



Sample Timeline & Course Path

Use this sample timeline to plan out your STS journey.

The best time to get started is NOW!

June - Aug. 2025

Orientation & First Course

- Intro to Sports Tourism
- Know Your Numbers: Intro to Finance
- Sports Tourism Business Strategy

Seasoned Professionals:

- Analytics
- Innovation

March - April 2026

Push through the finish line with purpose!

Online Media Ready Bundle:

- Confident on Camera
- The Media Landscape

Two Live STS Courses:

- 2026 Sports ETA Symposium



Sept. - Nov. 2025

Online & In-Person Courses

Live STS Courses:

- 2025 Sports ETA 4S Summit
- TEAMS '25

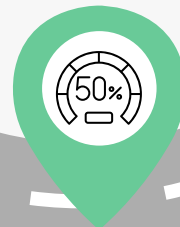
Online Courses:

- Sports Sustainability 101
- Wellness & Sports Tourism

Dec. 2025 - Feb. 2026

You're halfway there!

- Beyond Economic Impact
- Sustainability as a Revenue Driver



Celebrate your Achievement!

Once you've earned 32 credits, you'll receive:

- STS Designee Certificate
- STS Toolkit & resources
- Exclusive access to content and meet & greets with industry experts
- Graduate recognition at the 2026 Sports ETA Symposium!

***The STS program's flexibility allows you to tailor your learning path based on your interests, experience, and career goals. Graduates are recognized each year during a General Session at the Sports ETA Symposium.*