



MEMOS XXIII

September 2019 – September 2020

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).

Each module is led by MEMOS Professors and also involves participant presentations, discussions, activities and both group and individual assessment tasks¹.

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 each participant delivering a public presentation. This is followed by a graduation ceremony.

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

For more information: <http://memos.degree>

Deadline for candidatures

Candidatures need to be submitted prior to June 15, 2019, as requested on the candidature form: <http://memos.degree/en-candidature-form/>

¹ 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, and any other electronic devices during class time. If you have urgent work to do please do so outside of the classroom and avoid distracting people around you. Work and social related activities should be attended to outside of class time.

Session 1

SUN 08 September (arrival) – WED 18 September (departure) 2019

Lausanne, Switzerland

IDHEAP Headquarters on Lausanne University campus

Module 1

Strategic Management and Governance, Performance and Risk Management

Main lecturers:

- Prof. Mathieu Winand, LUNEX (Luxemburg)
- Dr Donald Rukare, NOC of Uganda.

Main topics:

- Governance of Olympic sport organizations
- Strategic management tools and principles
- Risk management
- Values and ethics in Olympic sports organizations
- Strategic processes in OSO's

Module 2

Financial Management

Main lecturers:

- Prof. Francesc Solanellas, INEFC Barcelona, Spain
- Ms. Lee Frew, New Zealand

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 26 January (arrival) – WED 05 February (departure) 2020
Sydney (Australia)**

Module 3

Human Resources Management and Leadership

Main lecturers:

- Prof. Tracy Taylor, University of Technology, Sydney, Australia
- Mr Martijn van Westerhop, The Netherlands

Main topics:

- Leadership and decision making
- Managing people - volunteers and paid workers
- 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
- Professor Ann Pegoraro, Laurentian University Canada

Main topics:

- The role and impact of strategic communication in sports organizations
- Social Media as part of the strategic communication

Including:

- Activating strategic communication in crisis situations
- Online reputation management
- IOC blogging guidelines, legal aspects & online advertising

Session 3

SUN 17 May (arrival) – WED 27 May (departure) 2020

Budapest (Hungary)

Hungarian Olympic Committee

Module 5

Marketing Management

Main lecturers:

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

Main topics:

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

Module 6

Project and Event Management

Main lecturers:

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

Main topics:

- Project management framework
- Opportunity and bid procedures
- Organizing committee: planning, marketing, financing
- Organizing sports events: functional areas, operationalization, and implementation
- Event wrap-up, evaluation, and legacies

MEMOS Project

Coordinator

- Prof. Leigh Robinson, Cardiff Metropolitan University, 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
- Presenting the evidence.

All MEMOS XXIII participants are required to conduct an individual project during their study year (September 2019 - September 2020). 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 should be fully confirmed at the end of the first session. The final version of the project report must be sent one month before the:

Project defense in Lausanne

TUE 08 September (arrival) – SAT 12 September (departure) 2020
Lausanne University Campus