



GREAT NORTH BUSINESS INCUBATOR



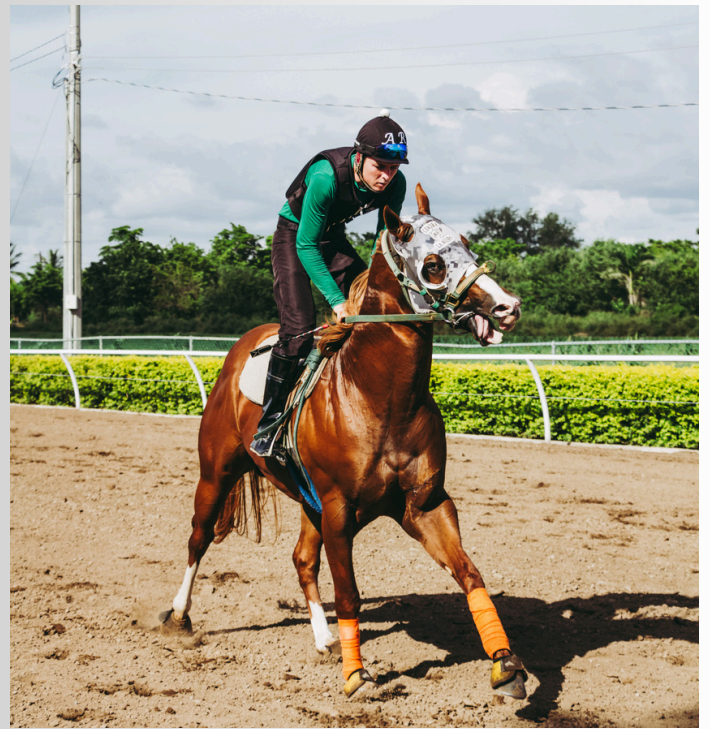
**COMPANY PROFILE
192-515 NPO
REG 2013/158285/08
PBO 930056433**



WHO ARE WE?

COMPANY PHILOSOPHY & PROGRAMMES

We believe that the rich learning experiences our programs offer can affect powerful and positive transformation individuals, in their communities, institutions and countries. We work with our partners globally to design and implement programs in which participants reach across – and live across – boundaries and borders. And we do this in an atmosphere of mutual respect, organized collaboration, and fun.



PROGRAMMING

We conduct 50-70 short-term programs each year for groups that range in size from 1 to 40 participants, and participants who are 6 to 60 years age group. Programs last anytime from one week to four weeks, after which time participants return to their communities, provinces and home countries. We tailor each program's content to its respective participant profiles, its thematic concentration, and its country or countries.



WHO ARE WE?

PROGRAM COMPONENTS AND METHODOLOGY

GNBI recognizes that the adult participants who take part in our project's are experts in their fields, and that youth entrepreneurs also bring a great deal of knowledge, innovation and creativity. We see our role as exposing them not only to new knowledge but also to widely different ideas, situations, emerging markets, developed markets and world-renowned entrepreneurs, leaders and advocates of economic empowerment. GNBI sessions stimulate thought and discussion, so that participants may build on their own knowledge and understanding. Conversely, we call on our foreign participants to help inform the South Africans they encounter about their cultures and expertise.





WHY WORK WITH US?

OUR PARTNERS APPRECIATE AND RELY ON GNBI'S STRENGTHS:

EXPERIENCE

GNBI staff has more than twenty years of experience providing training, business consultancy, specialist advice, exchange, and projects for countries worldwide.

DELIVERY OF EXPERTISE

GNBI has access to some of the top minds in South Africa and the continent. Our far-reaching network of professionals includes university professors, international and regional consultants, national and local government offices, and nongovernmental organizations.

ADAPTABILITY & SUSTAINABILITY

GNBI has developed an extensive array of courses and programs that can be adapted to suit the particular needs of our delegates, entrepreneurs, young leaders and trainers. GNBI provides follow-on components for our projects to maximize the scope and depth of the training provided.

EVALUATION

GNBI projects include a thorough evaluation component which extends from participant input and feedback during the country side programs to impact evaluations as each project concludes.

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GIVING BACK TO THE COMMUNITY

Giving back to the historically marginalised communities in the developing countries and South Africa specifically, our work with a wide range of delegates and partners has led to profound intercultural learning experiences.



Course Overview

Sustainable Sports and Events Management Program Overview

Sport and sports events have the potential to impact our society in both positive and negative ways. The ability of a sports federation or organization to balance the economic, environmental and social impact of their activities, including events they host, organize or govern is critical to the future development of their sport.

Now more than ever, sports managers and event organizers have the opportunity to positively harness sport for the benefit of society, and by doing so, contribute to their organization's bottom line.





HOW TO REGISTER

Follow instructions below to register

- Online Registration Form to be completed - Click Link **www.great north business incubator.org.za**, our admin is notified immediately and then you need to pay the registration fee of **ZAR1000.00** (*Please use your name and surname as reference to enable the matching of your deposit with your registration*)
- You pay online on our website or do a direct deposit or via EFT
- Email your Proof of Payment to info@gnbi.org.za
- Once GNBI receives both registration form and POP we will contact you regarding the next steps



Course Price list - Shared upon request

COURSE NAME	DURATION	DATES	COSTS
Fundamentals of Sustainable Sport & Events	10 Days	23/06-04/07/2025 18-29/05/2026	TBA
Sustainability in the Major Leagues: A US perspective Why Sponsors Should Care about Sustainability: Making the Business Case Rethinking Sustainability	10 Days	07-18/07/2025 01-12/06/2026	TBA
Strategic marketing communications in Sports (SMCS)	5 Days	21-25/07/2025 15-19/06/2026	TBA
Talent management in Sports	5 Days	28/07-01/08/2025 22-26/06/2026	TBA
Sports Management	5 Days	04-08/08/2025 29/06-03/07/2026	TBA
Team Building and Management in the Sports clubs, Associations	5 Days	11-15/08/2025 06-10/07/2026	TBA
Sustainable Marketing, Social Responsibility and Ethics (SMSRE) in sports	5 Days	18-22/08/2025 13-17/07/2026	TBA
Advertising and Public Relations in the sporting industry	5 Days	25-29/08/2025 20-24/07/2026	TBA
Business Strategy for sporting clubs, associations and teams	10 Days	01-12/09/2025 27/07-07/08/2026	TBA
Financial Management in Sports	10 Days	15-26/09/2025 10-21/08/2026	TBA
Corporate Governance in sports	5 Days	29/09-03/10/2025 24-28/08/2026	TBA
Motivating employees in sports	5 Days	06-10/10/2025 31/08-04/09/2026	TBA
Business Ethics in Sports	5 Days	13-17/10/2025 07-11/09/2026	TBA
Business Continuity in Sports	5 Days	20-24/10/2025 14-18/09/2026	TBA



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