



## AFC LEAGUE AND CLUB MANAGEMENT WORKSHOP: Media Officers and Other Media Professionals

### 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.

The Asian Football Confederation Club licensing regulations were introduced in 2015 under the Asian Football Confederation League Development Program. The new regulations require clubs and leagues to assign a dedicated sports officer in various fields.

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 ZOHAIR 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 and all relevant stakeholders in your club / league should attend this Media Officers and Other Media Professionals workshop that is part of the League and Club Management Workshop series.

Participants will gain more knowledge about communications, PR and media operations that will empower them to take their communication skills to the next level for the benefit of club and league development.

The workshop covers further development opportunities in media rights and types of media coverage for competitions.

## WORKSHOP FEATURES

- Communications, PR and media operations
- Social media and media relations
- Best practices
- Preparation of promotional material
- Roles and responsibilities of the team media officer

## THIS WORKSHOP IS SUITABLE FOR:

- Team officials
- Team managers
- Team media officers
- Club managers
- Team photographers
- Web developers and administrators
- Sports social media specialist

## 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](http://afc.edu.au) or call **+61 1300 656 693**.



Call our friendly course advisors on **+61 1300 656 693** or visit [afc.edu.au](http://afc.edu.au)