Garnet
Garnet Global Training Center

GGT-SP-114

Sports Management & Wellbeing

Sports Media & Communication

الإعلام والاتصال الرياضي

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

Overview

Sports Media & Communication turns established good practice into step-by-step methods that participants rehearse in exercises and then apply at work. Management programs for clubs, federations, venues and workplace wellbeing teams. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

What you will be able to do

- Apply the methods and standards of Sports Media & Communication to real tasks.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.
- Interpret data and results correctly and act on them.
- Follow safe, compliant and documented work practices.

Who should attend

Club and federation managers, coaches, venue operators and wellbeing leads. Practitioners with one to five years of experience benefit most.

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 Media & Communication: principles and standards

- Fan engagement
- Group discussion and peer review

Day 2 Methods and tools in practice

- Health and wellbeing
- Sport governance

Day 3 Diagnosis and problem solving

- Commercial and sponsorship
- Measurement and reporting

Day 4 Quality, safety and documentation

- Venue operations
- Hands-on workshop on a workplace challenge

Day 5 Workshop, assessment and action plan

- Athlete development
- Common mistakes and how to avoid them

10-day outline

Day 1 Sports Media & Communication: principles and standards

- Fan engagement
- Group discussion and peer review

Day 2 Methods and tools in practice

- Health and wellbeing
- Sport governance

Day 3 Diagnosis and problem solving

- Commercial and sponsorship
- Measurement and reporting

Day 4 Quality, safety and documentation

- Venue operations
- Hands-on workshop on a workplace challenge

Day 5 Workshop, assessment and action plan

- Athlete development
- Common mistakes and how to avoid them

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Regional and international case studies

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
- Checklists and templates to take away

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)
15–19 Mar 2027	5-day classroom	Istanbul	English	4,750
10–14 May 2027	5-day classroom	Geneva	English	4,750
18–29 Oct 2027	10-day classroom	Dubai	Arabic	8,950
1–5 Nov 2027	5-day online	Live online	Arabic	2,950
8–12 May 2028	5-day classroom	Abu Dhabi	English	4,750
21–25 Aug 2028	5-day classroom	London	English	4,750
16–27 Oct 2028	10-day online	Live online	English	5,450
4–15 Dec 2028	10-day classroom	Amsterdam	English	8,950
14–18 Jan 2029	5-day classroom	Doha	English	4,750

Dates	Format	City	Language	Fee (USD)
6–10 Aug 2029	5-day online	Live online	Arabic	2,950
10–14 Sep 2029	5-day classroom	Dubai	Arabic	4,750
10–21 Dec 2029	10-day classroom	Istanbul	English	8,950
21 Jan – 1 Feb 2030	10-day online	Live online	English	5,450
10–21 Feb 2030	10-day classroom	Cairo	English	8,950
4–8 Mar 2030	5-day classroom	Dubai	Arabic	4,750
19–23 Aug 2030	5-day classroom	Istanbul	English	4,750

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