

FIFA® | DIPLOMA IN CLUB
MANAGEMENT

2ND EDITION – 2022-2023

NEW YORK

PROGRAMME OVERVIEW

14 -17 September

PROGRAMME OVERVIEW

14th

Wednesday

Arrival of participants in NY

12:30-15:00

Welcome informal lunch & registration of participants at the venue
The James New York - NoMad

15:00-15:30

Opening Speech and welcome by Academic Board

15:45-17:45

SESSION 1

Club Participants introduction and break out session

17:45-18:15

BREAK AND NETWORKING

18:15-19:30

SESSION 2

The MLS business and sporting model
Jeff Agoos, Senior Vice President, Competition and Medical Administration
MLS

15th

Thursday

09:30-10:30

SESSION 1

Marketing & Strategy from an NBA Team perspective
Emily Walkerden, Senior Director of Brand Marketing and Strategy at
the NBA team the Brooklyn Nets

10:30-11:00

BREAK AND NETWORKING

11:00-12:00

SESSION 2

Club management from an investment point of view
Marcelo Claire, President Club Bolivar and Co-owner Girona FC

12:30-14:00

SESSION 3

Stadium and Business Management: Madison Square Garden on site
Whitney Zepfel, Director of Business Operations MSG
& **Ben Bradley**, Senior Director of Capital Projects MSG

14:00-15:30

FREE TIME – LUNCH

15:30-17:00

SESSION 4

*Atlanta United's case: Aligning technical and commercial objectives
in a soccer club*
Carlos Bocanegra, Vice President Atlanta United FC MLS

17:00-18:00

SESSION 5

Building a Global Club in the Age of Technology
Jorge Mas, Managing Owner Inter de Miami CF & President Real Zaragoza

PROGRAMME OVERVIEW

16th
Friday

09:00-11:00

SESSION 1

Football and the Metaverse

Peter Moore, SVP/GM of Sports and Live Entertainment at Unity Technologies
Former CEO Liverpool FC

11:00-11:15

COFFEE BREAK AND NETWORKING

11:15-13:00

SESSION 2

International Football Investments

Jordan Gardner, Former Chairman & Managing Partner FC Helsingør &
Swansea Football Club

13:00-14:00

LUNCH

14:00-15:15

SESSION 3

*Leading and Marketing a Professional Soccer Club and Venue in
North America's Most Competitive DMA*

Marc De Grandpré, General Manager New York Red Bulls

15:15-15:45

COFFEE BREAK AND NETWORKING

15:45-17:00

SESSION 4

*American ownership in Mallorca: The evolution and modernization of
a historic Spanish football club*

Stu Holden, Co.owner RCD Mallorca and Lead Soccer Analyst FOX Sports

17th
Saturday

All sessions will be conducted at Yankee Stadium

09:30-10:00

SESSION 1

Welcoming to the FIFA Diploma in Club Management
Gianni Infantino, FIFA President

10:00-10:30

COFFEE BREAK AND NETWORKING

10:30 – 11:30

SESSION 2

Challenges of creating a Club from scratch
Brad Sims, President & CEO NYCFC

11:30-13:00

VISIT

*Visit to NYCFC Headquarters and Yankee Stadium & Game Day
Operations*

13:00

LIVE GAME

Live Game at Yankee Stadium

New York City FC vs New York Red Bulls