



PRESENT

The Executive Program in International Expansion for Sports Properties at ITTI Sports, in collaboration with ISL, aims to equip sports industry professionals with the knowledge, skills, and tools required to assist sports organizations in expanding their properties globally. The program is designed to help participants develop a global perspective on sports business and identify new opportunities to grow their clients' sports properties worldwide.

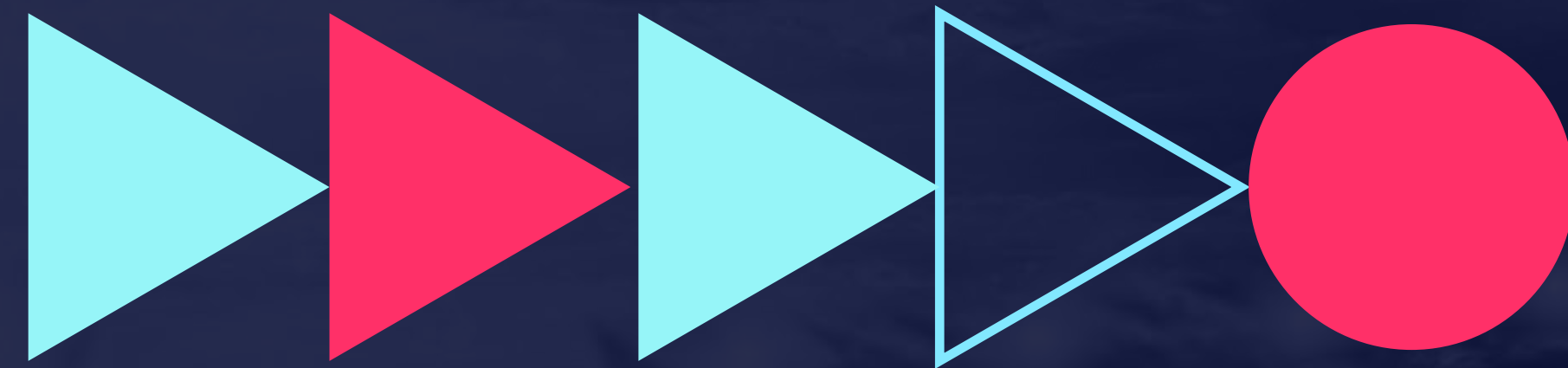


SPECIFIC OBJECTIVES FOR THE PROGRAM ARE:

- To develop an understanding of the key drivers of global sports industry and how to capitalize on these opportunities to expand sports properties for clients.
- To understand the importance of brand awareness, market strategy, and commercialization of opportunities in expanding sports properties internationally.
- To learn how to identify and develop new revenue streams, alliances, and partnerships for sports properties of clients.
- To gain insights into effective sponsorship and endorsement strategies and how to leverage them to maximize global reach and impact for clients.
- To understand the importance of project development and international events, tours & friendlies, event management, international academies, travel management, mergers & acquisitions, and fan engagement in expanding sports properties for clients.
- To learn how to leverage new technologies such as blockchain, crypto & NFTs, metaverse, and media partnerships to globalize sports properties of clients.
- To develop the skills required for effective risk management, financial planning, and workforce management in the context of global sports business operations for clients.
- To gain insights into effective logistics and operations management, key performance indicators, and content development for media partnerships, sponsorships, and partnerships in the global sports industry for clients.

Overall, the program aims to provide sports industry professionals with a comprehensive understanding of the global sports business landscape and the skills required to identify, evaluate and capitalize on new opportunities for growth and expansion of sports properties.

EXECUTIVE PROGRAM IN INTERNATIONAL EXPANSION FOR SPORTS PROPERTIES



Academic Program

- International academies
- Content
- Tours & Friendlies
- Event management
- New revenue streams
- Project development
- International events
- Event management
- Sponsorship & Endorsement
- Metaverse
- Market strategy
- Blockchain, Crypto & NFT's
- Travel management
- Commercialization of opportunities
- Use of technologies for globalization
- Travel management
- Mergers & Acquisition
- Fan engagement
- Risk management
- Key Performance Indicators
- Financial planning
- Logistics & Operations
- Media partnerships
- Project development
- Workforce management
- Global brand awareness
- Alliances and Partnerships

The Executive Program in International Expansion for Sports Properties at ITTI Sports, in collaboration with ISL, is designed for sports industry professionals who are looking to expand their knowledge and skills in the global sports business landscape. This program is ideal for sports business executives, sports marketing professionals, sports operations and logistics professionals, sports agency professionals, sports events organisers/ managers and aspiring sports industry professionals.

Overall, the program provides a comprehensive understanding of the global sports business landscape and the skills required to identify, evaluate, and capitalize on new opportunities for growth and expansion of sports properties.

Join the program and take your sports industry career to the next level.