



MEMOS XXI

September 2017 – September 2018

In English

The MEMOS programme in English is based on four face-to-face education and training sessions. Each of the first three sessions follows the same ten day format from Sunday to Wednesday (one week later).

All participants must arrive on the Sunday and leave on the Wednesday (ie be present for the full 10 days). *Lectures, group work and other learning activities are held from Monday to Thursday (during the first week) and from Sunday (afternoon) to Tuesday, all day (9 am to 6 pm) and frequently in the evenings.* During the teaching periods participants are requested to refrain from accessing their emails, sms, etc. Work and social related activities should be attended to outside of class time.

While all teaching modules are delivered in discrete blocks, the research methods module is taught on Friday and Saturday of each of the first three sessions, together with lectures and coaching with tutors, and presentations by participants to demonstrate progress on their individual research projects.

The research module culminates in the fourth session which is dedicated to the defense of the projects in front of a jury and their final public presentation followed by a graduation ceremony.

All sessions (and modules) are supported by lecture notes and other reading materials.

For more information: www.uclouvain.be/formation-continue-memos

Deadline for candidatures

Candidatures need to be submitted prior to June 15, 2017, as requested on the candidature form.

Session 1

SUN 27 August (arrival) –WED 06 September (departure) 2017

Lausanne, Switzerland

IDHEAP Headquarters on Lausanne University campus

Module 1

Strategic Management and Governance, Performance and Risk Management

Main lecturers:

- Mr. Brian Minikin, University of Stirling, United Kingdom
- Prof. Jean-Loup Chappelet, IDHEAP – UNIL Lausanne, Switzerland

Main topics:

- Governance of Olympic sport organizations
- Strategic management tools and principles
- Risk management
- Values and ethics in Olympic sports organizations
- Performance management

Module 2

Financial Management

Main lecturers:

- Prof. Francesc Solanellas, INEFC Barcelona, Spain
- Ms. Lee Frew, Head of Finance and Administration, New Zealand Opera

Main topics:

- Understanding the importance of financial management in the sports organization
- Developing the ability to read a set of financial accounts
- Understanding and being able to communicate the basic tools of financial analysis (profit and loss statement, balance sheet, budget and finance control)

Session 2

SUN 14 January (arrival) – WED 24 January (departure) 2018
Colorado Springs (USA)
United States Olympic Committee

Module 3

Human Resources Management, Leadership and Change Management

Main lecturers:

- Prof. Tracy Taylor, University of Technology, Sydney, Australia
- Prof. Packianathan Chelladurai, Troy University, Troy, Alabama, USA

Main topics:

- Managing volunteers and paid workers, managing conflicts
- Leadership and decision making
- Recruitment, selection, training and development, performance management
- Managing and valuing diversity
- Change management

Module 4

Communication and (Social) Media Management

Main lecturers:

- Mrs. Eline Andersen, University of Roskilde, Communication Manager Sport Event Denmark, Denmark
- Mr. Remco Tevreden, University of Curaçao and sports consultant, Curaçao

Main topics:

- Media system analysis
- Communication in a cross media environment
- Legal issues
- Athletes media and communication training
- Social media strategy
- Online branding and engagement

Session 3

SUN 20 May (arrival) – WED 30 May (departure) 2018

Ljubljana, Slovenia

Slovenia Olympic Committee

Module 5

Marketing Management, Brand Equity, Sport Sponsorship and Event Sponsorship

Main lecturers:

- Prof. Alain Ferrand, University of Poitiers, France
- Mr. Luigino Torrigiani, sports marketing consultant, Switzerland

Main topics:

- Marketing challenges for Olympic sport organisations
- Creating value for the Olympic sport organisations and its stakeholders
- Creating, building & managing sport organisations brands
- Managing sport sponsorship
- Improving people life with sport: Marketing social change

Module 6

Project and Event Management

Main lecturers:

- Prof. Milena Parent & Prof. Benoît Seguin¹, University of Ottawa, School of Human Kinetics, Canada
- Mr. Martin Schnitzer, University of Innsbruck, Department of Sport Sciences, Austria

Main topics:

- Opportunity and bid procedures
- Organizing committee: functional procedures
- Project management framework
- Organizing for sport events (resources, time, costs, and scope)
- Organizing amenities, sites and spaces
- Legal aspects in event management.

¹ Alternating.

MEMOS Project

Coordinator

- Prof. Leigh Robinson, University of Stirling, United Kingdom
with twelve tutors from participating universities (see last page of main brochure)

Main topics:

- The nature of MEMOS projects
- Approach and use of literature reviews
- Methodologies for MEMOS projects
- Writing and presentation techniques

All MEMOS XXI participants are required to conduct an individual project during their study year (September 2017 - September 2018). In principle, their project deals with the management of, and performance improvement in the participant's sport organization (or one to which they have easy access). The project topic must be discussed with the sport organization and specified in the candidature form. A tutor is assigned to each participant who coaches him or her during two days of sessions 1 to 3. Between the teaching blocks, participants and tutors maintain close contact by e-mail and telephone. The project topic must be fully confirmed at the end of the first session. The literature review and methodology are discussed and reviewed at the second session. A draft of the project report must be presented at the third session. The final version of the project report must be sent one month before the:

Project defense in Lausanne

TUE 11 September (arrival) – SAT 15 September (departure) 2018
IDHEAP Headquarters on Lausanne University Campus