NAWA

PROGRAM OVERVIEW

Intro to Sports

A 14-day immersive program for future sports professionals.

14 Days | 4 Streams + Capstone | Live Industry Panels

Sport is one of the fastest-growing sectors in the Kingdom, and it needs people who understand how it actually works, not just how it looks from the stands. **NAWA Intro to Sports** is a 14-day immersive program built to give students and young graduates a real, working picture of the sports industry: how athletes are developed and managed, how clubs run as businesses, how live events come together, and how the sector is governed. Along the way, participants build the professional habits and communication skills that carry into any career.

01 Who Is This For

This program is built for university students, recent graduates, and driven young people who are curious about a future in sports and want to see what the industry looks like from the inside. You do not need to be an athlete, and you do not need a sports-related degree. What matters more is curiosity, a willingness to show up prepared, and interest in understanding how a whole industry fits together.

It is a strong fit if you:

- Are exploring career paths in sport beyond playing, coaching, or media commentary
- Want exposure to how clubs, athletes, events, and governing bodies actually operate day to day
- Are looking to build practical skills such as commercial thinking, public speaking, and teamwork under pressure
- Want to meet and learn directly from people working in the sports field
- Are comfortable with a fast-paced, hands-on learning style rather than a traditional lecture format

02 What You Walk Away With

By the end of the 14 days, participants leave with more than notes from a series of talks. The program is built around doing, not just listening.

- A complete, practical view of the sports industry, from the athlete, to the club, to the live event, to the governing bodies that oversee it all
- Direct exposure to professionals working across different corners of the sports field
- Hands-on experience applying business, communication, and analytical thinking to real-feeling sports scenarios
- Sharpened presentation and public speaking skills, tested and coached throughout the program, not just on the final day
- A portfolio of work built during the program: frameworks, plans, and pitches developed individually and in teams
- Experience presenting to a live industry panel, more than once
- A stronger sense of where you personally fit within the sports industry, and what a realistic next step looks like
- A **NAWA Certificate of Completion**, or Certificate of Excellence for standout performance

03 How the Program Works

The program runs over 14 days. Every day is built around two sessions. The first session of the day is a **theory session**, where a topic is introduced, often with an industry guest. The second session is a **practical**, where participants immediately apply what they just learned through exercises, group work, or simulations. There are no days made up of two theory sessions. Every day includes real, hands-on application.

Participants are treated as emerging professionals rather than passive attendees. Preparation, participation, coachability, and growth are all part of the experience, alongside the work itself.

04 The Journey: Four Streams, One Path

The program is structured around four content streams that build on each other in sequence, a dedicated communication day at the midpoint, and a capstone challenge to close the program. Each stream builds directly on the one before it.

DAYS	FOCUS AREA	WHAT IT COVERS
1–3	**The Athlete**	The athlete at the center of the sports world: how talent is developed, what support systems surround an athlete, and what it takes to perform and compete.
4–7	**Business of Sport & Clubs**	The commercial and organizational side of sport: athlete value and sponsorship, how clubs function as businesses, and the people who work between athletes and clubs. This stream closes with a mid-program challenge (see below).
8	**Communication**	A full day dedicated to professional communication and presence, building the public speaking and pitching skills used for the rest of the program and beyond it.
9–11	**Match Day & Major Events**	How sport is delivered to fans and audiences: event planning and operations, broadcasting and media, and fan engagement and community building.
12–13	**Governance & Strategy**	Who governs sport and why it matters: international governance structures and how sport is organized and regulated within the Kingdom.
14	**Capstone**	The program's closing challenge is introduced, teams are formed, and participants begin preparing their final presentation (see below).

05 A Sample Day

A typical day begins with a theory session led by an industry guest speaker, giving participants a grounded, real-world introduction to that day's topic. Immediately after, participants move into a practical session: a case exercise, a workshop, a simulation, or a group activity designed to put that topic into practice right away. Nothing is left as theory alone. Every idea gets tested the same day it is introduced.

06 The Mid-Program Challenge

Toward the end of the business stream, participants take on a mid-program challenge. Working in groups, they are given a business scenario and asked to build and present a commercial case, then defend it live in front of an industry panel. It is a chance to put several days of learning to work under real pressure and receive direct, professional feedback before the program continues.

07 The Capstone Challenge

The program closes with its signature challenge. In the final days, groups are given a strategic brief centered on a sports organization and asked to build a multi-year plan covering sporting strategy, commercial strategy, fan and community strategy, and governance. Teams then present their plan to a live panel of industry professionals, who question and evaluate each pitch as if they were the organization's own decision makers. It is the most demanding part of the program, and for most participants, the most rewarding.

Specific organizations, case subjects, and partners for each cohort are confirmed closer to the program start date.

08 Who You'll Learn From

Sessions are led by working professionals from across the sports industry: people from clubs, federations, sports agencies, media and broadcasting, event operations, and sports law and governance. The goal is exposure to people actually doing the jobs participants are exploring, not just people talking about them.

The speaker lineup is confirmed on a rolling basis ahead of each cohort.

09 Certification

Participants who meet attendance requirements, complete core deliverables, take part in the mid-program and capstone challenges, and maintain professional conduct throughout the program receive a **NAWA Certificate of Completion**. Participants who perform exceptionally across the full 14 days, showing sustained professionalism, strong analytical work, and visible growth, are awarded a **Certificate of Excellence**. A small number of additional recognitions are also given out at the end of the program, including for standout presenting, standout practical work, and the most improved participant.

INTERESTED?

Space in each cohort is limited.

NAWA Intro to Sports is an intensive, immersive program. If this sounds like the kind of experience you are looking for, reach out to the NAWA team to learn more about upcoming dates and how to apply.

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