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SPORT MANAGEMENT IN THE MILITARY WORKSHOP 2025

Venue: Urban Hotel Leopards Hill Lake Road, Lusaka
Zambia

Date: 3rd to 5th December 2025

Fee: \$500 per delegate

For registration or further inquiries, please
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WORKSHOP OVERVIEW

This dynamic 3-day workshop is designed for military officers, sports coordinators, physical training instructors, and stakeholders interested in the management and development of sports within military settings.

Participants will gain insights into the purpose, structure, and strategic importance of sports management in the armed forces — from promoting physical fitness and morale to managing events and building military diplomacy.



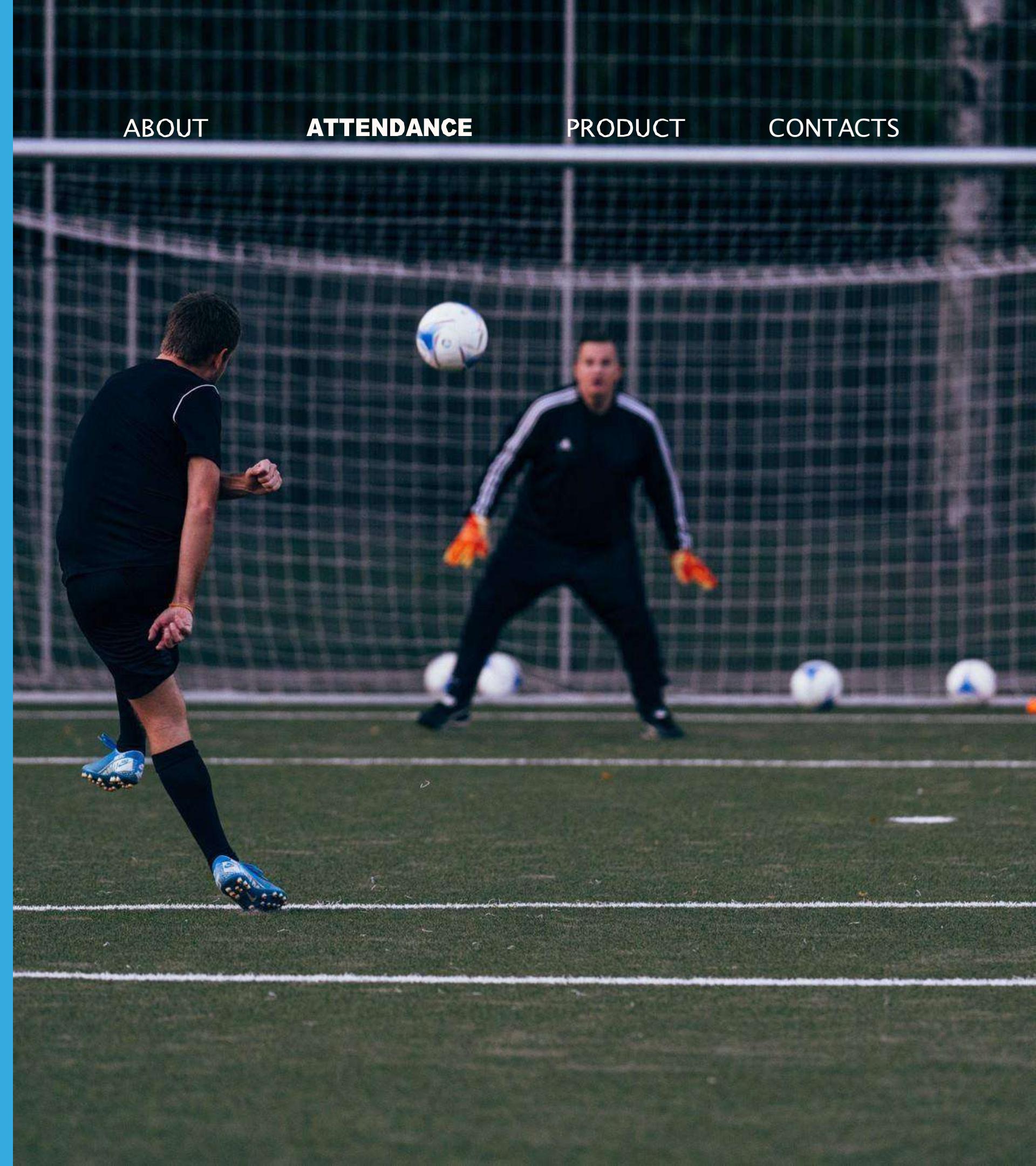
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WHO SHOULD ATTEND

This workshop is ideal for individuals involved in managing, organizing, or supporting sports activities within or alongside military structures. Including:

- Military personnel in charge of training and welfare
- Sports officers and coordinators in the armed forces
- Physical training instructors and fitness personnel
- Defence and military academy trainers
- Ministry of Defence officials
- Sports and recreation managers in uniformed services (e.g., Police, ZNS, ZAF, ZAFOD)
- Event managers for military games and competitions
- Coaches and trainers working with military teams
- Stakeholders in military-civilian outreach programs

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WORKSHOP OBJECTIVES

- Promote physical fitness and operational readiness among military personnel
- Enhance morale, cohesion, and retention
- Strengthen military-to-military and military-to-civilian relations
- Share global best practices in military sports management
- Equip participants with business, operational, and strategic sport management tools



KEY TOPICS TO BE COVERED



1. PURPOSE OF MILITARY SPORT MANAGEMENT

- Promoting fitness and combat readiness
- Boosting morale and camaraderie
- Improving the military's public image
- Facilitating global military cooperation (e.g., through CISM)



2. CORE AREAS OF MILITARY SPORT MANAGEMENT

- Program Development: Tailoring sports to military needs
- Facility Management: Maintaining quality training spaces
- Event Management: Organizing competitions and military games
- Financial Oversight: Budgeting for equipment, travel, and facilities
- Personnel Management: Handling coaches, trainers, and support staff
- Communication & Outreach: Promoting programs within and beyond the military

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GLOBAL MILITARY SPORT EXAMPLES

- Armed Forces Sports Program (USA)
- Military World Games (CISM)
- Inter-Service Competitions (e.g., Army vs Navy Games)



IMPACT OF MILITARY SPORTS

- Improved physical and mental well-being
- Stronger team cohesion and morale
- Enhanced public relations and community interaction
- Recruitment and retention through engaging athletic initiatives



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SPORTS MANAGEMENT FUNDAMENTALS

Understanding sports as a business requires strong organizational, operational, and ethical management.

Key Areas Include:

- Financial & human resource management
- Facility operations & logistics
- Event and competition planning
- Strategic growth & fan engagement
- Media, sponsorship, and branding



CAREER OPPORTUNITIES IN SPORTS MANAGEMENT

- Military & Professional Team Manager
- Event Coordinator
- Sports Marketing & Sponsorship Manager
- Sports Facility & Venue Director
- Sports Media & Broadcasting Professional
- Sports Analyst / Data Strategist



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THANK YOU

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