



EVENTS CALENDAR

JUNE 2026 - DECEMBER 2027

	Month	Date / Day	UK Time	Programmes	Events	Title / Theme	
2026	June	25 Thu	17:15 - 18:45	AltSD MBA	Online Masterclass 3	Developing and implementing a club strategy	
	July	15 Wed	16:00 - 22:00	International Summits	International Summit: J.LEAGUE VIP Salzburg Forum	Connecting Japanese and European Football	
		28 Tue	16:00 - 17:30	Executive Membership	Online Workshop 7	Development of decision making processes	
		30 Thu	16:00 - 17:30	AltSD MBA	Online Masterclass 4	Managing a high performance culture	
	August	27 Thu	16:00 - 17:30	AltSD MBA	Online Masterclass 5	Governance and regulatory considerations	
	September	17 Thu	14:30 - 17:30	ASDX	Webinar 3	The World Cup as a Catalyst: Shaping the Next Decade of Soccer Development	
		23 Wed	16:00 - 17:30	Executive Membership	Online Workshop 8	Head coach recruitment from identification to onboarding	
		24 Thu	16:00 - 17:30	AltSD MBA	Online Masterclass 6	Insights from the Premier League	
	October	8 Thu	09:00 - 17:30	International Summits	International Summit: Fussball Scouting Verband - FC Bayern Munich		
		28 Wed	16:00 - 17:30	Executive Membership	Online Workshop 9	Insights from Primeira Liga	
		29 Thu	16:00 - 17:30	AltSD MBA	Online Masterclass 7	Leading multi-club or networked club groups	
	November	24 Tues	16:00 - 17:30	Executive Membership	Online Workshop 10	Crisis management and communication	
		26 Thu	16:00 - 17:30	AltSD MBA	Online Masterclass 8	Lessons from European Sporting Directors	
	December	3 Thu	13:00 - 17:30	ASDX	Webinar 4	Global Game Models	
		7 Mon	09:00 - 17:30	AltSD MBA	Block 3: Day 1: Venue TBC Liverpool	Assessment preparation	
		8 Tue	09:00 - 17:30	AltSD MBA	Block 3: Day 2: Everton FC	Assessment day	
		9 Wed	13:00 - 17:30	Summits UK	Leadership Summit, Everton FC	The Architecture of Winning Together: Understanding and redefining the sporting director-head coach relationship for modern football	
		10 Thu	09:00 - 15:30	AltSD MBA	Block 3: Day 4: Venue TBC Liverpool	Graduation: Review, reflections, action planning	
	2027	January	14 Thu	16:00 - 17:30	AltSD MBA	Online Welcome	Onboarding for Edition 3 of the AltSD MBA
			21 Thu	16:00 - 17:30	Executive Membership	Online Workshop 1	Role of the Modern Sporting Director
February		18 Thu	16:00 - 17:30	Executive Membership	Online Workshop 2	How to negotiate your contract as a Sporting Directors	
		24 Wed	09:00 - 17:30	AltSD MBA	Block 1: Day 1: Premier League Offices, London		
		25 Thu	09:00 - 12:00	AltSD MBA	Block 1: Day 2: Fulham FC, London		
		25 Thu	13:00 - 17:30	Summits UK	Leadership Summit, Fulham FC	Beyond the Transfer Window 2026: The sporting director as cultural and strategic leader	
		26 Fri	09:00 - 17:30	AltSD MBA	Block 1: Day 3: Soho House, London	Innovation and change in high performance environments	
March		11 Thu	14:30 - 17:30	ASDX	Webinar 1	Leading Outside the Lines: What Sporting Directors Can Learn Beyond Football	
		18 Thu	16:00 - 17:30	Executive Membership	Online Workshop 3	Living in a fishbowl and leading in the public-eye	
		25 Thu	16:00 - 17:30	AltSD MBA	Online Masterclass 1	Insights on the role of the Sporting Director	
April		22 Thu	16:00 - 17:30	Executive Membership	Online Workshop 4	Recruiting head coaches and first team staff	
		29 Thu	16:00 - 17:30	AltSD MBA	Online Masterclass 2	Becoming a Sporting Director	
May		12 Wed	09:00 - 17:30	AltSD MBA	Block 2: Day 1: Fenway Sports Group, Manchester		
	13 Thu	09:00 - 17:30	AltSD MBA	Block 2: Day 2: Professional Footballers Association, Manchester			
	14 Fri	09:30 - 17:30	ASD Global Conference	Block 2: Day 3: Annual Conference, Everton FC	Leadership for the future - TBC		

2027

	27 Thu	16:00 - 17:30	Executive Membership	Online Workshop 5	Moving to and working in Germany
June	24 Thu	16:00 - 17:30	AltSD MBA	Online Masterclass 3	Developing and implementing a club strategy
	17 Thu	16:00 - 17:30	Executive Membership	Online Workshop 6	The reducing tenure of Sporting Directors: staying in the job and entrepreneurialism
	24 Thu	14:30 - 17:30	ASDX	Webinar 2	The Coaching Search: Finding Leadership in a Changing Game
July	22 Thu	16:00 - 17:30	Executive Membership	Online Workshop 7	Working as a Technical Director of a national federation
	29 Thu	16:00 - 17:30	AltSD MBA	Online Masterclass 4	Managing a high performance culture
August	26 Thu	16:00 - 17:30	AltSD MBA	Online Masterclass 5	Governance and regulatory considerations
September	9 Thu	14:30 - 17:30	ASDX	Webinar 3	Sporting Director 2.0: AI, Data and the Future of Football Leadership - maybe use this for the December title instead of Recruitment?
	16 Thu	16:00 - 17:30	Executive Membership	Online Workshop 8	Leading multiple departments effectively: staying out of the weeds and leading from the top
	23 Thu	16:00 - 17:30	AltSD MBA	Online Masterclass 6	Insights from the Premier League
October	21 Thu	16:00 - 17:30	Executive Membership	Online Workshop 9	Living and working in Brazil: Sporting Director insights
	28 Thu	16:00 - 17:30	AltSD MBA	Online Masterclass 7	Leading multi-club or networked club groups
November	11 Thu	13:00 - 17:30	ASDX	Webinar 4	Technological Advances in Recruitment Webinar
	18 Thu	16:00 - 17:30	Executive Membership	Online Workshop 10	Working with head coaches and senior leaders
	25 Thu	16:00 - 17:30	AltSD MBA	Online Masterclass 8	Lessons from European Sporting Directors
December	7 Tue	09:00 - 17:30	AltSD MBA	Block 3: Day 1: INNSIDE by Melia, Liverpool	Assessment preparation
	8 Wed	09:00 - 17:30	AltSD MBA	Block 3: Day 2: Everton FC	Assessment day
	9 Thu	13:00 - 17:30	Summits UK	Leadership Summit, Everton FC	The Technical Edge 2026: Data, structure and the modern sporting director
	10 Fri	09:00 - 15:30	AltSD MBA	Block 3: Day 4: INNSIDE by Melia, Liverpool	Graduation: Review, reflections, action planning