Garnet
Garnet Global Training Center

GGT-SP-101

Sports Management & Wellbeing

Sports Management

الإدارة الرياضية

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

Overview

Sports 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. You can join a public session in one of 20 cities or live online, in English or Arabic, or bring the course in-house with examples from your own operations.

What you will be able to do

- Set up and run Sports Management as a managed process with clear roles.
- Define KPIs and build simple dashboards for management.
- Control risk, quality and compliance in this area.
- Lead improvement projects and measure their benefit.
- Report clearly to senior management and stakeholders.

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

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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 Sports Management: the management framework
- Sport governance
- Checklists and templates to take away

Day 2 Planning, resources and budgets
- Commercial and sponsorship
- Venue operations

Day 3 Performance measurement and control
- Athlete development
- Group discussion and peer review

Day 4 Risk, compliance and improvement
- Fan engagement
- Measurement and reporting

Day 5 Management case study and action plan
- Health and wellbeing
- Hands-on workshop on a workplace challenge

10-day outline

Day 1 Sports Management: the management framework
- Sport governance
- Checklists and templates to take away

Day 2 Planning, resources and budgets
- Commercial and sponsorship
- Venue operations

Day 3 Performance measurement and control
- Athlete development
- Group discussion and peer review

Day 4 Risk, compliance and improvement
- Fan engagement
- Measurement and reporting

Day 5 Management case study and action plan
- Health and wellbeing
- Hands-on workshop on a workplace challenge

Day 6 Advanced techniques and specialist practice
- Complex cases in depth
- Common mistakes and how to avoid them

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
- Regional and international case studies

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)
4–15 Jan 2027	10-day classroom	Dubai	Arabic	8,950
14–18 Jun 2027	5-day online	Live online	English	2,950
11–15 Jul 2027	5-day classroom	Manama	Arabic	4,750
13–17 Dec 2027	5-day classroom	Paris	English	4,750
13–17 Mar 2028	5-day classroom	Istanbul	English	4,750
7–18 Aug 2028	10-day online	Live online	Arabic	5,450
11–15 Sep 2028	5-day classroom	Kuala Lumpur	English	4,750
12–23 Nov 2028	10-day classroom	Manama	Arabic	8,950
1–5 Jan 2029	5-day online	Live online	Arabic	2,950
12–16 Mar 2029	5-day classroom	Abu Dhabi	Arabic	4,750

Dates	Format	City	Language	Fee (USD)
2–13 Jul 2029	10-day classroom	Geneva	English	8,950
8–12 Oct 2029	5-day classroom	London	English	4,750
14–25 Jan 2030	10-day online	Live online	Arabic	5,450
8–12 Apr 2030	5-day classroom	Istanbul	English	4,750
6–10 May 2030	5-day classroom	Dubai	Arabic	4,750
16–27 Dec 2030	10-day classroom	Abu Dhabi	English	8,950

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