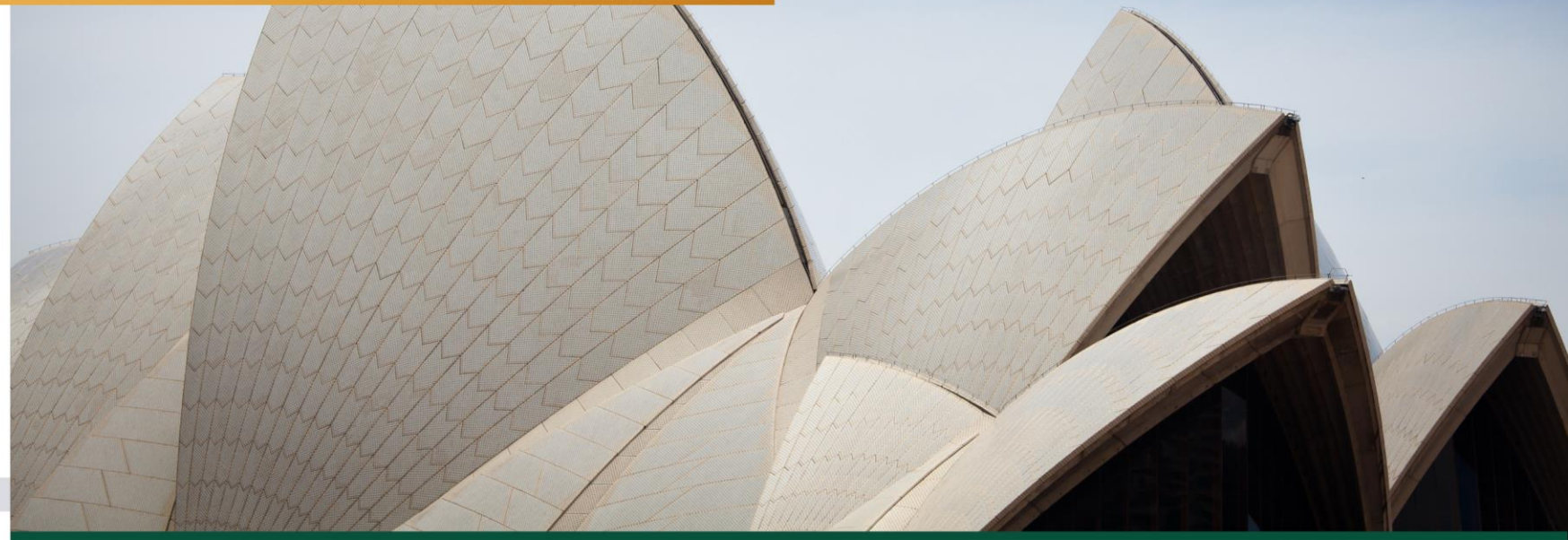


AUSTRALIA & NEW ZEALAND SESSION

Agenda

6-20 August 2023

FIFA[®] | DIPLOMA IN CLUB
MANAGEMENT



August

<p>6 SUNDAY DAY 1 SYDNEY</p> <p>FWWC Game: Netherlands – South Africa</p>	<p>7 MONDAY DAY 2 SYDNEY</p> <p>FWWC Game: Australia - Denmark</p>	<p>8 TUESDAY DAY 3 SYDNEY</p> <p>Lectures Networking dinner</p>	<p>9 WEDNESDAY DAY 4 SYDNEY</p> <p>Sydney FC visit Leisure activity</p>	<p>10 THURSDAY DAY 5 SYDNEY</p> <p>Leisure activity Western Sydney Wanderers FC visit</p>
<p>11 FRIDAY DAY 6 SYDNEY TO BRISBANE</p> <p>Flight to Brisbane</p>	<p>12 SATURDAY DAY 7 BRISBANE</p> <p>Leisure activity FWWC Game: Australia - France</p>	<p>13 SUNDAY DAY 8 BRISBANE</p> <p>Leisure activity</p>	<p>14 MONDAY DAY 9 BRISBANE TO WELLINGTON</p> <p>Flight to Wellington</p>	<p>15 TUESDAY DAY 10 WELLINGTON</p> <p>NZCIS visit Lectures</p>
<p>16 WEDNESDAY DAY 11 WELLINGTON</p> <p>Sky Stadium visit Leisure activities</p>	<p>17 THURSDAY DAY 12 WELLINGTON TO SYDNEY</p> <p>Flight to Sydney</p>	<p>18 FRIDAY DAY 13 SYDNEY</p> <p>Women’s Football Convention</p>	<p>19 SATURDAY DAY 14 SYDNEY</p> <p>Women’s Football Convention</p>	<p>20 SUNDAY DAY 15 SYDNEY</p> <p>FWWC Final</p>

6

SUNDAY

DAY 1

SYDNEY

ARRIVAL DAY

12:00 – 14:00

Round of Sixteen: Netherlands – South Africa



FWWC GAME
Sydney Football Stadium



7

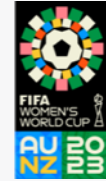
MONDAY

DAY 2

SYDNEY

20:30 – 22:30

Round of Sixteen: Australia - Denmark



FWWC GAME
Stadium Australia



8

DAY 3

TUESDAY

SYDNEY

10:00 – 10:15

**Welcome by Academic Board****Ornella Desirée Bellia**

Director of Professional Football Relations & Development, FIFA

in



10:15 – 10:45

SESSION 01

**Welcome address****James Johnson**

CEO, Football Australia

Since 2020, former footballer and lawyer James Johnson has led Football Australia as CEO. With previous executive roles at FIFA, AFC, and City Football Group, he now drives Australian football initiatives like digital transformation and new national competitions.

in

10:45 – 11:30

SESSION 02

**Club management lessons from the locker room****Kevin-Prince Boateng**

Professional Football Player

Kevin-Prince Boateng is a professional footballer born in Germany. He has played as a midfielder or forward for various clubs, including AC Milan, Barcelona, and Fiorentina. He proudly represented Ghana in the 2010 and 2014 FIFA World Cups.



11:30 – 11:45

COFFEE BREAK

11:45 – 12:15

SESSION 03

**Club management and youth development****Tim Cahill**

Chief Sports Officer, Aspire Academy & Board Member, KAS Eupen

Australian football legend Tim Cahill, renowned for his 50 international goals in 108 international appearances, played for clubs like Everton and Melbourne City. He now serves as CSO at Aspire Academy and is a board member at KAS Eupen.

in



12:15 – 13:00

SESSION 04

**Application of business best practices to club management****Ross Pelligra**

Chairman, Pelligra Group & President, Catania Calcio

Ross Pelligra is an Australian entrepreneur, chairman of Pelligra Group, a well-known construction and urban planning company. In 2022, he acquired Catania FC, aiming to guide the club back to Serie A after it faced bankruptcy.

in

13:00 – 14:00

LUNCH AT VENUE

14:00 – 14:45

SESSION 05

**Mastering modern media for club growth****Giuliano Giorgetti**

Head of Media Business Development, FIFA

Digital specialist Giuliano Giorgetti spent over 14 years transforming AC Milan's digital landscape before strategizing for F.C. Internazionale's global channels. He currently leads content innovation as FIFA's Head of Media Business Development.

in

14:45 – 15:30

SESSION 06

**Management lessons from both a club and league perspective****Ebru Köksal**

Board member, A-League & Former CEO, Galatasaray SK

Ebru Köksal, is a seasoned football and finance executive advocating for women's football and gender equality. She's a board member of the A-League, with past leadership roles at Galatasaray AŞ and experience with UEFA and FIFA.

in

15:30 – 16:15

SESSION 07

**Crafting a winning communication strategy for your club****David Farrelly**

Director of Communications, FIFA

David brings a wealth of experience from a 29-year career in communications, the majority of which was spent in senior roles at UEFA. His proven track record led to his appointment as Director of Communications at FIFA in 2019.

in

**Ben O'Neill**

Senior Corporate Communications Officer, FIFA

Sports media expert Ben O'Neill, with 18 years of experience in football, began at Central Coast Mariners and Newcastle Jets, spent five years with Football Australia, and worked as the AFC's Local Media Officer for five years before joining FIFA in 2022.

in

16:15 – 16:45

COFFEE BREAK

16:45 – 17:30

SESSION 08

**Strategies for partnership sales success in football****Luis Rodriguez**

Head of Global Partnership Sales, FIFA

Luis is a sports marketing expert with a 15-year career spanning event management, sponsorship sales, and media rights. Before joining FIFA, he was VP and Managing Director of Global Football at IMG.

in

17:30 – 20:00

After-session apéro

Zephyr Skybar (Hyatt Regency)

20:30 – 23:00

Networking dinner

MANTA restaurant

9

WEDNESDAY

DAY 4

SYDNEY

10:45 – 13:30

Sydney FC visit

CLUB VISIT
SESSION 01



A-LEAGUE CLUB VISIT
Sky Park training facilities visit



Club Management Talks

Alex Baumjohann
Head of Player Management



Alex Baumjohann, a retired professional footballer and Sydney FC Championship and Premiership double winner, now occupies the role of Head of Player Management at Sydney FC. Baumjohann began his career with FC Schalke 04, played for several notable clubs including Bayern Munich, and had a stint in Brazil before joining Sydney FC in 2019.

14:30 – 17:00

Whale watching boat tour

LEISURE ACTIVITY

Enjoy an adventurous day of whale watching on the open ocean



10

THURSDAY

DAY 5

SYDNEY

10:00 – 13:00

Padel games and lessons

LEISURE ACTIVITY
Optional

Catering to all skill levels, we invite you to experience the excitement of Padel



15:30 – 18:30

Western Sydney Wanderers FC visit

CLUB VISIT
SESSION 01



A-LEAGUE CLUB VISIT
Wanderers Football Park training facilities visit



Club Management Talks

Scott Hudson
CEO



Scott Hudson brings nearly 20 years of experience in the sports industry to the table, having dedicated over half of it to Western Sydney Wanderers FC in various roles. He started as Business Development Manager, subsequently serving as the Commercial General Manager for more than 8 years. Last year, he assumed the position of CEO.

11

DAY 6

FRIDAY

SYDNEY – BRISBANE

09:15
AIRPORT
TRANSPORT
FLIGHT

FLIGHT QANTAS (QF5203) | 11:35 – 13:05

FLIGHT TO BRISBANE

Optional flight with FIFA Group



12

DAY 7

SATURDAY

BRISBANE

11:00 – 13:00

LEISURE ACTIVITY

Koala Sanctuary visit

Visit the largest koala sanctuary in the world, where you will also be able to see kangaroos and other wild animals from Australia



17:00 – 19:00



Quarter finals: Australia - France

FWWC GAME
Brisbane Stadium



13

DAY 8

SUNDAY

BRISBANE

12:30 - 16:30

LEISURE ACTIVITY

Gold Coast boat tour

Discover the beautiful beaches and islands of the Gold Coast on a cruise. Swim in turquoise waters and try stand-up paddleboarding.



14

DAY 9

MONDAY

BRISBANE - WELLINGTON

07:15

AIRPORT
TRANSPORT

FLIGHT

FLIGHT AIR NEW ZEALAND (NZ272) | 09:45 - 15:10

FLIGHT TO WELLINGTON

Optional flight with FIFA Group



20:00 - 22:00

Dinner

Foxglove restaurant

15

DAY 10

TUESDAY

WELLINGTON

10:00 – 10:45

VISIT

NZCIS (Wellington Phoenix FC training centre) visit with**Jamie Tout**

Co-owner and Technical expert, NZCIS High Performance Unit
 Jamie brings 20 years of experience spanning grassroots to professional sports. His expertise lies in areas like strength & conditioning, sports science, and facility design.

in

10:45 – 11:45

SESSION 01

The intersection of sports and technology: a new era**Peter Gray**

Vice-President, NTT New Ventures
 Peter is the Senior VP at NTT New Ventures, leading sports tech globally. He managed NTT's Tour de France tech and excels in IoT, AI, and AR/V

in

11:45 – 12:00

COFFEE BREAK

12:00 – 13:00

SESSION 02

Unlocking high performance: keys to success with the All Blacks**Mike Anthony**

High Performance Manager, All Blacks, All Blacks Sevens, Black Ferns
 Mike has 27 years of experience in rugby and has worked in high-performance roles with the All Blacks, All Blacks 7s, and more. As NZ Rugby's Head of Men's High Performance, he oversees program development, coach recruitment, and talent identification.

in

13:00 – 13:45

LUNCH

13:45 – 14:30

SESSION 03

Club Management Talks: Wellington Phoenix FC**David Dome**

General Manager, Wellington Phoenix FC
 David Dome has been with Wellington Phoenix FC since 2007, first as Head of Marketing for 5 years, then as General Manager for 12 years. His leadership has been key in growing the club and its fan base.

in

14:30 – 14:45

COFFEE BREAK

14:45 – 15:45

SESSION 04

Crusaders Rugby: lessons from New Zealand's dominant sports team**Aaron Webb**

Academy and Pathways Manager, Crusaders Rugby
 Aaron Webb, with 10 years at the Crusaders as Academy and Pathways Manager, specializes in educating excluded 15-21 year-olds and developing young talent for the team

in

20:00 – 22:00

Dinner | Restaurant Charley Noble

16

DAY 11

WEDNESDAY

WELLINGTON

10:00 – 11:30

LEISURE ACTIVITY

Weta Workshop visit

Special effects company renowned for its work on films like 'The Lord of the Rings'.



11:30 – 12:30

LEISURE ACTIVITY

Mount Victoria visit

Mount Victoria offers panoramic views of Wellington and its harbor

12:30 – 14:00

LUNCH

14:00 – 15:30

LEISURE ACTIVITY

Wharewaka visit

Explore this cultural venue celebrating Māori heritage and traditions



15:30 – 16:30

CLUB VISIT



A-LEAGUE CLUB VISIT
Wellington Phoenix FC's Sky Stadium visit



17

DAY 12

THURSDAY

WELLINGTON - SYDNEY

13:15

AIRPORT
TRANSPORT

FLIGHT

FLIGHT QANTAS (QF164) | 15:45 - 17:30

FLIGHT TO SYDNEY

Optional flight with FIFA Group



18

DAY 13

WEDNESDAY

SYDNEY

WOMEN'S FOOTBALL
CONVENTION

09:30 - 10:30

Welcome address

Australian Government and New Zealand Government
FIFA President and FIFA Secretary General

10:40 - 12:00

PILLAR 1 - DEVELOP AND GROW

Session 1.1 - Building the Foundations - Lowri Roberts , Hem Kaur Sid hu, Tsholo Setlhoko
Session 1.2 - Coaches Conquering the World: The Journey of Carmelina Moscato
Session 1.3 - Coaches Conquering the World (Q&A) - Emma Hayes, Arsene Wenger

12:00 - 13:30

LUNCH & NETWORKING

13:30 - 15:00

PILLAR 2 - EDUCATE AND EMPOWER

Session 2.1 - Training and Preparing Women as Women - Dr. Dawn Scott, Dr
Georgie Bruinvels , Kirsty Yallop
Session 2.2 - Women's Football, a Driver for Greater Societal Change - Amy
Lasu, Ellie Cole OAM, Kylie Bates, Saida Mirziyoyeva

15:00 - 15:30

COFFEE BREAK

15:30 - 17:35

PILLAR 3 - GOVERN AND LEAD

Session 3.1 - Angel City in Focus - Natalie Portman, Kara Nortman, Julie Uhrman
Session 3.2 - Setting The Pace: The Professionalization of Women's Football -
Sarah Gregorius, Jessica Berman, Carlos Valenzuela
Session 3.3 - The Importance of Diverse Leadership - Loretta Lynch
Session 3.4 - Tone at the Top: Diversifying Leadership for Success - Aisha
Falode, Lamia Bahanian, Tsuneyasu Miyamoto, Maria Diaz

19:00 - 21:30

CELEBRATORY DINNER

19

DAY 14

THURSDAY

SYDNEY

WOMEN'S FOOTBALL
CONVENTION

09:30 – 09:40

PILLAR 3 – GOVERN AND LEAD

Session 3.5 – Day 2 Opening - H.E. Sahle-Work Zewde

09:40 – 10:45

PILLAR 4 – COMMUNICATE AND COMMERCIAL

Session 4.1 – Role Models Rising - Carli Lloyd

Session 4.2 – The Cultural Movement of Women's Football: The Investors -
Christine Holgate, Michele Kang, Andrea Fairchild, David Neal

10:45 – 11:15

COFFEE BREAK

11:15 – 12:00

PILLAR 4 – COMMUNICATE AND COMMERCIAL

Session 4.3 – The Cultural Movement of Women's Football: Creating an Identity -
Kelly Simmons, James Johnson, Fabimar Franchi, Romy Gai

12:00 – 13:30

LUNCH & NETWORKING

13:30 – 14:40

PILLAR 5 – SHOWCASE THE GAME

Session 5.1 – Impactful FIFA Women's World Cup - Sarai Bareman

Session 5.2 – FIFA Women's World Cup Focus: A Tournament of Firsts - Dr. Johanna
Wood, Sarah Walsh, Nadine Kessler, Manuel Arias

Session 5.3 – Going Beyond Greatness: The evolution of the FIFA Women's World
Cup (Q&A) - Briana Scully & Carli Lloyd

14:40 – 15:10

COFFEE BREAK

15:10 – 15:50

PILLAR 5 – SHOWCASE THE GAME

Session 5.4 - Football Technology and innovation - TBC

15:50 – 16:45

PILLAR 6 – FOOTBALL SESSION – PUNDITRY REVIEW

Session 6.1 – Football Focus – Punditry session - Ian Wright, Amy Duggan, players
Closing Remarks

20

DAY 15

WEDNESDAY

SYDNEY

20:00 – 22:00

FIFA Women's World Cup final

FWWC GAME

Stadium Australia



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MANAGEMENT**

AUSTRALIA & NEW ZEALAND SESSION

