

FISE and Keyce Business School are opening a new school - Preview

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Press release

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FISE Academy and Keyce Business School partner to offer unique courses dedicated to Action Sports commencing in October 2021!

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A brand new collaboration between events organizer and Business and Management School, the FISE Academy by Keyce program aims to prepare future generations for careers within Action Sports.

Discover, learn, progress, is at the heart of the philosophy with a desire to combine passion and education focused on the Action Sports profession.

Taking place in **Montpellier, France** this innovative project is a new step for the FISE Academy, which has a long offered training for athletes hoping to advance their action sports skills. This new project extends the academy's offering and opens the doors for young people who want to progress in the profession of Action Sports.

Courses Offered:

- **Action Sports Marketing & Management Bachelor (BBA)**
- **Action Sports Marketing & Governance MS (MBA)**

Courses will be taught by **leading experts** who have been selected for their influence and experience in this industry, Speakers come from a panel of professors, sports events leaders, key figures from international federations as well as other bodies from the action sports ecosystem.

Mainly offered in English, the programme is a complete immersion for students wishing to deepen their understanding of the action sports universe, it's challenges, and the opportunities it carries.

To materialize their skills, students **will have the opportunity to be integrated into the FISE festivals organization team in France or around the world.**



Initially creating the FISE as a student project **the founder of Hurricane Group and today's director, Hervé André Benoit**, see these coming graduates as the future of the festival:

"FISE has been committed for more than 20 years to promote Freestyle disciplines, which are now enjoying a recognition at the highest international sporting level, also through the Skateboard and BMX Freestyle Park Olympic Games integration. This craze opens the way for many careers in the sports industry and its events, and thus requires the involvement of future collaborators specialized in these universes. Developed in response to this challenge, the FISE Academy by Keyce Business School program will help to reveal talents to support the democratization of our passions".



Aline Destailats, in charge of the Direction - General Management of Keyce Business School shares this vision:

"To ally with the Action Sports leading specialists, it is to give the opportunity to students to prepare a labellized diploma, to be at the heart of FISE life, and getting ready for their integration into "passionate" but nonetheless technical positions. Hervé André-Benoit wanted to make his talent and expertise devoted to transmission, to train the professional players of tomorrow. He chose Keyce Academy - College de Paris which, after the Thierry Marx College's creation, proves once again that it is an essential educational operator. This innovative partnership presents special features to meet Human Ressources events and Freestyle sports, as well as preparing creative and efficient managers. Without a doubt, this new school, the result of shared values, will offer a comprehensive and professional formation".

Following a selective process, the chosen students will gather on October 6, 2021 for the official start of the training. Hosted in Montpellier between the Keyce Business School campus and a dedicated space at the Hurricane Group office, the program promises to bring together academic excellence and a deep immersion in the Action Sports world.

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