



Developing Sport Administration Competences

Project ID: 613261-EPP-1-2019-1-HR-SPO-SCP

ADMINS TRAINING ON SPORTS LAW

PRESS RELEASE

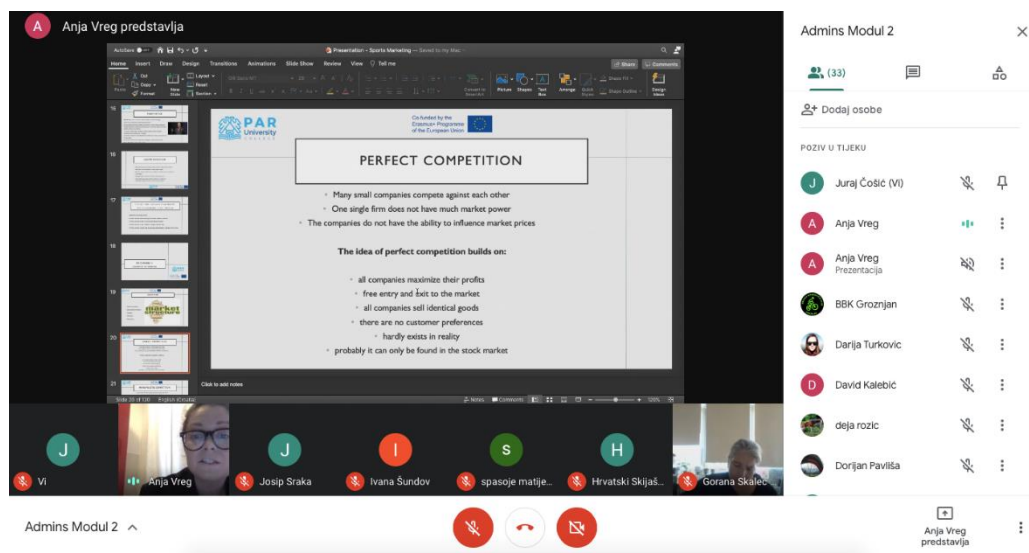
Rijeka, June 2021.



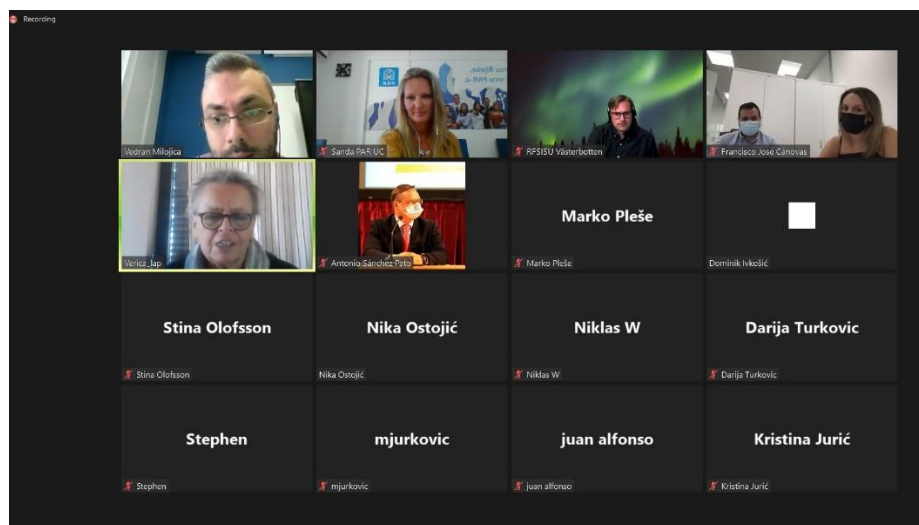
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On 9th of June 2021, the ADMINS partnership organised an online training on “Basic of Marketing in Sports” to showcase the second module of the ADMINS learning toolkit. Due to the restrictive measures related to the COVID pandemic, the organisers decided for the training to take place online in the form of a webinar. The ADMINS partnership reached a satisfactory amount of international online attendees.



The online training was facilitated by the Croatian Association for Sport Management (HASM) and Anja Vreg (PAR) who presented the module on marketing in sports. Participants were first introduced to the basics of marketing in general, followed by the application of marketing in sports and creation and implementation of marketing plans. In the second part of the training, Ms Vreg discussed the topic of researching motivation in sports, team identity, and brand development in sport.



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Currently, the partners are already developing further modules in the ADMINS training curriculum which cover different relevant topics for sport administration:

- basics of sports management
- event organisation
- office management
- EU project writing, correspondence and communication

ADMINS is a Sport project co-funded by the Erasmus+ of the European Commission. In particular, ADMINS aims at addressing the need of fostering the job-related skills and competences of sports administration employees in order to strengthen the capacities of sports organisations and contribute to better governance in sports. Within the project, **PAR University College** is responsible for creating modules on Sports Law, Sports Marketing and Sports Management. For further information on ADMINS and PAR initiatives please contact us at:

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