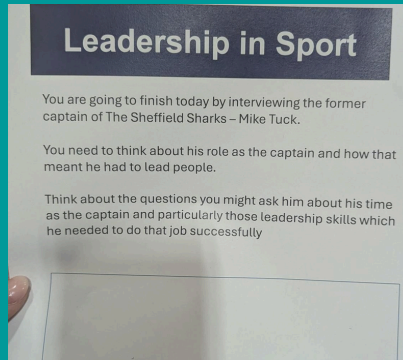


COACHING AND MEDIA IN SPORT



Dates

6th May 2026

Students

15 year 9 PE students

Employer

Sheffield Sharks

School

The Laurel Academy

EqualEx Learning Objectives

Explore a range of careers within the sports industry

Understand how personal interests and skills can link to future careers

Develop awareness of key employability skills including teamwork, communication and creativity

Itinerary (9am - 2pm)

Venue Tour: Behind-the-scenes look at careers in event management, facilities, media and coaching

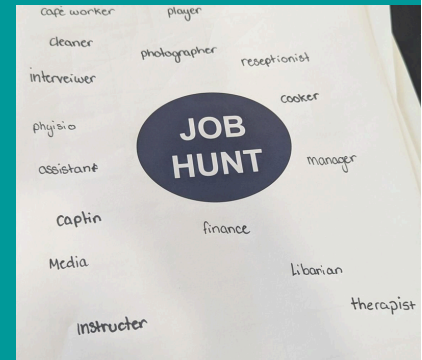
Careers Quiz: Exploring career pathways, skills and opportunities within sport

On-Court Experience: Basketball coaching session focused on teamwork, confidence and performance

Media Challenge: Creating photography and social media content for the Sheffield Sharks

Player Interview: Q&A with ex team captain on leadership and teamwork

Reflection: Group debrief to discuss learning, skills and careers explored



Impact

- Increased awareness of the wide range of careers available within the sports industry, including coaching, media, marketing, event management and venue operations.
- Developed confidence, teamwork and communication skills through practical activities and employer interaction.
- Encouraged students to reflect on their strengths, interests and future career aspirations.
- Challenged perceptions of careers in sport by showcasing the variety of professional and technical roles within a sports organisation.
- Raised aspirations through direct engagement with industry professionals and a professional sporting environment.
- Supported EqualEx outcomes by increasing opportunity awareness, improving self-awareness and inspiring future career thinking.