



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 (Students Only)	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
		30 Thu	16:00 - 17:30	AltSD MBA	Online Masterclass 4 (Students Only)	Managing a high performance culture
	August	24 Mon	16:00 - 17:30	Executive Membership	Online Workshop 7	Special Edition: Professor Roger Kneebone
		27 Thu	16:00 - 17:30	AltSD MBA	Online Masterclass 5 (Students Only)	Mick Priest — Sporting Director & Senior Football Executive The Sporting Director's View: Leadership, Strategy & Building High-Performance Teams
	September	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 (Students Only)	Insights from the Premier League
		29 Tue	15:00 - 18:00	ASDX	Online Webinar 3	The World Cup as a Catalyst: Shaping the Next Decade of Football Development
	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 (Students Only)	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 (Students Only)	Lessons from European Sporting Directors
	December	3 Thu	15:00 - 18:00	ASDX	Online 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 (Students Only)	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	15:00 - 18:00	ASDX	Online 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
	April	25 Thu	16:00 - 17:30	AltSD MBA	Online Masterclass 1 (Students Only)	Insights on the role of the Sporting Director
		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 (Students Only)	Becoming a Sporting Director
	May	12 Wed	09:00 - 17:30	AltSD MBA	Block 2: Day 1: Fenway Sports Group, Manchester (Students Only)	
		13 Thu	09:00 - 17:30	AltSD MBA	Block 2: Day 2: Professional Footballers Association, Manchester (Students Only)	
		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 (Students Only)	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	15:00 - 18:00	ASDX	Online 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 (Students Only)	Managing a high performance culture
	August	26 Thu	16:00 - 17:30	AltSD MBA	Online Masterclass 5	Governance and regulatory considerations
	September	9 Thu	15:00 - 18:00	ASDX	Online Webinar 3	Sporting Director 2.0: AI, Data and the Future of Football Leadership
		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	15:00 - 18:00	ASDX	Online 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