



Albanian National  
Olympic Committee



ICMG Cooperation and  
Development Commission

## ICMG Seminar on Sport Management

5-6 November 2016, Tirana, Albania

### PROGRAM

#### **Friday, 4 November,**

Arrival and Accommodation

Transport from Tirana Airport to Hotel will be arranged by Albanian NOC

19.00 -22.00 Welcome dinner at Hotel

#### **Saturday, 5 November**

09.00-13.00 Seminar – Morning session

09.00-09.15 Welcome greetings by Albanian NOC President and other authorities

09.15-09.40 Introduction to the Seminar, Icebreaking and getting to know

#### **Good Governance of Sport Organizations** by Prof. Thierry Zintz

09.40-10.30 The challenge of Good Governance in Sport Organizations. From thinking to implementing – Part 1

10.30-10.40 Discussion and A&Q

10.40-11.00 Coffee break

11.00-11.50 The challenge of Good Governance in Sport Organizations. From thinking to implementing – Part 2

11.50-12.00 Discussion and A&Q

12.00-13.00 **Sport Marketing** by D. Pintar

- Sports marketing in Global life
  - Importance of efficient and proper branding in sports marketing
  - Branding of sports organization ( EUSA case) - (D.Pintar)

13.00-14.15 Lunch

14.15-18.00 Seminar – Afternoon session **Sport Marketing** by D. Pintar

14.15-16.15 Branding of event (Universidad games case, Mediterranean games case) - (D.Pintar)

- Managing the bid and legacy
- Managing marketing and sponsorship (Euro basket case)

16.15-16.30 Coffee break

16.30-18.00

- Sport and event marketing
  - Managing sponsorship- athletes and stakeholders
  - Managing social media ( Sochi & Nanjing case)

- Managing sponsorship
  - Corporate - NOC phase 1
  - Corporate - NOC phase 2
  - Corporate - NOC phase 3
- Volunteer's

19.00-21.00            City tour visit  
 21.00                    Transport and dinner in hotel

### **Sunday, 6 November**

09.00-13.00    Seminar – Morning session

09.00-10:30    Support the Implementation of Good Governance in Sport - A European project for National Olympic Committees and National Sport Federations (Prof. Thierry Zintz)

10.30-10.50    Coffee break

**Managing Strategically** by Mr. Stavri Bello

10.50-11.30    Managing Strategically

11.30-12.15    Strategic Planning in Sport Organizations

12.15-13.00    Group work (planning in sport )

13.00-14.00    Lunch

14.00-15.00    Ethics Commission and principals in decision making- *by Mr. Vojo Malo/Head of Ethics Commission of Albanian NOC*

15.00-15.45    Good Governance and the Hellenic Olympic Teams - *by Mr. Stratos Karetos*

15.45-16.00    Discussion and A&Q

16.00-16.30    *Conclusions and closing*

16.30-19.30    *Free time*

20.00            *Farewell dinner*