



Sport Management Seminar for Women

September 1 - 4, 2008
Lausanne, Switzerland

Theme
Marketing & Communication

Under the patronage of



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Objectives

The AISTS Sport Management Seminar for Women is a **four day education programme** organised each year in Lausanne, Olympic Capital, Switzerland. It aims to provide women in sport management with a **solid understanding of the key skills** that are needed to pursue a **successful career in international sport**.

"Definitely a good experience to learn more ways to assist women in attaining their aims"

During the four days, participants will work on case studies and participate in **interactive workshops and lectures**. This year the 4th edition will focus on and develop the following two areas:

Marketing and Communication

Last year, more than **80 women from 62 different countries** participated in the seminar. We are striving to create an education programme that is pertinent, practical and adapted to women in sport management.

"A good balance between theory and practical exercises, combined with entertaining extramural activities"

The participants will also visit an International Sport Federation, attend an international sports event and have a **sport practice** organised by the sports department of the University of Lausanne.

Participants

Women from all International and National Sport Federations, National Olympic Committees as well as other sport organisations. Male participants are welcome. Participants must be fluent in English and have a high school diploma.

A continuing education certificate will be delivered and signed by the AISTS.

"The group of ladies was the best I have ever interacted with, it is wonderful to know that sport has such talented women in the system"

Registration Fee

CHF 700, including all documentation and lunches. Hotel accommodation is not included but will be organised by Lausanne Tourism. Some scholarships are available for candidates supported by NOCs.

"An amazing collection of people from around the world, a fantastic human experience"

Registration

Online: www.aists.org/women

(as of April 1, 2008)

Deadline : August 1, 2008

Monday, September 1

COMMUNICATION

- **Conflict resolution, mediation & negotiation**
Lorenn Walker, Public Health Educator, Waialua, Hawai'i, USA
- **Communication & business speaking**
Kerry Choun, Consultant, BCD, Switzerland

Opening Ceremony: Olympic Museum, Lausanne

Lila de Soysa, Project Manager, International Table Tennis Federation (ITTF), Switzerland
June Canavan, Dr. MED, Sports Physician, Australia

Tuesday, September 2

LEADERSHIP

- **Gender effects in leadership**
John Antoniakis, Professor, Faculty of Business & Economics, Uni Lausanne, Switzerland
- **Effective leadership**
John Antoniakis, Professor, Faculty of Business & Economics, Uni Lausanne, Switzerland

Field Visit: Athletissima IAAF Super Grand Prix 2008, Lausanne

Wednesday, September 3

MARKETING and SPONSORSHIP

- **Marketing of sports and events. Sponsorship strategies**
Björn Walliser, Professor, University of Nancy 2, France
- **The role of women in sport marketing**
Björn Walliser, Professor, University of Nancy 2, France

Thursday, September 4

MARKETING and SPONSORSHIP

- **Case study: Athletissima IAAF Grand Prix**
Jacky Delapierre, Executive Director, Athletissima IAAF Super Grand Prix 2008
Björn Walliser, Professor, University of Nancy 2, France

Field visit: International Table Tennis Federation (ITTF), Lausanne

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