Academy (participation in the entire course is mandatory to receive the certificate)
Fees	€3,800 (covered by UEFA for representatives of UEFA member associations)