WORLD BOWLS ACADEMY

EVENT LEADERS PROGRAMME

LEAD THE FUTURE OF BOWLS EVENTS

GLASGOW, SCOTLAND . JULY 29-30 2026

An exclusive programme, delivered when the bowls community is coming together around a major international event.
Designed for leaders responsible for shaping and delivering the future of bowls events worldwide

Limited places available

WORLD BOWLS

WORLD ACADEMY OF SPORT

A UNIQUE LEARNING EXPERIENCE

The World Bowls Event Leaders Programme is designed for those responsible for planning, leading, and delivering bowls events around the world. It combines executive learning by world class and experienced leaders from the sports and Bowls industry, with live operational insight inside a major multi-sport event environment.

WHO SHOULD ATTEND

- Presidents, Secretaries General & CEOs of Member Federations
- Event Managers & Competition Leads
- Future hosts of international bowls events
- Emerging leaders with responsibility for event delivery and development

WHAT YOU WILL GAIN

- Strategic frameworks for international events
- Practical tools for stakeholder and partnership management
- Understanding of complex event operations
- Stronger leadership and decision-making capabilities

WHY ATTEND

- Learn within the live environment of a major multi-sport event
- Explore how strategy connects with event delivery in practice
- Gain insight from experienced event and venue professionals
- Build connections across the global bowls community
- Strengthen your federation's capacity to deliver high-quality events

PROGRAMME STRUCTURE

PROGRAMME OVERVIEW

Duration: 2 days
Dates: July 29-30, 2026
Format: Executive sessions with Q&A and live Bowls competition attendance

DAY 1
STRATEGY, STAKEHOLDER MANAGEMENT & PARTNERSHIPS

- Event strategy and positioning
- Stakeholder and partnership management
- Sponsorship and audience engagement
- Leadership considerations in event planning and delivery

DAY 2
LIVE EVENT ATTENDANCE, OBSERVATION & DISCUSSION WITH EXPERT

- Managing event staff, volunteers, and logistics on event day
- Coordinating between teams for smooth operations
- Technology systems: timing, communication, and accreditation
- Attendance at an official Bowls competition session during the Commonwealth Games
- Reflection and discussion on key operational insights and learnings

EVENT LEADERS PROGRAMME

BUILDING THE FUTURE OF BOWLS EVENTS

This programme supports Member Federations in strengthening their event capability, improving delivery standards, and developing a global network of event leaders across the sport.

JOIN A SELECT GROUP OF EVENT LEADERS

- Fee: £950
- Includes: Executive sessions & Bowls event tickets
- Places: Limited

For Expressions of interest and registration information contact:
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