


























SAUDI ARABIA SESSION

# Agenda

**FIFA**<sup>®</sup> | DIPLOMA IN CLUB  
MANAGEMENT

12 Dec - 19 Dec 2023



<p><b>11</b> <span>Optional</span></p> <p>MONDAY</p>  <p><b>ARRIVAL DAY</b></p>	<p><b>12</b> <span>Optional</span></p> <p>TUESDAY</p>  <p><b>Private sessions</b></p>  <p>DIPLOMA IN CLUB MANAGEMENT</p>  <p>King Abdullah Sports City Stadium <b>21:00</b> M1</p>  <p><b>Al-Ittihad Club vs Auckland City FC</b></p>	<p><b>13</b> <span>Optional</span></p> <p>WEDNESDAY</p>  <p><b>Private sessions</b></p>  <p>DIPLOMA IN CLUB MANAGEMENT</p>  <p>Welcome dinner</p> 	<p><b>14</b> <span>Day 1</span></p> <p>THURSDAY</p>  <p>DIPLOMA IN CLUB MANAGEMENT</p>  <p><b>Sessions</b></p>	<p><b>15</b> <span>Day 2</span></p> <p>FRIDAY</p>  <p>DIPLOMA IN CLUB MANAGEMENT</p>  <p><b>Al-Ittihad Club visit</b></p>  <p><b>Sessions</b></p> <p>King Abdullah Sports City Stadium <b>21:00</b> M2</p>  <p><b>Al Ahly FC vs Winner M1</b></p>	<p><b>16</b> <span>Day 3</span></p> <p>SATURDAY</p>  <p>DIPLOMA IN CLUB MANAGEMENT</p> <p><b>Surprise</b></p>
<p><b>17</b> <span>Day 4</span></p> <p>SUNDAY</p>  <p>DIPLOMA IN CLUB MANAGEMENT</p> <p><b>Surprise</b></p>	<p><b>18</b> <span>Day 5</span></p> <p>MONDAY</p>  <p>DIPLOMA IN CLUB MANAGEMENT</p>  <p><b>Al-Ahli SFC visit</b></p> <p>King Abdullah Sports City Stadium <b>21:00</b> M4</p>  <p><b>Fluminense vs Winner M2</b></p>	<p><b>19</b> <span>Day 6</span></p> <p>TUESDAY</p>  <p>DIPLOMA IN CLUB MANAGEMENT</p>  <p><b>Sessions</b></p> <p>King Abdullah Sports City Stadium <b>21:00</b> M5</p>  <p><b>Winner M3 vs Manchester City FC</b></p>	<p><b>20</b> <span>Optional</span></p> <p>WEDNESDAY</p>	<p><b>21</b> <span>Optional</span></p> <p>THURSDAY</p>	<p><b>22</b> <span>Optional</span></p> <p>FRIDAY</p> <p>Prince Abdullah Al Faisal Stadium <b>17:30</b> M6</p>  <p><b>3<sup>rd</sup> Place</b></p> <p>King Abdullah Sports City Stadium <b>21:00</b> M7</p>  <p><b>FINAL</b></p>

12

TUESDAY

Optional

JEDDAH

10:00 – 14:00

WFS PANELS



WORLD FOOTBALL SUMMIT

14:00 – 15:00

LUNCH

15:00 – 18:00

PRIVATE SESSIONS

Private club management sessions with:



**Michael Emenalo**

Chief Football Executive, Saudi Pro League



**Ghalib Walid Kutbi**

Senior Investment Analyst, Public Investment Fund (PIF)



**Julio Senn**

Managing Director, Senn Ferrero Asociados and Advisor, Real Valladolid  
Former General Manager, Real Madrid CF

21:00 – 23:00



**M1: Al-Ittihad Club vs Auckland City FC**

FCWC GAME

King Abdullah Sports City Stadium

13

WEDNESDAY

Optional

JEDDAH

10:00 – 14:00

WFS PANELS



WORLD FOOTBALL SUMMIT

14:00 – 16:00

LUNCH

16:00 – 18:00

PRIVATE SESSIONS

Private club management sessions with:



**Miguel Ángel Gil Marín**

Owner and CEO, Atlético de Madrid



**Goran Vučević**

Sporting Director, Al-Nassr FC

20:30 – 23:00

NETWORKING ACTIVITY

Welcome dinner



Pampas Restaurant

14

DAY 1

THURSDAY

JEDDAH

10:00 – 10:15

**Academic Board introduction**

Ornella Desirée Bellia and Steven Mandis

10:00 – 10:30

**Opening address**

SESSION 01

**Gianni Infantino**  
FIFA President**Yasser Al-Misehal**  
President, Saudi Arabian Football Federation

10:30 – 11:15

**Impossible feats: how to gain the absolute trust of top players**

SESSION 02

**Antonio Conte**  
Former Coach - Juventus, Inter Milan, Tottenham, Italian National Team

11:15 – 11:30

COFFEE BREAK

11:30 – 12:00

**Building a winning culture: core values that lead to continental success**

SESSION 03

**Matheus Montenegro**  
Vice-President, Fluminense

12:00 – 14:00

LUNCH

14:00 – 15:00

**My Como 1907 journey from a Badge to Serie B**

SESSION 04

**Dennis Wise**  
Board Member, Como 1907 – Former CEO

15:00 – 15:30

COFFEE BREAK

15:30 – 16:30

**Fashion and football: branding and positioning tips**

SESSION 05

**Julie Anne Quay**  
Co-owner, Barnsley FC & Fashion Entrepreneur

15

DAY 2

FRIDAY

JEDDAH

10:00 – 12:30

**Al-Ittihad Club visit**

CLUB VISIT

**AL-ITTIHAD CLUB**  
Stadium and/or training facilities visit

12:45 – 14:00

LUNCH

14:00 – 15:00

**Neymar's Al-Hilal move: legal essentials of international player transfers**

SESSION 01

**Marcos Motta**  
Founding Partner, Bichara and Motta Advogados

15:00 – 16:00

**Adopting Premier League key learnings at Real Zaragoza**

SESSION 02

**Raúl Sanllehi**  
CEO, Real Zaragoza | Former Head of Football, Arsenal & Director of Football Operations, FC Barcelona

16:00 – 16:30

COFFEE BREAK

16:30 – 17:30

SESSION 03

**Round table discussions and Q&A sessions on:**

- Mental resilience training for athletes
- Unlocking the full potential of football players
- Developing successful football academies

**Fabio Cannavaro**  
FIFA Legend**Massimo Oddo**  
Head Coach**Marco Borriello**  
Former Football Player**Augusto Fernández**  
Former Football Player

17:30 – 17:45

SESSION 04

**Closing remarks****Ibrahim Alkassim**  
General Secretary, Saudi Arabian Football Federation

21:00 – 23:00

**M2: Al Ahly FC vs Winner M1**

FCWC GAME

King Abdullah Sports City Stadium

16

DAY 3

SATURDAY

JEDDAH

AL ULA

17

DAY 4

SUNDAY

JEDDAH

AL ULA

18

MONDAY

DAY 5

JEDDAH

12:30 – 14:00

Al-Ahli SFC visit

CLUB VISIT

SESSION 01



AL-AHLI SFC

Stadium and/or training facilities visit



Club Management Talks

Khalid Al-Essa Al-Ghamdi  
President

21:00 – 23:00

M4: Fluminense vs Al Ahly FC

FCWC GAME

King Abdullah Sports City Stadium



19

TUESDAY

DAY 6

JEDDAH

11:00 – 11:40



Club strategic plan session

Steven Mandis

Academic Board Member, FIFA Diploma in Club Management

SESSION 01

11:40 – 12:20



Building a business career after football

Aitor Ocio

Former Professional Football Player

SESSION 02

12:20 – 13:00



The evolution of operations in the Saudi Pro League

Carlo Nohra

Chief of League Operations, Saudi Pro League

SESSION 03

13:00 – 14:00

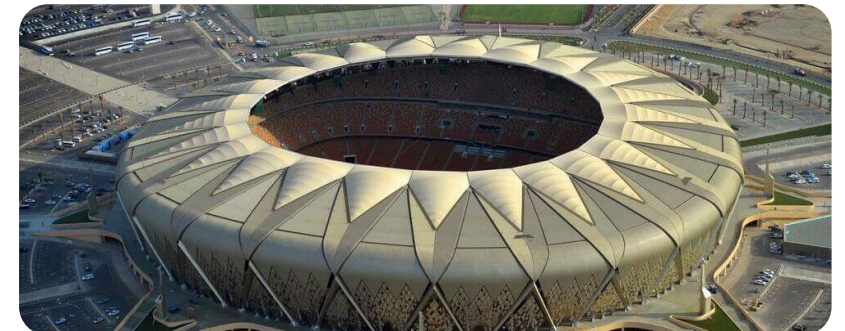
LUNCH

21:00 – 23:00

M5: Urawa Reds vs Manchester City FC

FCWC GAME

King Abdullah Sports City Stadium



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