



Liderazgo que transforma el ecosistema deportivo: comunicación con impacto, talento e igualdad de oportunidades



Herramientas y experiencias para impulsar el cambio.

01.Sep - 02.Sep 2026

Cod. S02-26

Mod.:

Streaming

Edition

2026

Activity type

Summer course

Date

01.Sep - 02.Sep 2026

Location

Miramar Palace and streaming (Zoom)

Languages

Spanish Basque

Academic Validity

20 hours

Web

<http://www.tximistfoundation.org>

Organising Committee



Description

This Summer Course provides a space for reflection and action aimed at professionals in sport, management, communication and institutional settings. The programme addresses leadership as a driver of structural transformation, focusing on how sports organisations can foster more inclusive, equitable and sustainable cultures. From a cross-cutting gender perspective, the course will examine existing inequalities, the barriers that hinder talent development, and the strategies required to ensure equal opportunities at all levels of the sports ecosystem.

Throughout the sessions, participants will explore practical tools and real-world experiences related to inclusive leadership, impactful communication, decision-making, governance, the visibility of diverse talent, and the development of accountable organisational structures. The course combines strategic reflection with practical application, encouraging professional exchange and the creation of networks that promote meaningful change within clubs, federations, media organisations and sports institutions.

The course will take place over two online afternoons, combining theory and practice with a participatory and experiential approach. Sessions will include:

- Interactive lectures delivered by professionals in leadership, management, communication, and equal opportunities.
- Practical workshops to apply tools for inclusive leadership and impactful communication.
- Case study analysis, reflecting on real experiences in clubs, federations, and sports institutions.
- Discussion and networking spaces, fostering interaction and exchange of ideas among participants.

The aim is for participants to acquire practical tools and strategies to drive inclusive change in their professional contexts, from grassroots to strategic sports management.

Objectives

Promote equal opportunities at all levels of sport.

Provide practical tools to lead inclusive change.

Encourage impactful communication as a lever for transformation.

Advance the development of fairer and more sustainable sports structures.

Foster collaboration and the creation of professional networks.

Program

01-09-2026

17:00 - 17:15 Registration

17:15 - 17:30 Presentation by the Director of the activity

Aintzane Encinas Gomez | Tximist Fundazioa - Presidenta Language: Español

17:30 - 18:30 "Gestión Deportiva"

Desafíos y Oportunidades

Desafíos y Oportunidades

Ainara Manterola Ikutza | Zuhegan - CEO Language: Basque

18:30 - 19:30 "Liderazgo Transformacional"

Inteligencia emocional aplicada al deporte

Aintzane Encinas Gomez | Tximist Fundazioa - Presidenta Language: Español

Yon Berastegui Martinez | EHU - UPV - Doctor en Psicología Language: Español

19:30 - 20:00 "Compartir para competir"

Aintzane Encinas Gomez | Tximist Fundazioa - Presidenta Language: Español

02-09-2026

17:00 - 18:30 "Comunicación Efectiva para Líderes"

Herramientas para la Gestión de Equipos y Proyectos Deportivos

Eli Sarasola Nieto | Fundación Tximist - Directora de comunicación Language: Español

18:30 - 19:30 "Innovación y Gestión en el Deporte"

Del deporte base al alto rendimiento

Aintzane Encinas Gomez | Tximist Fundazioa - Presidenta Language: Español

19:30 - 20:00 "Herramientas de líder, gestión de problemas"

Aintzane Encinas Gomez | Tximist Fundazioa - Presidenta Language: Español

Directed by



Aintzane Encinas Gomez

TXIMIST FUNDAZIOA, PRESIDENT

Dynamic leader with 20+ years in football management, blending passion with expertise to drive gender equality and youth empowerment in sports. Spearheads the Tximist Foundation and Cup, fostering global networks and advancing women's leadership. Eager to bring my visionary approach and inclusive leadership to you.

Teachers



Yon Berastegui Martinez

Yon holds a PhD in Psychopedagogical Intervention, a degree in Psychopedagogy, and a diploma in Physical Education Teaching. He has worked as a professor at the HEFA (Faculty of Education, Philosophy, and Anthropology) at the University of the Basque Country/Euskal Herriko Unibertsitatea since 2010. He has taught Psychopedagogy, Sociopersonal Education, and Educational Intervention Programs. He currently teaches classes in the Social Education program and in the Master's Degree in Secondary Education Teaching as a Teaching Assistant in the Department of Educational Sciences. He has been an active member of the GROG (Research Group in Psychopedagogical Guidance) at the University of Barcelona and the University of Lleida since 2016, and of the GANDERE (Gender Socialization and Contexts of Education) research group at the EHU/UPV since 2018.



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Ainara Manterola Ikutza

Founder and partner of Zuhegan. Graduate in Physical Activity and Sports Sciences, specializing in movement quality, strength training, and injury recovery. Former first division and international soccer player, both as a soccer player and fitness trainer. Markel's mother.



Eli Sarasola Nieto

VANTAGE

Women's soccer coordinator at Vantage. Expert in individual soccer development, with a focus on perception. Graduated with a B.S. in Exercise Science from the College of Charleston, USA. Former international professional soccer player.

Registration fees

LIVE ONLINE	UNTIL 01-09-2026
General	87,00 EUR
Reduced fee regular	74,00 EUR
Registration exemptions	61,00 EUR
young fee	25,00 EUR
Courses for everyone	74,00 EUR
Elkar	74,00 EUR
Professionals and students of euskaltegis or approved self-learning centers	74,00 EUR

Place

Miramar Palace and streaming (Zoom)

Gipuzkoa