

The **WORLD ACADEMY of SPORT** would like to take this opportunity to keep you informed of upcoming programmes being held at its Manchester location housed in the world renowned Manchester Business School.

**5 Day Intensive Event and Administration Programme**  
**12th -16th May**

**3 Day Athlete Performance Pathways Programme**  
**3rd-5th June**

All programmes combine world renowned industry practitioners who have shaped and influenced the world of sport, with academic thought leaders from the Manchester Business School to deliver first-class management education modules.

**These programmes are integral to your development within your organisation**

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*As a special offer, book onto the 5 Day Intensive Event and Administration Programme now and your package will also include a ticket to the UEFA Cup Final, and a behind the scenes exclusive tour of the Manchester City Stadium, led by Jim Quigley, Head of Sports and Events at Manchester City Council.*

**5 Day Intensive Event and Administration Programme**

If you are an executive at the forefront of the sport and major event management then this programme will equip you with the necessary insight and tools to take your organisation to the next level. Some key topics covered in this programme include:

- Leadership in a Changing Environment
- Major Project Finance
- Engaging Your Volunteer Support
- Major Project Acquisition & Delivery
- Host City Agreement and Legal Issues in Sport
- Stakeholder Relations, An IOC Perspective
- Sponsorship and Brand Connection
- Marketing Management
- Stakeholder Mapping
- International Federation Relations
- Sponsorship Programme Activation
- Broadcast and New Media

All topics are delivered by world renowned industry pioneers, including:

**Richard Bunn**, Managing Director of rbi Network and the driving force behind the creation of Eurosport. Richard was awarded the Olympic Order in 2001.

**François Carrard**, a previous Director General of the IOC who now acts as an advisor to many international clients, including the IOC.

**Partick Nally**, the founder of WestNally and an acknowledged pioneer of international sports marketing and sponsorship. Patrick developed marketing principles still used today in TOP sponsorship packages including FIFA World Cup and IOC.

***“Industry leaders are brought together to explore sport’s key issues. If you are to attend one course, attend this one.”** Lee Preston, Manchester City Council*

**3 Day Athlete Performance Pathways Programme**

This programme provides intensive industry training, ensuring executives and managers can develop strategic management techniques specific to talent identification, development and presentation and provides the tools for

managing high performance pathways and athlete support. Key areas covered include:

- Talent Engagement & Development for Team/Individual Sports
- Major Event Team Planning
- Podium Preparation
- Strategic Innovation in a Changing Environment

All topics are delivered by world renowned industry pioneers, including:

**Geoff Lipshut**, CEO of the Olympic Winter Institute of Australia (OWIA) has raised the standard and profile of all Australian winter sport athletes, and is responsible for the rapidly rising success of winter sports within Australia

**John Westwood**, a former member of the Manchester Business School academic faculty and specialising in asset utilisation and strategic response in rapidly changing environments.

**Daniel Meyer**, a partner at Performance Development Partners SA (PDP), Daniel created his own consultancy firm operating in both business and management consultancy as well as coaching and career transition management for senior executives. Daniel also developed *Winners @ SportsTransition*, a programme especially dedicated to help high level athletes to successfully plan their career transition.

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The World Academy Of Sport, established in June 2005, provides world leading educational programmes to International Sporting Federations and their member constituents around the world. Comprised of the **Executive Centre**, the **Athlete Centre**, and working in Partnership with Manchester Business School and IF Education, we have established ourselves as world leaders in providing specific sport education solutions to the sports and major events industry.

Our offices, based in Manchester, Geneva and Melbourne give us a global reach and ability to service International Sports Federations. Since our establishment just over 2 years ago we have successfully created 4 partnership Academies with **UCI, FIS, IFNA** and most recently the **IRB**.

#### Other upcoming programmes include:

2 Day Executive Administration  
15-16th July 2008

2 Day Risk Management and Governance  
17th-18th July 2008

5 Day Intensive Event and Administration  
3-7th November 2008

Global MBA Sport and Major Events,  
Intake September 2008

2 Day Executive Administration  
25-26th November 2008

2 Day Risk Management and Governance  
27-28th November 2008