



Best Practices in Managing and Leading Sport, Arts and Cultural Organisations

22nd – 26th July 2019

Sarova Panafric Hotel, Nairobi Kenya

5 Credits towards a Higher Certificate in Management

Course Outcomes:

- Integrating Governance and Implementing Structures in Sport, Arts and Culture Management
- Improving Operational Effectiveness in Sport, Arts and Culture Organisations and Structures
- Applying Principles of Inclusiveness and Diversity by Making Provision for Persons with Special Needs in the Sports, Arts and Culture Environment
- Promoting the Organisation or Structure to its Beneficiaries and the Community through the Application of Marketing and Communication Principles
- Addressing Health and Safety within the Sport, Art and Cultural Operational Environment
- Applying Project Management Principles to Sport, Arts and Culture Events/Tournaments

Who Should Attend?

- Sport Development Directors & Managers
- Sport Tournament/Event Directors & Managers
- Sport Facility Directors & Managers
- Sport Sponsorship Directors & Managers
- Sport Administrators
- Sport Event Directors & Managers
- Chief Curators
- Project Directors & Managers
- Community Development Directors & Managers
- Arts and Culture Organisers
- Arts and Culture Directors & Managers
- CSR Managers

About Your Presenters:

Henk De Jager
BPL Hons. B.Econ

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