



AFC LEAGUE AND CLUB MANAGEMENT WORKSHOP: Media Management and Marketing

AUSTRALIAN FOOTBALL COLLEGE

Australian Football College (AFC) is a specialised Registered Training Organisation (RTO) delivering nationally recognised football specific sporting qualifications at Certificate and Diploma levels.

AFC can customise skill sets of varying durations to suit your organisation needs, focusing on achievable outcomes for your league or club.

All AFC qualifications and programs can be delivered within Australia and internationally.

AFC professional development workshops offer unique training opportunities for those who participate within the Asian soccer industry.

AFC professional development workshops enable participants to recognise and seize important growth opportunities within the football arena and empower them to improve the level of soccer league and club managements.

WORKSHOP FACILITATOR: MR ZOHAI AMMAR

Mr Zohair Ammar is a globally well respected senior sport executive with an extensive background in administration, marketing, fundraising, communications, strategic planning, sports security, sports coaching, and event management.

Mr Ammar's notable achievements include being a current Instructor and Program Manager of the FIFA/CIES Executive Program in Sports Management, a FIFA regional instructor, former Senior Manager and Consultant for the Vodafone Football Sponsorship Program in Egypt, and he is a guest speaker at the International Centre for Sports Studies (CIES), Switzerland.

Mr Ammar is a former Board Member of the Egyptian Football Association (EFA) and is passionate about sharing his knowledge and experience!

Mr Ammar has delivered many courses for the National Football Federation in Africa and Asia addressing club licensing, compliance and professional development.





TURN YOUR PASSION FOR SOCCER INTO A CAREER YOU LOVE



WORKSHOP INFORMATION

If you're passionate about soccer, you will need to ensure that you and all relevant stakeholders are fully prepared for the start of the new season and aware of changes that have been made to the competitions, media and marketing regulations. In line with the changing landscape of football organisations and governance, new topics will be covered at this workshop.

Participants have an opportunity to review and discuss an array of best media, communications and marketing practices, and details on how to serve a football club / league organisation's ultimate goals.

WORKSHOP FEATURES

- Improve the level of soccer league and club management
- Widen understanding of evolving sponsorship and media coverage methods
- Increase level of professionalism

JOB OPPORTUNITIES

- Team officials
- Match commissioners
- Team managers
- Team media officers
- Team marketing officers

DURATION & STUDY MODE

2 days over weekend, full-time

LOCATIONS

Queensland / Sydney / Melbourne

ENTRY REQUIREMENTS

There are no pre-requisites to attend the workshop.

FEES

\$1,100 AUD

HOW TO ENROL

Applying to AFC is easy. You can submit your enrolment application online at **afc.edu.au** or call **+61 1300 656 693**.



Call our friendly course advisors on
+61 1300 656 693 or visit **afc.edu.au**