



TRAINING

SportTech

LEARNING OBJECTIVES

- Understand the challenges of digital transformation in the sports sector
- Identify key technologies and innovations in SportTech
- Leverage digital tools to improve sports and business performance
- Build a digital strategy adapted to sports stakeholders

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Sports, digital and innovation professionals

PREREQUISITES

Fundamentals of sport

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €1,890 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Introduction to SportTech
 - Definition and overview of SportTech
 - Evolution of the sports sector in response to digital transformation
 - New behaviours of fans, clubs and organisations
- SportTech ecosystem and technologies
 - Wearables, sensors and performance tracking
 - Digital platforms, CRM, ticketing and fan engagement
 - Video analysis solutions, sports data and scouting
- Sports performance and data
 - Using data to improve athlete performance
 - Analysis of physical, technical and tactical indicators
 - Use cases across different sports
- Fan experience and marketing
 - Digital strategies to engage fans
 - Social media, immersive content and gamification
 - Audience monetisation and loyalty
- Innovations and trends
 - AI in sport, virtual and augmented reality
 - Smart stadiums and connected experiences
 - New business models (NFTs, fan tokens, platforms)
- SportTech digital strategy
 - Building a strategy for a club, federation or brand
 - Alignment between sports performance, marketing and business
 - Management and KPIs
- Practical workshop
 - Digital audit of a sports organisation
 - Creating a SportTech strategy
 - Presentation of recommendations and discussions

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to integrate SportTech technologies into their activities, improve sports and business performance, and develop innovative digital strategies in the sports sector.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

- By telephone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: contact@crews-education.com

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