



Workshop on Sports Diplomacy

Multilateral Diplomacy

Deadline: 25 Nov 2024

Type:	Webinar
Location:	Web-based
Date:	26 Nov 2024 to 27 Nov 2024
Duration:	2 Days
Programme Area:	Multilateral Diplomacy
Website:	https://unitar.org/
Price:	\$0.00
Event Focal Point Email:	rhea.sinha@unitar.org
Partnership:	Leaders Development Institute

BACKGROUND

Sports diplomacy has emerged as a powerful tool for fostering international relationships, promoting cultural

understanding, and advancing socio-economic development. Through the universal language of sports,

nations can build bridges, resolve conflicts, and enhance mutual respect. For

Saudi Arabia, a nation with a

rich cultural heritage and an ambitious vision for the future, leveraging sports diplomacy presents a unique

opportunity to strengthen its global presence and influence.

In recent years, Saudi Arabia has hosted numerous prestigious international sporting events, such as the

Formula E Championship, the Dakar Rally, and the Saudi International Golf Tournament. These events not

only showcase the Kingdom's capability to host world-class sporting activities but also reflect its

commitment to utilizing sports as a medium for diplomatic engagement and cultural exchange.

EVENT OBJECTIVES

The overall goal of the programme is to comprehend the theoretical underpinnings of sports diplomacy, and the

role of international governing bodies as key players in the sporting ecosystem. Likewise, participants will

learn about the value of mega-sporting events in global economic diplomacy, cultural diplomacy, and public

diplomacy. This aligns with Saudi Arabia's Vision 2030, which seeks to promote cultural exchange and

empower youth, contributing to the Kingdom's aim to be "among the leaders in selected sports regionally

and globally", promoting peace and international cooperation through the universal language of sports.

LEARNING OBJECTIVES

Apply an appropriate analytical approach to understand the role of Sport Mega Events and

international governing bodies (e.g., IOC, FIFA, UEFA) as pivotal actors in the sporting ecosystem;

- Outline the realms of Sports Diplomacy, while understanding the intricate relationship between

Sport and Society;

- Describe sport's critical role in global economic diplomacy, its function as a vehicle for cultural

diplomacy, and its effectiveness in engaging in public diplomacy.

CONTENT AND STRUCTURE

The online workshop will be designed to take place over two days.

METHODOLOGY

The training will be delivered via Zoom. Multimedia resources will be utilized to enhance understanding,

and to ensure active learning, the programme will incorporate a mix of lectures, practical exercises, and

interactive Q&A sessions. Other interactive features such as polls and breakout rooms will also be utilized

to enhance participant interaction. Likewise, participants will engage in role-playing and simulation activities

to apply their knowledge to real-world scenarios. This approach fosters

collaboration, critical thinking, and

practical skill acquisition for participants' engagement in sporting fields.

TARGETED AUDIENCE

The online workshop caters to the needs of 15 to 20 senior management staff working at the Ministry of

Sport of Saudi Arabia and various National Sports Federations, selected by the Leaders Development

Institute (LDI).