



FIFA® | DIPLOMA IN CLUB MANAGEMENT

2ND EDITION – 2022-2023



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The FIFA Diploma in Club Management is aimed at providing club executives from all around the world with the latest practical know-how and insights from the industry, covering key areas in the successful management of football clubs.

Bringing together a variety of influential figures from across the globe to analyse and share best practice, this unique and exclusive programme will focus on the latest trends in relation to club operations and stadium management, finance, marketing and communications, sporting strategy and youth academies, governance and legal matters, as well as leadership and negotiation skills.



GIANNI INFANTINO

FIFA President

In line with FIFA's vision of making football truly global, the second edition of the FIFA Diploma in Club Management will continue to promote the professionalisation of global football to enable a larger number of clubs from every region of the world to compete at the highest level off the pitch.

A stylized, handwritten signature in white ink, likely belonging to Gianni Infantino, positioned below the quote.

ELIGIBILITY AND BENEFITS

To be eligible, you must:

- currently be **working for a club in an executive/managerial position**; and
- be available to participate in the **programme's six modules, consisting of coursework and both online and face-to-face lectures**, over a period of 15 months

What the programme has to offer:

- The **opportunity to interact with a world-class faculty** consisting of club executives, industry experts, leaders and professionals
- First-hand **insights and perspectives on the latest industry data**, research and trends
- Practical, **interactive presentations, analysis and discussions** of case studies

When

The programme will run from
**September 2022 to
December 2023.**



FORMAT

The programme will consist of a combination of online and on-site modules.

The online sessions will take place on Zoom, while the in-person sessions will be held in several locations around the world and will include field trips and activities (exclusively available to on-site participants). A minimum of two on-site sessions must be attended, in addition to the final graduation event in Zurich.

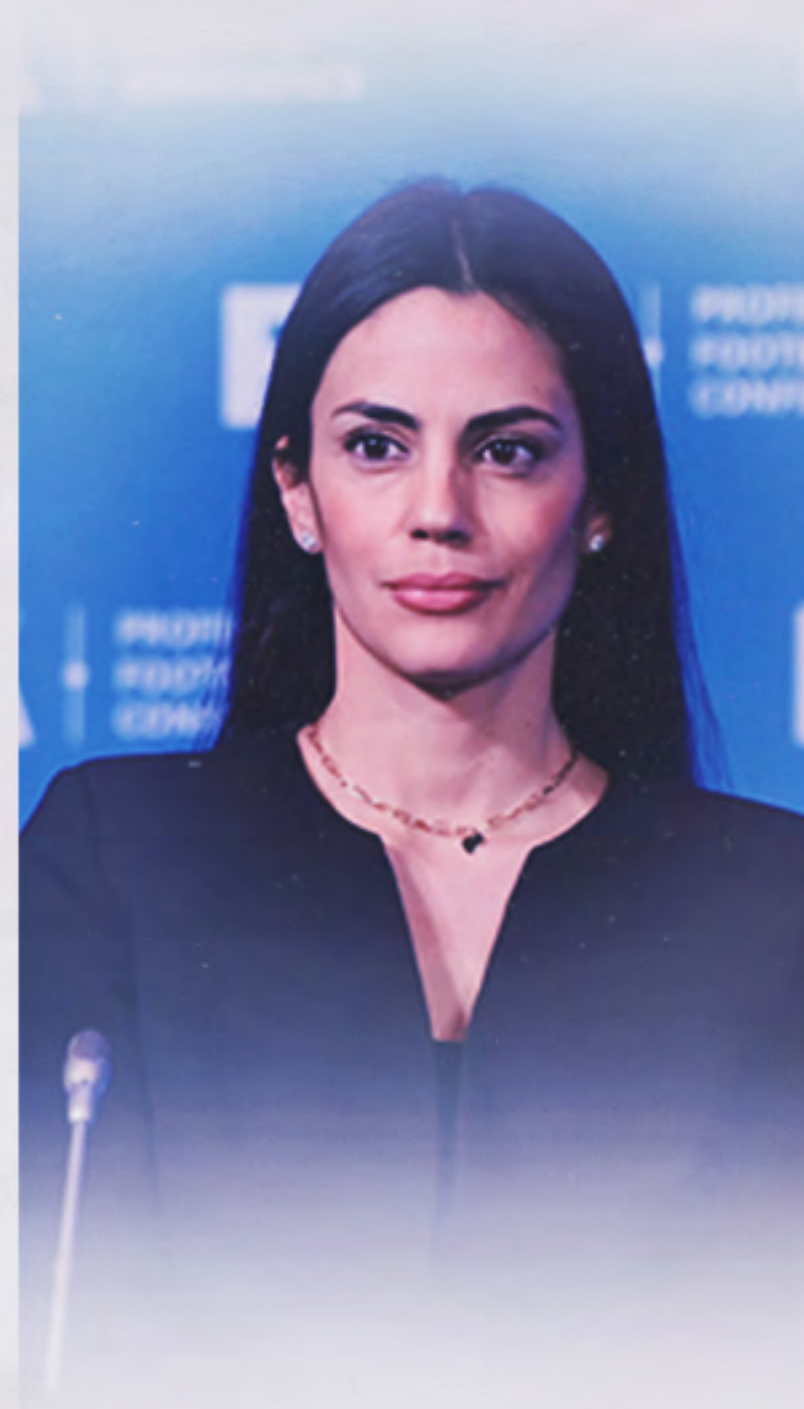


DELIVERABLES

The programme will build up to a final project, namely a strategic plan, which will have to be presented prior to the graduation event in Zurich.

In addition, participants will need to complete a range of course content and material delivered via an on-demand e-learning platform.

ACADEMIC BOARD



**ORNELLA
DESIRÉE BELLIA**

HEAD OF PROFESSIONAL
FOOTBALL, FIFA

Director of the FIFA Diploma in
Club Management programme



**DAVID
DEIN MBE**

AMBASSADOR, THE FA &
THE PREMIER LEAGUE

Former Vice-Chairman,
Arsenal FC



**STEVEN G.
MANDIS**

ADJUNCT PROFESSOR,
COLUMBIA BUSINESS
SCHOOL

Senior Academic Adviser,
FIFA



**MAHETA
MOLANGO**

CEO, THE PFA

Former CEO,
RCD Mallorca

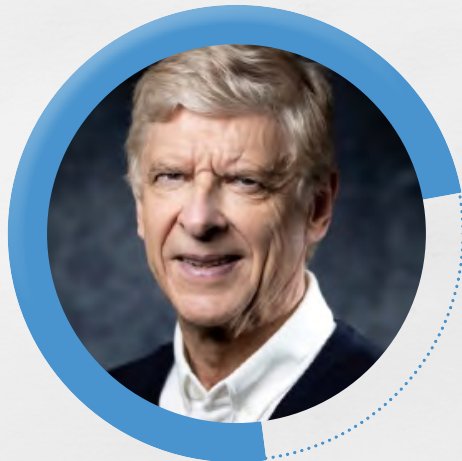
LINE-UP OF **SPEAKERS**

A world-class faculty consisting of industry **executives and professionals** who are experts in their respective fields and sectors.

This list is not exhaustive and comprises just some of the high-profile speakers who took part in the first edition of the programme.



Ferran Soriano
CEO, City Football Group,
Manchester City FC



Arsène Wenger
Chief of Global Football
Development, FIFA



Ivan Gazidis
CEO,
AC Milan



**Miguel Ángel
Gil Marín**
CEO, Atlético de Madrid



Peter Moore
Former CEO,
Liverpool FC



Andrea Radrizzani
Chairman,
Leeds United FC



Fernando Carro
CEO,
Bayer 04 Leverkusen



Giuseppe Barone
General Manager,
ACF Fiorentina



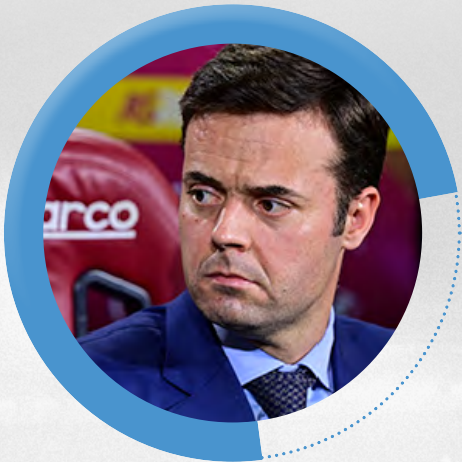
Raúl Sanllehí
Incoming General Director,
Real Zaragoza SAD



Paul Barber
CEO & Deputy Chairman,
Brighton & Hove Albion FC



Jon A. Ulazia
CEO,
SD Eibar



Tiago Pinto
General Manager,
AS Roma



Magda Pozzo
Owner, Udinese Calcio
& Watford FC



Thomas Treß
CFO,
Borussia Dortmund



Monchi
(Ramón Rodríguez Verdejo)
Football General Manager,
Sevilla FC

LINE-UP OF **SPEAKERS**

This list is not exhaustive and comprises just some of the high-profile speakers who took part in the first edition of the programme.



Víctor Orta

Director of Football,
Leeds United FC



Eduardo Covelo

Academy Director,
RC Celta



Stefan Mennerich

Director of Media, Digital
& Communications,
FC Bayern Munich



Emilio Herrera

Director of Marketing,
CF Monterrey



Victor Montagliani

Vice-President, FIFA
President, Concacaf



David Dein MBE

Ambassador, The Football
Association and Premier League



Lorenzo Casini

President,
Serie A



Charlie Marshall

CEO, European
Club Association



Fabio Capello

Former head coach, Russia,
England, Real Madrid CF,
Juventus FC, AS Roma, AC Milan



Paul Nevin

First Team Coach,
West Ham United FC



Michel González

Former head coach, Getafe CF,
UNAM, Málaga CF, Olympique
Marseille, Olympiacos FC



Paul Rogers

Former Chief Strategy Officer,
AS Roma



Kimberly Morris

Chief People, Technology
& Operations Officer, FIFA



Emilio García Silvero

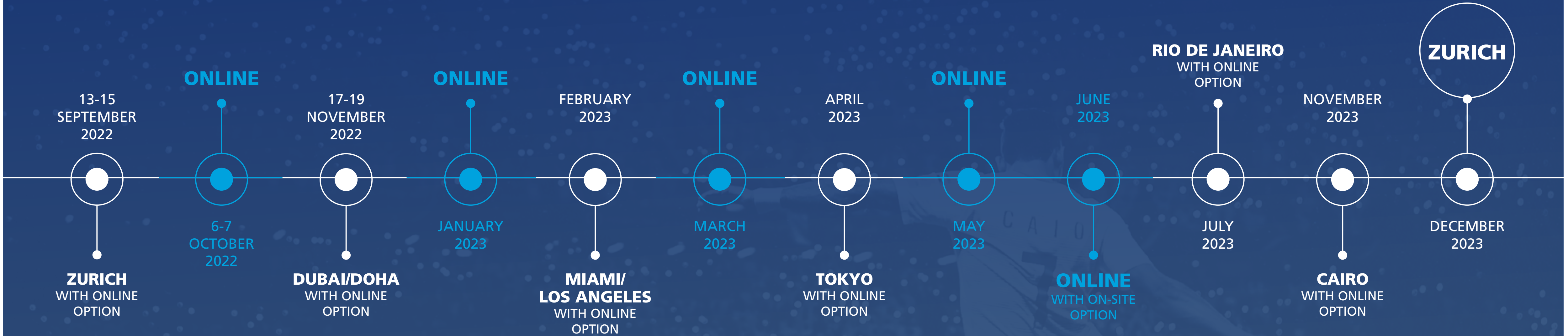
Chief Legal & Compliance
Officer, FIFA



Sarai Bareman

Chief Women's Football
Officer, FIFA

SCHEDULE



All on-site sessions are subject to travel restrictions and dates/locations may be modified at the discretion of the academic board.

On-site sessions will also be streamed online for those not able to travel.

The dates for the on-site and online sessions in 2023 will be communicated in due time, during the course of the programme. The dates already specified are subject to change.

LOCATIONS



MODULES



LEADERSHIP & MANAGEMENT

- **Club business** models
- **Strategic** planning
- **Management and organisational** challenges
- **Leadership** and **negotiation** skills
- Club **ownership** and **financial structures**



SPORTING STRATEGY & YOUTH ACADEMIES

- **Decision-making** in talent recruitment
- **Academies**
- Data **analytics** and **performance**
- Playing **styles** and **club identity**
- Team **management**



MARKETING & COMMUNICATION

- **Sponsorship** structures and marketing strategies
- **CSR** and **fan** engagement
- **Digital** and **social media**
- Club **communication** and **corporate identity**
- **Media relations**
- **Crisis** management

MODULES



CLUB OPERATIONS & STADIUM MANAGEMENT

- **Stadium designs** and **business** models
- Venue **management**
- **Merchandising** and **commercial** strategies
- **Ticketing**
- **HR** at **football clubs**
- **Event management**



GOVERNANCE & LEGAL MATTERS

- Player **transfers**
- **Transfer Matching System** and **disciplinary** matters
- **Brand protection** and intellectual property
- **Club licensing**
- Data **protection**



FINANCE

- **Financial statements**
- Club **budgets**
- Financial **fair play**
- **Cash flow** and **practical** exercises



PROCESS

APPLICATION AND ADMISSION PROCESS

The application
period is
as follows:

**28 June to
31 July 2022**

TUITION FEES: USD 3,900 (travel and accommodation costs, where applicable, are not included).

Submit your application by filling in the application form and **uploading your CV and a letter of recommendation** from your club here:

REGISTRATION

The academic board will select up to 30 participants by 10 August 2022.

CONTACT

Any questions related to the **FIFA Diploma in Club Management** can be addressed to:



Ornella Desirée Bellia

Director of the Diploma
in Club Management

April Schürch-Kian

Professional Football Assistant



clubmanagement@fifa.org

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