ISEH
INSTITUTE FOR SPORT EVENTS AND HOSPITALITY
SWITZERLAND



Executive Diploma in

Women's Sports Development & Commercialization

Duration

10–12 weeks

Format

Self-paced online learning
Live-online sessions
On-campus intensives

Programme

9 modules
27 video chapters
7 live-online sessions
2 on-campus blocks

Individual fee

CHF 3,500
Flat rate across all markets

Award

ISEH Academy
Executive Diploma

The commercial growth playbook for women's sport. Turn your interest in the game into the skills to help it grow.

An applied executive programme for anyone who wants to be involved in women's sport, from newcomers exploring the sector to professionals building, selling or evaluating commercial opportunities.

Explore how rights, athlete systems, audiences, media, sponsorship and investment shape a women's sport property. Every module contributes to one integrated commercial growth plan for a real property, which you will pitch and defend live before a panel.

Your learning experience

- Short, focused video chapters of up to 10 minutes
- Live seminars, case clinics and practitioner insights
- A half-day sponsorship pitch workshop
- A two-day capstone intensive with a live-online alternative

ISEH INSTITUTE FOR SPORT EVENTS AND HOSPITALITY SWITZERLAND

For everyone who wants to be part of women's sport



Your starting point

You may be exploring a new career, building an initiative or already working in the sector.

What brings the cohort together is an interest in helping women's sport grow.

Commercial skills for every stage

Open to anyone who wants to be involved in women's sport. The programme connects commercial fundamentals with applied work, making it relevant to new entrants as well as experienced practitioners.

Clubs, federations and player representatives

Grow revenue, partnerships and commercial opportunities.

Media, sponsorship and investment

Evaluate properties, rights and the potential for growth.

Governments, ministries and league operators

Understand the commercial context for development and investment.

New entrants, builders and career changers

Develop the fundamentals to contribute to an organisation, team or initiative.

Nine modules. One growth plan.

Each module contributes to your integrated commercial growth plan.

01–03

Commercial foundations

01 The Business Case for Women's Sport

Build the case for commercial growth using evidence of real demand.

02 Governance and Stakeholder Landscape

Map the stakeholders and establish who controls the commercial rights.

03 Athlete Systems as Commercial Infrastructure

Connect player welfare, contracts and safeguarding with commercial risk.

04–06

Audiences and revenue

04 Fan Development and Audience Growth

Shape an audience strategy around real fan data and behaviour.

05 Media Rights and Broadcast Strategy

Identify what can be sold in a rights portfolio and explore broadcast negotiations.

06 Sponsorship and Commercial Partnerships

Work through sponsorship sales, culminating in a live pitch to a cohort and tutor panel.

07–09

Investment and growth

07 Investment, Ownership and Valuation

Explore how women's teams and leagues are valued and financed, and how to read a term sheet.

08 Regional and Market Context

Assess regional differences and position a growth strategy for your own market.

09 Capstone — The Growth Plan

Integrate the modules into one commercial growth plan, pitched and defended live.



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Focused learning. Practical application.



10–12 weeks

Combine self-paced study with scheduled discussion, feedback and in-person intensives.

Self-paced

27 video chapters

234 minutes (3.9 hours) of pre-recorded content. Each chapter is capped at 10 minutes and forms part of the module learning sequence.

Live-online

7 scheduled sessions

Seminars, case clinics and a workshop bring guest practitioners, cohort discussion and direct feedback on your applied work.

On-campus

2 in-person blocks

A half-day sponsorship pitch workshop in Module 6 and a two-day capstone intensive in Module 9, with a live pitch and panel defence.

Joining the capstone remotely

A parallel live-online option is available for the capstone if you cannot travel.

Build it. Pitch it. Defend it.

Leave with a working commercial growth plan for a real women's sport property.

The capstone brings the programme together. Every module contributes to one plan, connecting the evidence, rights, audiences and commercial opportunities you have explored.

One plan, connected decisions

Your commercial strategy brings together the business case, governance, athlete systems, fan development, media, sponsorship, investment and regional context.

01

Develop

Build your plan throughout the programme. Use the modules to connect commercial thinking to a real property.

02

Discuss

Use live sessions, case clinics and feedback to examine the choices behind your commercial approach.

03

Present

Bring the plan together in the capstone intensive, then pitch and defend it live before a panel.

The final intensive

Module 9 includes a two-day capstone intensive. Participants who cannot travel can join the parallel live-online capstone option.

Take the next step



Individual enrolment

CHF 3,500

One flat rate across all markets.

Institutional cohorts

For ministries, federations and development-funded cohorts, contact us to discuss institutional pricing.

Request information

Find out about the next intake and how to take part.

info@iseh.ch

isehacademy.ch

Start dates · Application details
In-person arrangements
Institutional pricing

Everyone who wants to be part of women's sport has a reason to start the conversation.