

JAPAN SESSION

Agenda

FIFA[®] | DIPLOMA IN CLUB
MANAGEMENT

19-24 APRIL 2023



Overview

17 DAY 1	MONDAY Tokyo	18 DAY 2	TUESDAY Tokyo	19 DAY 3	WEDNESDAY Tokyo	20 DAY 4	THURSDAY Tokyo
OPTIONAL Japan Football Association visit		OPTIONAL Free time		Lectures Welcome dinner		Lectures Live Baseball Game	
21 DAY 5	FRIDAY Tokyo	22 DAY 6	SATURDAY Tokyo – Kobe – Kyoto	23 DAY 7	SUNDAY Kyoto	24 DAY 8	MONDAY Kyoto - Osaka
Lectures		Mindfulness session J1 League Game		Kyoto cultural visit Mindfulness session		Gamba Osaka visit Cerezo Osaka visit	
25 DAY 9	TUESDAY Kyoto – Tokyo	26 DAY 10	WEDNESDAY Tokyo				
OPTIONAL Bullet train		OPTIONAL Yokohama F. Marinos visit					

17

DAY 1

MONDAY

Tokyo

OPTIONAL

12:00 – 13:30

Japan Football Association visit



STAKEHOLDER VISIT
JFA headquarters visit



Meeting

Kohzo Tashima
President

Kohzo Tashima has been serving as the President of the Japanese Football Association since 2016. With over a decade of experience in football governance, he has played a vital role in shaping the sport's landscape. Indeed, he joined the AFC Executive Committee in January 2011 and became a FIFA Council member in April 2015. He has also contributed to the development of sports in Japan in his role as a Vice President of the Japanese Olympic Committee. Furthermore, he boasts a distinguished footballing career as a former national team player.



18

DAY 2

TUESDAY

Tokyo

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MANAGEMENT

OPTIONAL

FREE TIME

13:15 – 15:00

LUNCH

15:00 – 15:30

Welcome by Academic Board**Ornella Desirée Bellia**

Director of Professional Football Relations & Development, FIFA



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15:30 – 17:30

SESSION 01

Self-awareness and leadership**Danny Donachie**

Executive Coach and Consultant, Embodiment



Danny Donachie is an executive coach and consultant who trains company executives, celebrities, elite athletes and sport teams. He has been supporting the mental training of football teams such as Everton FC and football players including John Stones and Tim Howard. He also works with the English National Team. His methodology is focused on working on a deep, spiritual level to connect with our inner self and discover the mindset patterns that hold us back.

**Emotional intelligence and leadership****Alicia Pérez-Hervada**

PhD in Neurolinguistic Programming and Mindfulness-Based Stress Relief, lecturer and writer



Alicia Pérez-Hervada is a distinguished figure in the fields of Neurolinguistic Programming (NLP) and Mindfulness Based Stress Relief (MBSR). She holds a PhD and a Master's degree in NLP, and is a renowned teacher of MBSR at the Mindfulness Center, Brown School of Public Health. Her book "*Siempre es ahora*" (Always is now) teaches how reality can be transformed through words and language in order to achieve a wholehearted life until the very last moment.

19:00 – 22:00

Welcome dinner**Ichimatsu restaurant**

Tokyo



10:30 – 11:30

SESSION 01

Servette FC: sustainable economic-sport model**Philippe Senderos**

Former Sports Director, Servette FC & FIFA Legend

in  

Philippe Senderos is a former professional football player and FIFA Legend, who spent most of his career playing for Arsenal FC (2003-2010). He also played for AC Milan, Everton, Fulham, Valencia, and Aston Villa, among other clubs. He was called up to the Swiss national team for over ten years. After retiring, he served as Sporting Director at his training club Servette FC, from 2020 to early 2023.

11:30 – 12:30

SESSION 02

Setting-up a successful Youth Development strategy**Tom Byer**

Founder, Football Starts at Home

in  

Tom Byer founded T3 in 2008 with a focus on educating Japanese school children about the world of football. His book "Football Starts at Home" uses a unique methodology for parents to instil confidence and focus on their children while developing critical football skills and fostering a bond over the love of the sport.

12:30 – 13:30

LUNCH

13:30 – 15:00

SESSION 03

Promoting best practices in J1 League clubs**Yoshikazu Nonomura**

Chairman, Japan Professional Football League (J.League)



Yoshikazu Nonomura is a former professional football player who played for JEF United Ichihara and Consadole Sapporo. After retiring, he became Chairman of Consadole Sapporo in 2013. He was appointed as the Chairman of the J.League in 2022.

15:00 – 15:15

COFFEE BREAK

15:15 – 16:30

SESSION 04

Kashima Antlers: sustainable business model**Yohei Kasuga**

Marketing Director, Kashima Antlers



in

Yohei Kasuga has been performing marketing and commercial functions at Kashima Antlers for more than ten years. In 2018, Kashima Antlers won the AFC Champions League, and the club strengthened its commercial and strategic growth plan based on three major axes: consumer, sales, and public relations.

18:00 – 21:00

LIVE BASEBALL
GAME

(OPTIONAL)

Tokyo Yakuls Swallows vs. Dragons

Meiji Jingu Stadium

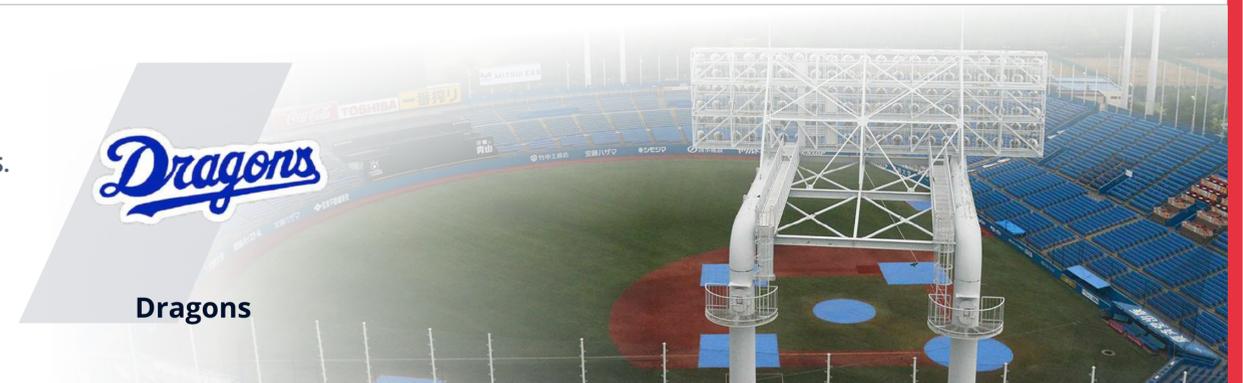


Tokyo Yakuls Swallows

vs.

Dragons

Dragons



10:30 – 11:30

SESSION 01

The uniqueness of Japanese football structure**Takao Toshishige**

Regional Director, City Football Group Japan



Takao Toshishige is the Regional Director of City Football Group Japan. Previously, he was the lead in managing the business transfer of Vissel Kobe (J.League), and in managing the partnership with FC Barcelona at Rakuten Group Inc.

11:30 – 12:30

FREE TIME

12:30 – 15:00

LUNCH & FREE TIME

15:00 – 15:30

SESSION 02

The future of football in Japan**Kohzo Tashima**

President, Japan Football Association



Kohzo Tashima has been serving as the President of the Japanese Football Association since 2016. With over a decade of experience in football governance, he has played a vital role in shaping the sport's landscape. Indeed, he joined the AFC Executive Committee in January 2011 and became a FIFA Council member in April 2015. He has also contributed to the development of sports in Japan in his role as a Vice President of the Japanese Olympic Committee. Furthermore, he boasts a distinguished footballing career as a former national team player.

15:30 – 16:30

SESSION 03

The evolution of football and its implications on clubs**Arthur Antunes Coimbra, "Zico"**

Brazilian Football Legend



Arthur Antunes Coimbra, "Zico", is one of the greatest legends of Brazilian football. He participated in three editions of the FIFA World Cup™ (1978, 1982, 1986) and won the Copa Libertadores with Flamengo in 1981. He finished his career at the J1 League club Kashima Antlers, where he is now an advisor. He was the head coach of the Japanese National Team during the FIFA World Cup™ 2006.

16:30 – 17:00

COFFEE BREAK

17:00 – 18:00

SESSION 04

Growing the women's game in Japan**Miyuki Kobayashi**

Board Member & Head of Empowerment Division, WE League



Miyuki Kobayashi is a Board Member and the Head of the Empowerment Division of the Women's Empowerment Professional Football League (WE League), the first fully-professional women's football league in Japan. Launched in 2021, the league intends to pave paths for young girls who aspire to become professional football players and contribute to the growth of women's football in the country.

09:30 – 11:30

SESSION 01

Mindfulness session**Mindfulness session in Shibakoen Park**

With Danny Donachie and Alicia Pérez-Hervada



13:00 – 15:15



TOKYO – KYOTO / BULLET TRAIN

19:00 – 21:00

J1 LEAGUE GAME

Vissel Kobe vs Yokohama F. Marinos

Noevir Stadium



VS.

**Meet & greet with Andrés Iniesta**

Vissel Kobe Player



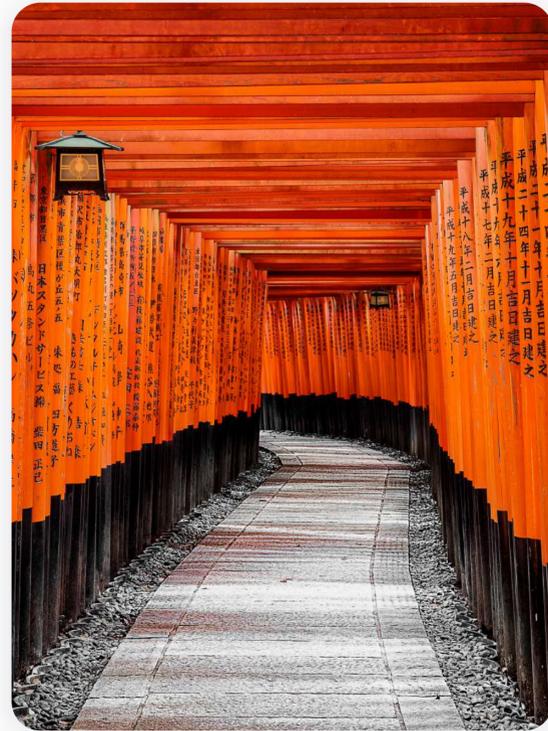
Andrés Iniesta is a former FC Barcelona and Spanish National Team player who helped his country win the EURO 2008 and EURO 2012, as well as the FIFA World Cup™ in 2010. At FC Barcelona, he won four Champions League titles and nine La Liga championships, among many other honours. Iniesta ended his spectacular Barcelona career in 2018 when he joined Japan's Vissel Kobe. As a businessman, he has created his own trainers and wine brands, as well as a sport agency.



11:00 – 20:00

LEISURE ACTIVITY

Kyoto cultural visit



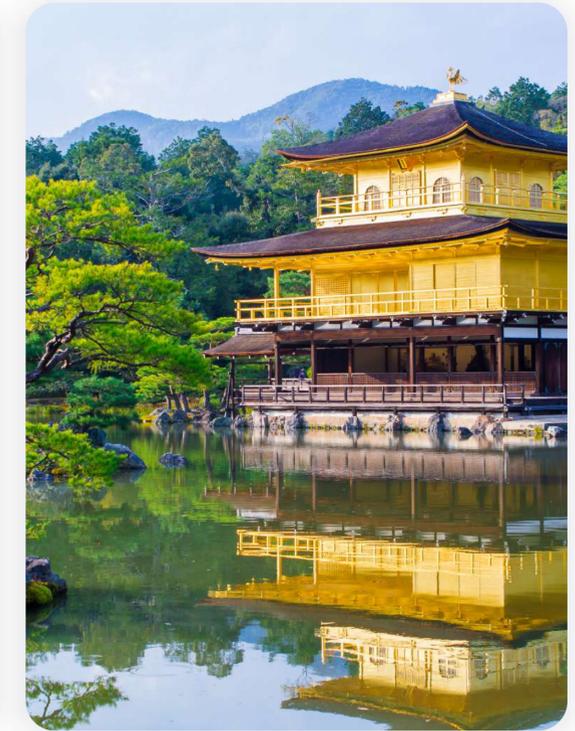
Fushimi Inari-taisha Shrine



Kiyomizu-dera Temple



Gion



Kinkakuji Temple

SESSION 01

Mindfulness session in nature

Mindfulness session in Arashiyama bamboo forest

With Danny Donachie and Alicia Pérez-Hervada



10:00 – 11:00



KYOTO – OSAKA / BUS

11:00 – 14:00

Gamba Osaka visit

J1 LEAGUE CLUB VISIT

Gamba Osaka training centre and stadium visit

**Club Management Talks****Tadashi Ono**

President

In 2019, Tadashi Ono took his first steps in football by joining Gamba Osaka as Vice-President and becoming President a year later. He is also a former semi-professional baseball player at Matsushita Electric Industrial (currently Panasonic Baseball Club) and coach. He was also involved in several businesses while working in sales at Panasonic's head office.



14:00 – 16:00

LUNCH

16:00 – 18:00

Cerezo Osaka visit

J1 LEAGUE CLUB VISIT

Cerezo Osaka stadium visit

**Club Management Talks****Naoto Ihara**

Chief Marketing Officer

in

In 2021, Naoto Ihara assumed the role of Chief Marketing Officer for Cerezo Osaka. Throughout his 25-year tenure at the club, he has undertaken several responsibilities in sales and business operations, including ticket sales, merchandising distribution, fan club management, and sponsorship sales.



18:00 – 19:00



OSAKA - KYOTO / BUS

25

DAY 9

TUESDAY

Kyoto – Tokyo

OPTIONAL

11:00 - 13:30



KYOTO - TOKYO / BULLET TRAIN

26

DAY 10

WEDNESDAY

Tokyo

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OPTIONAL

10:00 - 10:15
11:00 - 14:00

Yokohama F. Marinos visit



J1 LEAGUE CLUB VISIT

Yokohama F. Marinos training centre and stadium visit



Club Management Talks

Akihiro Nakayama
President

In 2022, Akihiro Nakayama became Yokohama F. Marinos President, after having served as Executive Vice-President. He dedicated most of his career to the motor industry. He held various positions at Nissan over the course of fifteen years, and most recently as Alliance Global Director at Group Renault, a position he took in 2019.

