

BEGIN YOUR JOURNEY IN SPORTS

WITH INSPIRATION



SPORT BUSINESS TRAINING PROGRAM · OCTOBER 5 – 9, 2015

AIMS & CONCEPT

An executive training program to equip you with:

- professional capability in sports business industry
- skills development through practical experience
- insights from world leading sports professionals
- access to a global network of international and national sport organizations and organizing committees of sporting events

Attend the 5-day training, get an **internship** up to 3 months, and a chance to win a **scholarship** for a **personalized 18-month mentoring** and support program combined with internships in international sports organizations and events

PARTICIPANT PROFILE

Graduate, undergraduate students and young professionals interested in enhancing their experience, capability and knowledge about the sports business industry.

5-day Intensive Training Program + option for 1-3 months internship (depending on position and duration of stay) + practical experience in 1 Sporting Event

Language of instruction: English

Certification:

- Certificate of Participation awarded by HIBOU Academy and DERE – The American College of Greece
- Certificate of Internship

Following completion of the program participants have the option to register for "phase 2" receiving a personalized 18-month mentoring and support program combined with internship opportunities in world class sport organizations and events. For more information about HIBOU Academy please click here: <http://www.hibou-alliance.com/academy>

TUITION

Per person registration + accommodation
(shared accommodation in Double Room): €850

Per person registration
without accommodation: €550

Per person registration
(ACG students & alumni): (40% discount) €330

Deadline for registration for students
requiring accommodation: August 30

Deadline for registration
without accommodation: September 20

**10% discount for early-bird
registration until June 30**

EXAMPLES OF CURRENT INTERNSHIPS IN GREECE

- [International Olympic Truce Centre](#)
- [Pre-Olympic Women 470 sailing team](#)
- [NIKE](#)
- [Ogilvy](#)
- [Hellenic Professional Volleyball Players Association](#)
- [FISE](#) (event in October 2015)

Additional opportunities are expected to be confirmed shortly

SCHOLARSHIPS

1 student will receive a **full scholarship for phase 2** of the program, which includes **18 months personalized mentoring** and support and **2 internship opportunities** in world class sport events /organizations. Scholarship does not cover travel, accommodation or personal expenses.

PROGRAM FACILITATORS & KEYNOTE SPEAKERS

Dr. Dikaia Chatziefstathiou is the HIBOU Academy Chief Academic



Officer, Program Leader and facilitator. She is a world expert in Olympic Studies and her work on the ideology of Olympism and values has been widely published and cited in peer-reviewed academic journals and books. She is the winner of the inaugural Coubertin Prize 2008 awarded by the International Olympic Committee (IOC)

and the International Pierre de Coubertin Committee (IPCC) for her qualitative research on Pierre de Coubertin's writings and speeches. She is a Member of the Executive Board of the International Pierre de Coubertin Committee since 2009 and was recently re-elected to serve until 2018. She is appointed as a Reader in Olympic Studies and the Social Analysis of Sport at the School of Human and Life Sciences in Canterbury Christ Church University, UK.



Thanos Karagrounas, former Head of Information & Knowledge Management of the International Olympic Committee, has more than 15 years of professional experience in sports management and the organization of major sporting events. He holds a Bachelor in Sport Sciences and Physical Education (DUTH, Greece) and a Master's in Sports

Management (UTS, Australia). He is also a Certified Knowledge Manager (CKM) from the International Knowledge Management Institute.

insights
experience
network skills

ADDITIONAL PROGRAM SERVICES

- Access to world-class campus with Olympic preparation sport facilities
- Airport pick up service upon arrival
- Welcome Reception
- Comprehensive study abroad staff assistance prior to and during stay
- Orientation to the student residence facilities and services
- Guided tour of campus
- Welcome guide and maps for all students packed with practical information about the facilities, Aghia Paraskevi neighborhood, Athens and Greece
- Student visa assistance and approval letter for Greek Consulate, if needed
- Official ACG summer student identification cards
- Use of campus athletic facilities, pool, student labs, and library during normal operating hours

PROGRAM OUTLINE

OCTOBER 2015						
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
05	06	07	08	09	10	11
The Global Sports Agenda	Inside International Sport Organizations	Creating Networks of Influence	The New Sports Paradigm for Cities	Sport Innovation & Entrepreneurship		

Theme	Outline of topics
The Global Sports Agenda	<ul style="list-style-type: none"> – Current challenges, trends and evolutions – Pathways and job opportunities – Sport business industry insights
Inside International Sports Organizations	<ul style="list-style-type: none"> – Organizational culture – Politics, context – Breaking the 'silos'
Creating Networks of Influence	<ul style="list-style-type: none"> – Stakeholders management – Managing expectations – Collaborating efficiently across borders
The New Sports Paradigm for Cities	<ul style="list-style-type: none"> – Redefining bidding processes and new financial models – Heritage sports events – Smart cities, legacies and sustainability – City branding
Sport Innovation & Entrepreneurship	<ul style="list-style-type: none"> – Inventing new sports – New funding strategies and models – Research and experimentation

Program outline is subject to change

For more information and to register, visit our website: www.acg.edu
or contact Ms. Voula Kyriakopoulou, tel. 210 600 9800 ext.1332, e-mail: professional@acg.edu