Garnet
Garnet Global Training Center

GGT-SP-111

Sports Management & Wellbeing **Rare specialisation** **New from 2028**

Esports Management

إدارة الرياضات الإلكترونية

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (management)**

Overview

Esports Management helps participants move from doing the work to managing it, with planning tools, control methods and reporting that management trusts. Management programs for clubs, federations, venues and workplace wellbeing teams. It runs as a 5-day or 10-day program in English or Arabic, in classrooms in Dubai, Riyadh, Cairo, London, Istanbul and other cities, or live online, and can be delivered in-house.

What you will be able to do

- Set up and run Esports Management as a managed process with clear roles.
- Plan resources, budgets and schedules realistically.
- Define KPIs and build simple dashboards for management.
- Control risk, quality and compliance in this area.
- Lead improvement projects and measure their benefit.

Who should attend

Club and federation managers, coaches, venue operators and wellbeing leads. It suits supervisors, section heads and specialists who manage, or are about to manage, this area.

Key topics

- Sport governance
- Commercial and sponsorship
- Venue operations
- Athlete development
- Fan engagement
- Health and wellbeing

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

WhatsApp: +971 56 674 7382

Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Esports Management: the management framework

- Health and wellbeing
- Common mistakes and how to avoid them

Day 2 Planning, resources and budgets

- Sport governance
- Commercial and sponsorship

Day 3 Performance measurement and control

- Venue operations
- Regional and international case studies

Day 4 Risk, compliance and improvement

- Athlete development
- Checklists and templates to take away

Day 5 Management case study and action plan

- Fan engagement
- Group discussion and peer review

10-day outline

Day 1 Esports Management: the management framework

- Health and wellbeing
- Common mistakes and how to avoid them

Day 2 Planning, resources and budgets

- Sport governance
- Commercial and sponsorship

Day 3 Performance measurement and control

- Venue operations
- Regional and international case studies

Day 4 Risk, compliance and improvement

- Athlete development
- Checklists and templates to take away

Day 5 Management case study and action plan

- Fan engagement
- Group discussion and peer review

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Measurement and reporting

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Hands-on workshop on a workplace challenge

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
17–28 Jan 2028	10-day classroom	Dubai	English	8,950
7–11 Feb 2028	5-day classroom	London	English	4,750
7–18 Aug 2028	10-day online	Live online	Arabic	5,450
19–23 Nov 2028	5-day classroom	Riyadh	English	4,750
4–15 Feb 2029	10-day classroom	Amman	Arabic	8,950
9–13 Apr 2029	5-day classroom	Dubai	English	4,750
13–17 Aug 2029	5-day online	Live online	English	2,950
3–7 Dec 2029	5-day classroom	Kuala Lumpur	English	4,750
21–25 Jan 2030	5-day classroom	Dubai	Arabic	4,750

Dates	Format	City	Language	Fee (USD)
4–15 Feb 2030	10-day online	Live online	English	5,450
1–5 Jul 2030	5-day classroom	Abu Dhabi	Arabic	4,750
13–24 Oct 2030	10-day classroom	Cairo	English	8,950

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/