



## SCHEDULE – SPORT & EVENT MANAGEMENT

### WEEK 1\*

|         | MONDAY,<br>28 JUNE     | TUESDAY,<br>29 JUNE      | WEDNESDAY,<br>30 JUNE     | THURSDAY,<br>1 JULY                   | FRIDAY,<br>2 JULY  |
|---------|------------------------|--------------------------|---------------------------|---------------------------------------|--------------------|
| BLOCK 1 | Introduction           | Clubs, & Associations I  | Marketing & Communication | Presentations                         | Media & Sponsoring |
| BLOCK 2 | Global Sports Industry | Clubs, & Associations II | Break-Out Session         | Interview with Industry Practitioners | Break-Out Session  |

### WEEK 2\*

|         | MONDAY,<br>5 JULY                     | TUESDAY,<br>6 JULY        | WEDNESDAY,<br>7 JULY | THURSDAY,<br>8 JULY     | FRIDAY,<br>9 JULY                     |
|---------|---------------------------------------|---------------------------|----------------------|-------------------------|---------------------------------------|
| BLOCK 1 | Presentations                         | Sports Events             | Break-Out Session    | Future Trends in Sports | Interview with Industry Practitioners |
| BLOCK 2 | Interview with Industry Practitioners | FIFA World Cup Qatar 2022 | Presentations        | Break-Out Session       | Presentations & Summary               |

\* schedules subject to change