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Al-Zaeem organizes the positive interaction workshop in cooperation with Al Ain University

Under the umbrella of the Emirates Professional League, Al Ain Club organized in cooperation with Al Ain University, a media training workshop for the players of the first and reserve teams and the youth teams of the Football Academy, in line with The partnership concluded between the club and the university and the workshop is part of the club licensing programs.

Dr.Rahima Aissani, Dean of the college of Communication and Media at Al Ain University, reviewed important topics about sports media through the theoretical lecture and practical application, which received a positive interaction from the stars of “Al-Zaeem”. She also stressed the importance of communicating with the masses through various media, television interviews and meetings. The journalist explained the player’s duties towards his club and fans in the media and the most important caveats associated with media appearances.

For her part, Dr. Sawsan Taha, a faculty member at Al Ain University, gave a lecture on the sidelines of the workshop entitled Digital Media, during which she reviewed the ideal

mechanism for dealing with social media. She also advised players of different age levels and explained to them how to invest social media in a positive way. She also spoke about Conditions for players to appear on various platforms. The lecture at the conclusion of the workshop addressed the most prominent caveats that everyone should not follow.

[Press Release Link](#)