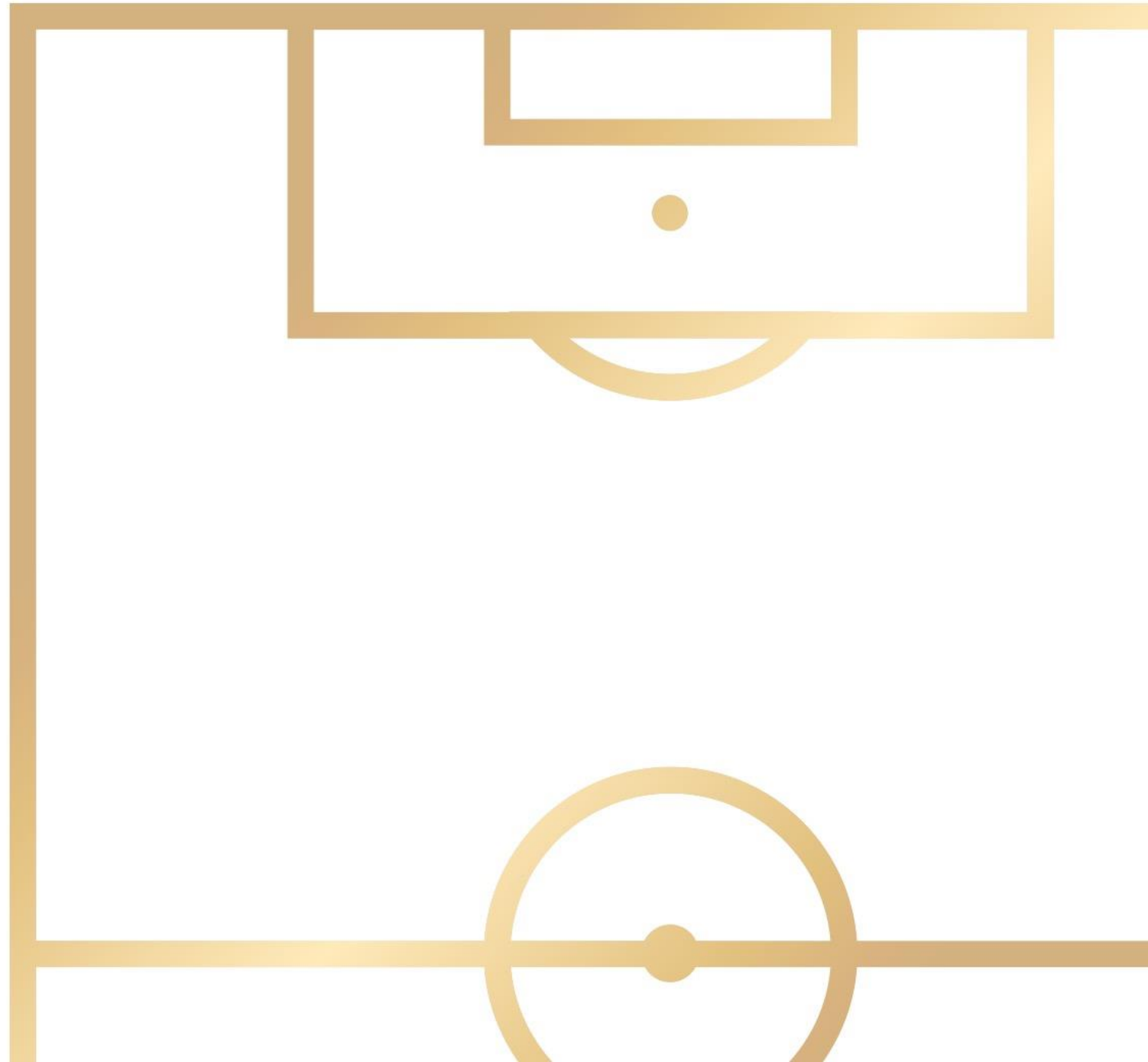


Agenda

ZURICH, SWITZERLAND

25 - 31 May 2024



<p>OPTIONAL</p> <p>25 SATURDAY Day 1 Zurich</p> <p>ARRIVAL DAY AND NETWORKING ACTIVITIES</p> <p>Networking dinner</p>	<p>OPTIONAL</p> <p>26 SUNDAY Day 2 Zurich</p> <p>Networking and leisure activities</p>	<p>27 MONDAY Day 3 Zurich</p> <p>Diploma lectures</p> <p>Breakout sessions</p> <p>FIFA Museum visit</p>	<p>28 TUESDAY Day 4 Zurich - Bern</p> <p>Diploma lectures</p> <p>Panel discussions</p> <p>BSC Young Boys visit</p>
<p>29 WEDNESDAY Day 5 Zurich</p> <p>Club football talks</p> <p>Diploma lecture</p> <p>Strategic plan presentations</p>	<p>30 THURSDAY Day 6 Zurich</p> <p>2nd edition Graduation Ceremony</p> <p>Diploma lecture</p> <p>Strategic plan presentations</p> <p>Football tournament</p>	<p>31 FRIDAY Day 7 Zurich</p> <p>Panel discussions</p> <p>Club football talks</p> <p>Breakout sessions</p>	Empty cell

25

SATURDAY

Day 1 | Zurich

OPTIONAL



ARRIVAL DAY &
NETWORKING ACTIVITIES

19:30 – 22:00

NETWORKING
ACTIVITY

Networking dinner



Lake Side restaurant

26

SUNDAY

Day 2 | Zurich

OPTIONAL

Networking and leisure activities - 2nd and 3rd edition engagements

10:30 – 12:30

NETWORKING
ACTIVITY

Hiking in Uetliberg or walking by Lake Zurich



12:30 – 17:00

FREE TIME FOR LUNCH

17:00 – 20:00

NETWORKING
ACTIVITY

Stroll through Zurich's Old Town and sunset walk by the lake



27

MONDAY

Day 3 | Zurich

10:00 – 10:30

SESSION 01

Academic Board introduction



Ornella D. Bellia
FIFA Director of
Professional Football
Relations & Development



Julie Anne Quay
Academic Board
Member, FDCM



Dennis Wise
Academic Board
Member, FDCM

10:30 – 11:30

SESSION 02

Managing a team: a player and a coach perspective



Juan Mata
Football Player



Roberto Di Matteo
Football Coach

11:30 – 11:45

COFFEE BREAK

11:45 – 13:00

SESSION 03

Building a winning team culture: how to be a role model for others to follow



Colin Ellis
Award-Winning Author



Danny Donachie
Executive Coach

13:00 – 14:30

LUNCH

14:30 – 15:30

SESSION 04

From potential to pro: nurturing the next generation of football talent



Arsène Wenger
Chief of Global Football Development, FIFA

15:30 – 17:00

SESSION 06

Breakout sessions – Simulation of a player transfer



Michele Colucci, Ph.D.
Professor and Sports Lawyer

17:00 – 17:30

Breathwork session at the FIFA meditation room 

OPTIONAL

18:00 – 21:00

FIFA Museum visit and dinner



28

TUESDAY

Day 4 | Zurich - Bern

10:00 – 11:00

SESSION 01

Galatasaray SK business and sporting model



Cenk Ergün
Director of Football, Galatasaray SK

11:00 – 11:30

COFFEE BREAK

11:30 – 12:30

SESSION 02

Panel discussion: player perspectives on successful club management



Radamel Falcao
Football Player,
Rayo Vallecano



Esteban Cambiasso
Football Legend



Javier Pastore
Football Player

12:30 – 14:00

LUNCH

14:00 – 15:30

SESSION 03

Building a winning team culture: how to build a committed team culture



Colin Ellis
Award-Winning Author



Danny Donachie
Executive Coach

17:00 – 18:30

CLUB VISIT

SESSION 04

BSC Young Boys visit



BSC YOUNG BOYS
Stadium visit



Sebastian Helbig
Head of Commercial



Daniel Martí
Head of Marketing

18:30 – 21:00

Free time in Bern

29

WEDNESDAY

Day 5 | Zurich

10:30 – 11:30

SESSION 01

Club Football Talks: Youth Development and Operations



Ray Haughan
First-team Operations Manager,
Liverpool FC



Gordon Kljestan
Senior Director of Player Personnel,
LA Galaxy



Mohammed Ameen Sharrow
General Manager, Dreams FC



Claudio Chiellini
Head of "Next Gen" Area, Juventus FC

11:30 – 11:45

COFFEE BREAK

11:45 – 12:45

SESSION 02

How Los Angeles FC's acquisition is shaping Grasshopper Club's future



Benny Tran
EVP Corporate Strategy and Development, LAFC and Grasshopper Club Zurich

12:45 – 14:30

LUNCH

14:30 – 16:30

SESSION 03

Strategic plan presentations – 2nd edition participants

Angel City FC strategic plan



Julie Uhrman
Founder and President, Angel City FC

Kabwe Warriors FC strategic plan and sustainable economic-sport model



Charles Chakatzya
Chief Executive Officer and General Manager, Kabwe Warriors FC

FC Dallas strategic plan



André Zanotta
Chief Soccer Officer, FC Dallas

Sustainable economic-sport model of Parma Calcio



Oliver Krause
Director of Global Soccer Strategy, Parma Calcio

30

THURSDAY

Day 6 | Zurich

12:00 – 13:00

SESSION 01



Ignacio Mas-Bagà
CEO, Girona FC

13:00 – 13:30

SESSION 02



Nicolás Borrero
Advisor to the President, Deportivo Cali

13:30 – 15:00

LUNCH

15:00 – 15:45

SESSION 03

Club Football Talks with the FIFA President



Gianni Infantino
FIFA President

15:45 – 16:30

Graduation Ceremony – 2nd edition

17:00 – 19:00

NETWORKING
ACTIVITY

Football tournament at the Home of Football



19:00 – 21:00

BBQ dinner in the FIFA Garden

31

FRIDAY

Day 7 | Zurich

10:00 – 11:00

SESSION 01

Developing effective talent pipelines for Women's Football



Sarai Bareman
Chief Women's
Football Officer, FIFA



Richard Feuz
General Manager,
Chicago Red Stars



Claudia Carrion
Women's Football
Director, Club América

11:00 – 11:30

COFFEE BREAK

11:30 – 12:30

SESSION 02

Club Football Talks: Leadership and Revenue Generation



Javier Nóbrega
CEO, Montevideo City Torque



Ignacio Villarroel
Vice President, River Plate



Luis Rodríguez
President, FC Juárez



Haritz Kerejeta
Owner and CEO, Deportivo Alavés

12:30 – 14:00

SESSION 03

Breakout sessions – Communication and personal branding



María Victoria Albertos
Sports Journalist

14:00 – 15:30

LUNCH AND SESSION CLOSING

FIFA® | **DIPLoma IN CLUB
MANAGEMENT**