

Be your own influencer

Cisco **Networking Academy**



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Our Footprint in Cyprus

Cisco **Networking Academy**

2.635

Certifications ready

9.343

Learners trained since program inception

20

Active instructors

Leveraging Cisco Marketing Resource



Marketing Toolkit



IPD Week



Instructors' event

Communication Tips to Boost Engagement

Tell a Story

Share personal experiences and success stories to inspire students.

Read all NetAcad stories published on netacad.com

Use visuals

Incorporate Cisco-approved visuals and combine it with your institution's brand.

Visit the Marketing Toolkit to access all resources

Use Social Media

Interact with your students using their preferred comms platform.

Make engaging post, stimulate the interaction, request feedback

Organize meetings

Gather your students and their parents at school to learn about our offer.

Organize a targeted event on specific topics like cybersecurity or AI

Cisco Networking
Academy Cup



EMEA NetAcad Cup

In collaboration with Real Madrid CF

2026



NetAcad Cup

Powered by Cisco



8 weeks

- Learn-a-thon for all of EMEA
- Introductory courses from *selected Collection*
- Top 3 Academies from each country qualify for the next round
- Top 25 instructors from all of Europe get Cisco Prize
- Points awarded for:
 - Student activity
 - Course completion with badge
 - Certification pathway Exam pass

120 min

- 120mn Capture the Flag Competition in each pool
- CTF based on *Real Madrid Learning Collection*
- X teams per pool
- Top 4 teams progress to Finals
- Top 8 teams get Gold prizes (36)
- Teams 8 - 22 teams get Silver prizes (56)
- Teams 22 - 36 get Bronze prizes (56)

60 min

- 60mn Capture the Flag Competition
- 24 teams compete (12 Europe / 12 MEA)
- *Networking Essentials*
- Winning team crowned champion of EMEA

Marketing Activities

- **Social media Campaign**

Starting Oct 8th a social media campaign will be launch from several Cisco accounts + Real Madrid accounts. We expect the return to be massive in terms of participation to the competition.

- **Marketing Assets for Academies**

All instructors registered for the initiative will have access to a special NetAcad Cup kit that include social media assets, infographics and trifold to promote the competition at their institution. These will be available on the website of the competition.

- **Time-out meetings**

For students to better understand the competition.

- **Final event**

The capture the flag will be part of the final event that will include experts' keynotes and the award ceremony.



Thank you

