

FIFA

Football
Executive
Programme

In partnership with



INTERNATIONAL
CENTRE FOR
SPORTS STUDIES

Graduation ceremony,
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FIFA®

FOOTBALL EXECUTIVE PROGRAMME
ASIAN AND OCEANIAN MAS

IN PARTNERSHIP WITH



INTERNATIONAL
CENTRE FOR
SPORT STUDIES

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WELCOME MESSAGE

Dear friends,

All of us who work in football have the great honour and responsibility to protect, develop and grow the world's most popular sport in a complex and constantly evolving environment. This presents a unique challenge and a great opportunity in our efforts to make football truly global.

The professionalisation of football management is undoubtedly indispensable in achieving this vision, because in our hands lies the future of the sport. We are all committed to working on serving football, increasing the efficiency and effectiveness of our organisations, growing the game in a sustainable way, protecting its values, adapting to today's dynamics and anticipating tomorrow's trends.

With this in mind, we, at FIFA, designed the **Football Executive Programme (FEP)**, a unique and innovative educational offer in the industry, tailored to the needs of our 211 Member Associations and exclusively targeting their employees. The FEP will provide all of you, football administrators at national level, with the knowledge, tools, best practices and key techniques to enhance your day-to-day activities in the various aspects of administration, and in this way, generate a positive impact on football.

I am convinced that through the training of football professionals at all levels, we can achieve better performance on and off the pitch, and this training programme will serve to drive excellence within our Member Associations, for the progress and successful transformation of the beautiful game.

Thank you very much for your commitment, and best of luck to you all!

Yours in football,
Gianni Infantino



OVERVIEW

The FIFA Football Executive Programme is a regional-based programme tailored to the specific needs of MAs that aims to provide committed and enthusiastic professionals belonging to the administrative structures of FIFA MAs with the essential management tools to excel in their roles and effectively run key areas of their organization in order to create a lasting impact for both participants and MAs.

Throughout the programme, participants will:

- Explore the environment in which their MA operates and understand the rules that regulate it.
- Dive into their MA's strategy and implement it in their work by aligning projects with the strategy.
- Learn the basics of event management as a core business.
- Be able to create and capture value by identifying their MA's brand strengths.
- Communicate effectively both inside and outside the organisation and in times of crisis.
- Develop a management style through soft skills sessions.



THE EXPERIENCE

The programme is designed to offer the best learning experience to participants. It comprises six in-depth modules. Online learning will be hosted by a dedicated e-learning platform where participants will be able to go through theoretical content, exchange with other participants and engage with the teaching staff. Face-to-face learning will take place in football locations where participants will dive into football culture and practices, discover exceptional venues and share knowledge during practical exercises and workshops.

Modules will be taught by high-level speakers with in-depth knowledge and considerable experience of the football ecosystem.

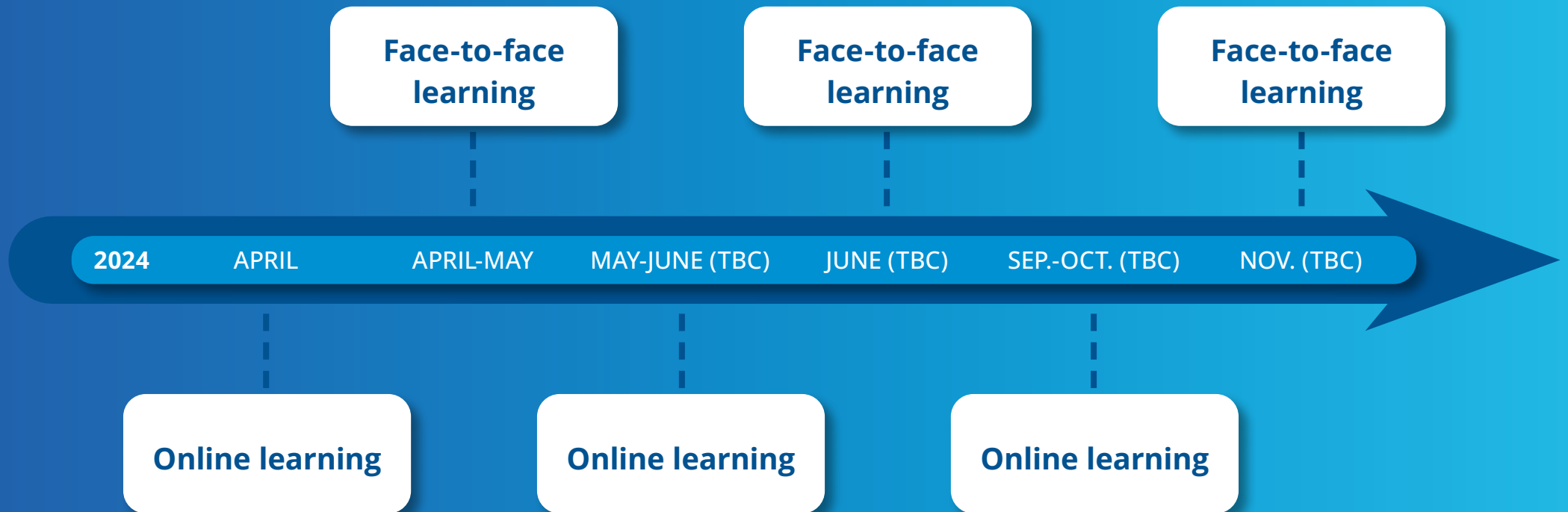
Online learning will have specific objectives which are linked to selected teaching methods including:

- **MASTER-CLASSES** Specialist teachers and speakers who will present topics in a classroom approach.
- **WEBINARS** Online sessions with specialists who will provide participants with tools to improve their knowledge and effectiveness.
- **RECORDED VIDEOS** Short capsules that will focus on specific topics.
- **EXPERTS INTERVIEW** Experts interviews to provide insights about the football industry.

Face-to-face learning will provide opportunities for participants to apply the theoretical content and work together through:

- **WORKSHOPS** Group or individual assignments with focused learning exercises and practical outputs.
- **CASE-STUDIES** Practical cases in the form of reading assignments to do before the module and which participants debate and find solutions in class.
- **FIELD VISITS** On-site visit to organisations with experienced speakers.
- **SOCIAL EVENTS** Informal moments for participants to interact.

STRUCTURE OF THE PROGRAMME





THE LEARNING JOURNEY

01. WORLD FOOTBALL AND ORGANIZATION

This kick-off module will provide the necessary tools to critically reflect on current environment of football, its historical and possible future evolution, and the role played by the multiple stakeholders who contribute to shape the game at local, regional and global level.

LEARNING OBJECTIVES

- Interpret the history and development of football in the region.
- Explore the world football ecosystem and understand the role of an MA and its stakeholders (confederations, clubs, leagues).
- Establish a framework for good governance for the MA including financial governance principles.
- Identify the key principles of Corporate Social Responsibility and Sustainability for social development and community building.

02. STRATEGY, PORTFOLIO & PROJECT MANAGEMENT

This module explores the importance of articulating a clear strategy to create value and ensure impact and sustainability in football. Participants will also learn principles and techniques to implement flawless projects.

LEARNING OBJECTIVES

- Assess the MA's strategy and implement it effectively.
- Assess the importance of aligning strategy and projects in a Member Association.
- Efficiently plan and execute projects.
- Understand, define and apply KPIs (Key Performance Indicators).



03. REVENUE GENERATION

This module navigates crucial business challenges to have a clear understand of how to maximise MA's assets to create value, generate revenues and invest them to grow the game in a sustainable and responsible way.

LEARNING OBJECTIVES

- Identify MA's brand strengths.
- Map MA's revenue sources.
- Meet fans expectations.
- Define a portfolio of relevant investments to support different type of football initiatives.

04. COMMUNICATION & PUBLIC RELATIONS

This module revolves around communication as an essential dimension of football. From corporate communication to social media, the football industry engages with multiple stakeholders. Football organizations need to implement effective communication to stay relevant in the ever-changing Digital Era.

LEARNING OBJECTIVES

- Effectively communicate with stakeholders.
- Realize the importance of corporate communication for positive image promotion.
- Master internal communication.
- Identify communication channels to engage fans.



05. EVENT MANAGEMENT

Participants will identify the basics of event management as a core business and dive into match day operations to understand how to effectively manage successful and fan-centered events.

LEARNING OBJECTIVES

- Plan and execute an event.
- Optimize match day operations.
- Plan and execute fan engagement activities.
- Learn the basics of bidding for and hosting a Mega Event.

06. SOFT SKILLS & FINAL PROJECT PRESENTATION

Effective managers must be influential and mobilize both colleagues and stakeholders. This module will provide participants with some fundamental soft skills to increase their impact and influence within their organization.

LEARNING OBJECTIVES

- Identify soft skills necessary to thrive as managers and develop a management style.
- Acquire methods to coordinate and lead positive change within the teams and the organization.
- Develop a critical-thinking attitude
- Be able to get buy-in by senior management

FINAL PROJECT PRESENTATION

As a final act, participants will present their final project and receive feedback from experts from FIFA and CIES.



WHO CAN PARTICIPATE

The programme is designed for football executives working for a FIFA Member Association who are passionate about professional football, motivated by their mission and ready to take on a transformative journey.

The programme is a great opportunity for participants to have a positive impact in their Member Associations. The ideal participants are willing to:

- Enhance their cultural awareness of football.
- Reinforce their managerial skills.
- Acquire frameworks and techniques to accelerate organizational performances.
- Review and apply best practices from other sporting environments and industries.
- Share knowledge with their peers.

PRACTICAL INFORMATION

FORMAT

Blended.

6 Online modules with synchronous and asynchronous activities.

3 Face-to-face sessions.

LANGUAGE

The programme will be taught in English.

TUITION FEES

Tuition fees, travels and accommodation will be covered by FIFA. Additional expenses (local transportation, meals, etc.) will be covered by each participant.

CALENDAR

Kick-off date: April/May 2024. Exact dates and place might be subject to change and will be communicated two months before the beginning of each Module.

APPLICATION PROCESS

The application process is open until 9th February 2024 (incl.). Submit your application form together with a motivation letter. The Academic Board will select participants by 20th February 2024 (incl.).

CERTIFICATE

Participants will be awarded a Certificate upon successful completion of the course based on assignments and attendance.

GRADUATION CEREMONY

A moment to celebrate the successful end of the programme and envision how to apply new knowledge to Member Associations to improve effectiveness and grow football.

VISA

Participants are responsible for VISA and other necessary arrangements to enter the country where the programme will take place. FIFA will support them with a letter of invitation and any other document that might be required.

CONTACT

Any questions related to the FIFA Football Executive Programme can be addressed to executive.education@cies.ch.

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