Garnet
Garnet Global Training Center

GGT-SP-116

Sports Management & Wellbeing

Ticketing & Fan Experience

التذاكر وتجربة الجماهير

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

Overview

Ticketing & Fan Experience 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. 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

- Apply the methods and standards of Ticketing & Fan Experience to real tasks.
- Diagnose common problems and identify root causes.
- Interpret data and results correctly and act on them.
- Follow safe, compliant and documented work practices.
- Avoid the mistakes that most often cause rework or failure.

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 Ticketing & Fan Experience: principles and standards

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

Day 2 Methods and tools in practice

- Athlete development
- Fan engagement

Day 3 Diagnosis and problem solving

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

Day 4 Quality, safety and documentation

- Sport governance
- Regional and international case studies

Day 5 Workshop, assessment and action plan

- Commercial and sponsorship
- Checklists and templates to take away

10-day outline

Day 1 Ticketing & Fan Experience: principles and standards

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

Day 2 Methods and tools in practice

- Athlete development
- Fan engagement

Day 3 Diagnosis and problem solving

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

Day 4 Quality, safety and documentation

- Sport governance
- Regional and international case studies

Day 5 Workshop, assessment and action plan

- Commercial and sponsorship
- Checklists and templates to take away

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Group discussion and peer review

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
- Measurement and reporting

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	London	English	8,950
8–12 Feb 2027	5-day online	Live online	English	2,950
19–23 Apr 2027	5-day classroom	Dubai	English	4,750
9–13 May 2027	5-day classroom	Riyadh	English	4,750
16–20 Jan 2028	5-day classroom	Jeddah	English	4,750
13–24 Mar 2028	10-day online	Live online	Arabic	5,450
2–13 Oct 2028	10-day classroom	London	English	8,950
20–24 Nov 2028	5-day classroom	Barcelona	English	4,750
15–26 Apr 2029	10-day classroom	Kuwait City	English	8,950

Dates	Format	City	Language	Fee (USD)
15–19 Jul 2029	5-day classroom	Riyadh	English	4,750
20–24 Aug 2029	5-day online	Live online	English	2,950
9–13 Sep 2029	5-day classroom	Cairo	English	4,750
18 Feb – 1 Mar 2030	10-day classroom	Istanbul	English	8,950
14–18 Apr 2030	5-day classroom	Riyadh	English	4,750
20–31 May 2030	10-day online	Live online	Arabic	5,450
5–9 Aug 2030	5-day classroom	Abu Dhabi	English	4,750

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