

SPORTS MANAGEMENT AND LEADERSHIP TRAINING

Sports Management
and Commercialization



KARA O' MULA
Mulanje - Malawi

**1-3
APRIL
2025**

FROM
8:30
TILL 4PM

REGISTRATIONS FEES
K900,000
VAT EXCL

CONTACT

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WORKSHOP OVERVIEW

Sports management is the principle of organising and running sports and sports activities. It focuses primarily on the business side of sports but also on how sports can have a positive impact on our lives. In sports management and leadership, the economic and social effects of sports are measured and studied. The modern sports industry is worth billions of dollars and creates employment for millions of people. Sports management focuses a lot on how to improve the industry and how to maximise profits and success of sporting organisations.

Sports have always been an important part of human society, and the sporting industry has grown to have a major economic impact on the world too. Sports allow us to engage our innate need to compete against others while also promoting a healthy and active lifestyle. Sports have always been popular with fans and now, thanks to advances in technology, sports fans are now able to watch sports whenever they like. The increased availability of sports has led to a rapid growth in the industry and the professional sports we see today are a direct result of that.

As the sports industry has gotten more professional, the need for effective sports management and leadership has grown. Sports have become more competitive than ever, and the margins for success are normally slim. This means that effective management is more important than ever, as it can make the difference between success and failure at the highest levels of sports. In the future, as the impact of technology and management practices grow, executives with a deep understanding of sports management will be in high demand.

The training has been specifically developed to help broaden an understanding of the sports industry and how management and leadership practices can affect it. It will give a deep knowledge of the industry and how it operates. The workshop aims to give real life examples of how sports organisations work and what makes them successful. In modern sports, management is more important than ever, especially with so many sports clubs now being run for profit. As the sports industry grows, the need for effective management does too. Sports organisations are increasingly mindful of how their off-field decisions can affect their on-field performances. Management practices need to get smarter as competition between teams increases. The industry needs people with an understanding of the business side of sport more than ever as it continues to grow and develop. All of the topics in this program has been carefully selected to give you the best possible insight into the sports industry and business decisions that affect sports teams, brands and organisations. As well as providing up to date examples, the theories and concepts are also chosen due to their relevance in modern sports business.

Of course, sports management is more than just the financial aspects. The program will firstly introduce you to learn about the history of sports and how sports can create a positive impact on people and society as a whole. You'll also be able to discover some of the challenges involved in balancing competition and fair play and why sports ethics are an important thing to consider. It can be useful to just learn the business side, but without seeing the whole picture, your understanding of the industry will be lacking.

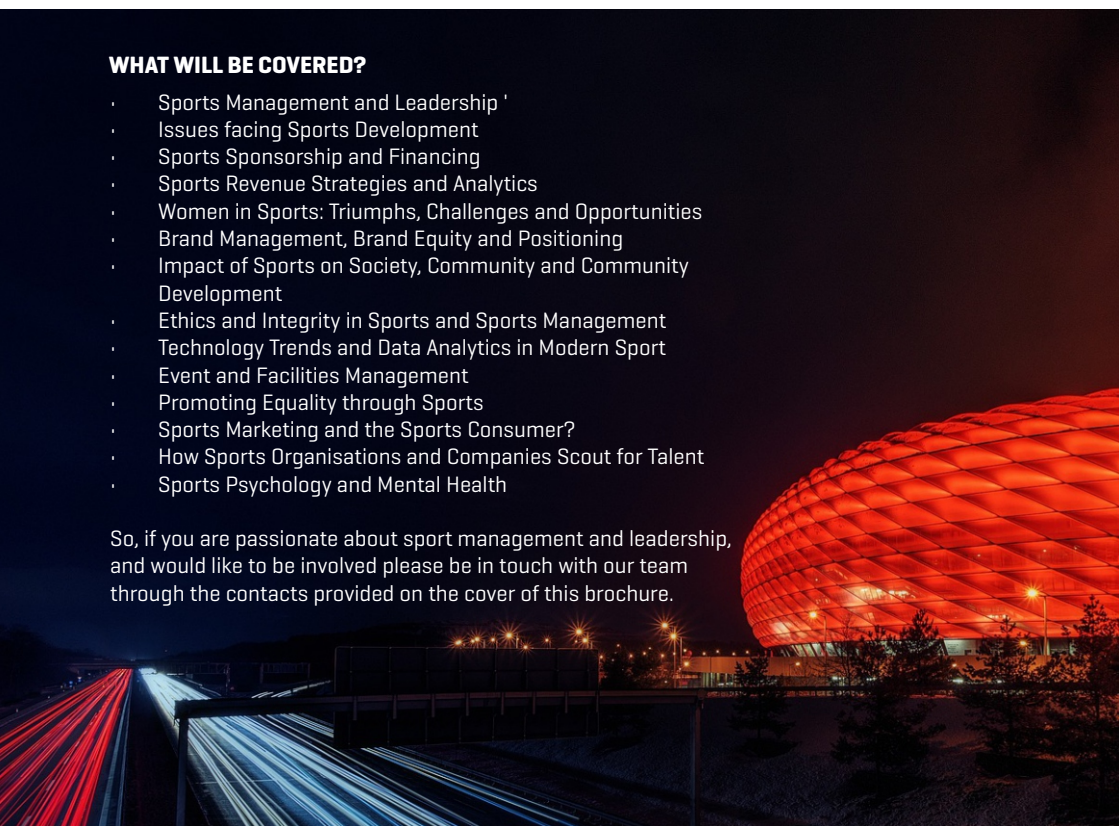
PALGNET aims to lead the way in enhancing and expanding Sport Management within the Malawian landscape and beyond. We are committed to developing research-informed presentations and learning in Sport Management and Leadership with a strong focus on technology integration. Facilitated by industry experts and leaders with an aim to advance the sport management education and practice, we believe that conducting this training will provide a forum for sports management research experts and industry leaders to exchange ideas, provide solutions and create networks for enhanced future collaborations. Malawi is a sport-crazy nation, with numerous sporting activities widely supported at local, national and international levels.

The introduction of Sports Management and Leadership training workshops in Malawi will provide numerous stimuli in Sports Business Management within Malawian context. The program will enhance innovative and interdisciplinary solutions to challenges in contemporary sport management. Designed to enhance best practice within the sport management discipline, provide a platform to discuss on panels, share, learn and understand best practice initiatives and all aspects of excellence in the industry.

WHAT WILL BE COVERED?

- Sports Management and Leadership '1
- Issues facing Sports Development
- Sports Sponsorship and Financing
- Sports Revenue Strategies and Analytics
- Women in Sports: Triumphs, Challenges and Opportunities
- Brand Management, Brand Equity and Positioning
- Impact of Sports on Society, Community and Community Development
- Ethics and Integrity in Sports and Sports Management
- Technology Trends and Data Analytics in Modern Sport
- Event and Facilities Management
- Promoting Equality through Sports
- Sports Marketing and the Sports Consumer?
- How Sports Organisations and Companies Scout for Talent
- Sports Psychology and Mental Health

So, if you are passionate about sport management and leadership, and would like to be involved please be in touch with our team through the contacts provided on the cover of this brochure.



CONTACTS



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