

## **Sports Management and Leadership Conference (SMLC)**

Sports Commercialization: Unlocking Opportunities for Malawi's Sporting Future

The **Sports Management and Leadership Conference (SMLC)** under the theme “**Sports Commercialization: Unlocking Opportunities for Malawi's Sporting Future**” aims to bring together sports leaders, administrators, entrepreneurs, policymakers, and academics to explore how commercialisation can transform Malawi's sports sector. It will highlight strategies for sustainable growth, revenue generation, and professionalisation of sports management while ensuring inclusivity and community development. 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.

As the sports industry has got 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 grows, executives with a deep understanding of sports management will be in high demand.

The conference 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 conference aims to give real life examples of how sports organizations 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 organizations 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 conference 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 and the Ministry of Sports, Youth and Culture aim 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 conference 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 programs in Malawi will provide numerous stimuli in Sports Business Management within Malawian context and beyond. 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 panels, share, learn and understand best practice initiatives and all aspects of excellence in the industry.

### **Key Objectives**

- Knowledge Sharing: Provide insights into global and regional trends in sports commercialisation.
- Capacity Building: Equip sports managers and leaders with tools for effective governance, marketing, and sponsorship acquisition.
- Networking: Create a platform for collaboration between sports organisations, corporate sponsors, and government institutions.
- Policy Dialogue: Discuss frameworks that can support commercialisation while safeguarding athletes' welfare and grassroots development.

### **Expected Outcomes**

- A roadmap for sports commercialisation in Malawi
- Strengthened partnerships between sports bodies and the private sector
- Policy recommendations for sustainable sports financing
- Enhanced leadership skills among sports administrators

### **What will be covered?**

- Sports Management, Governance and Leadership
- Issues facing Sports Development
- Sports Sponsorship, Partnerships 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 Infrastructure (Facilities) Management
- Promoting Equality through Sports
- Sports Marketing, Branding and Sports Consumer?
- How Sports Organizations and Companies Scout for Talent
- Sports Psychology and Mental Health (Athlete Development and Welfare)

### **Target Audience**

- Sports Administrators and Managers
- Government Officials and Policymakers
- Corporate Sponsors and Investors
- Academics and Researchers in Sports Management
- Athletes and Player Associations
- Media and Marketing Professionals

### **Prices Include:**

- Conference Materials
- Lunch and Refreshments during Conference
- Access to Learning Resources
- Airport Pickup and Drop off for International Delegates may be arranged

### **Prices Exclude:**

- VAT
- Dinner and Accommodation.

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.