



What we offer

A high-level executive programme on the business of professional football, supported by the Belgian Pro League.

- a **ten day learning programme** on key and topical aspects pertaining to the management of a professional football club;
- **renowned speakers**, including seasoned (business school) professors and experienced football industry insiders;
- key notes, **workshops**, case studies, exercises and testimonials;
- the possibility to **grow and deepen your network** in the professional football industry, with access to the Pro League Business School alumni community;
- a **certificate** upon successful completion.



Pro League Business School

Practical information

When?

10 days between January and June 2024.
5 modules of two full, consecutive days per module.

- 15 - 16 January 2024
- 26 - 27 February 2024
- 18 - 19 March 2024
- 15 - 16 April 2024
- 3 - 4 June 2024

Where?

The Pro League Business School takes place at the City campus of the University of Antwerp and online (live and recorded).

Participants from abroad are encouraged to follow at least two modules in person, to maximize networking experience.



robby.houben@uantwerpen.be



uantwerpen.be/proleague

Testimonial



Vincenzo Ampolo,
*Corporate
Communications &
Public Affairs Manager
Juventus FC,
Italian Serie A*

"The European football industry changed in an impressive way in the last 10 years and we are probably just scratching the surface of disruptive changes that might come in the near future from a sport, regulatory, legal, economic, technological and societal perspective. Trying to capture that and include it in an academic program is even more challenging. The Pro League Business School provides you with the necessary tools to embark in this journey in a very professional, eye-opening way with the right mix of academic and boots-on-the ground approach. I am very proud to have been part of this educational programme and feel intellectually enriched by that."



Who can participate?

People who are active in or connected to the professional football / sports industry.

People who are not yet active in or connected to the professional football or sports industry but aspire to be, can apply too.

How to enroll/apply?

Send an e-mail to the programme coordinator Robby Houben:
robby.houben@uantwerpen.be

Programme fee

The programme fee is € 8.500 (excl. VAT). This fee includes all programme materials, coffee breaks, lunches and dinners (Module 1 & 5).

Modules can be taken up separately too at € 2.000 per module (excl. VAT).

Please note, the fee does not include travel and accommodation. However, we will provide the participants with a list of recommended accommodations.

2024 Programme

Module 1: Football industry, governance and competitions

 **Monday 15 January 2024, The football industry and its governance**

The football industry and its financial framework
Dirk De Corte (Professor University of Antwerp)

The regulators, the clubs, the leagues, the players, agents and the fans:

- **Marco Amezcua** (Senior legal counsel FIFA)
- **Dennis Gudasic** (Executive director Lokomotiva Zagreb and co-founder Union of European Clubs (UEC))
- **Alberto Colombo** (Deputy general secretary European Leagues)
- **Joachim Walltin** (General secretary Europe FIFPRO)
- **Roberto Branco Martins** (General counsel European Football Agents Association)
- **Ronan Evain** (CEO Football Supporters Europe)

Stakeholder debate
moderated by **Robby Houben** (Professor University of Antwerp)

Evening - Welcome reception and opening dinner

Welcome reception and opening dinner for all 2024 participants and 2023 alumni

 **Tuesday 16 January 2024: (European) football competitions**

AM - Designing competitions (9.30 AM - 1.00 PM)

The Belgian competition format: recall
Lorin Parys (CEO Belgian Pro League)

Designing competitions - including a workshop
Hypercube business innovation

PM - Alternative competition formats (2.00 PM - 5.00 PM)

Competition formats in other sports
Tomas Van Den Spiegel (CEO Flanders Classics, President ULEB, Excom and board FIFA, Director RSC Anderlecht)

The challenger: The Super League - including a debate
Bernd Reichart (CEO A22 Sports-advisor and promoter of the European Super League)
Javier Tebas (President La Liga)

Module 2: Managing football clubs



Monday 26 February 2024: Club communication & financial management

AM - Club communication (strategy) (9.30 AM - 1.00 PM)

Club communication (strategy) - with exercises

Lou Buggy (Change and communication specialist)

PM - Financial management of clubs (2.00 PM - 5.30 PM)

Financial management of clubs - with exercises

Kieran Maguire (Professor University of Liverpool Management School and author of 'The Price of Football')



Tuesday 27 February 2024: Leadership, operational and strategic management

AM - Leadership and operational management of clubs (9.30 AM - 1.00 PM)

Leadership - a workshop

Erik Franck (Better Minds at Work)

Club operational management and marketing

Bob Madou (COO Club Brugge)

PM - Club strategic management (2.00 PM - 5.00 PM)

Strategic management of clubs - with exercises

Mikkel Draebye (Professor SDA Bocconi School of Management)



Module 3: Football players and transfers

 **Monday 18 March 2024: Players - working with data and transfers contracts**

AM - Data in football (9.30 AM - 1.00 PM)

Data analytics in football - a keynote

Chris Anderson (Professor London School of Economics, former CEO Coventry City FC and author of *'The Numbers Game: Why Everything You Know About Football is Wrong'*)

The story of Union - a case study

Chris O'Loughlin (Sporting director Royale Union Saint-Gilloise)

Players and their data - a testimonial

Jan Vertonghen (Player RSCA Anderlecht)

PM - The transfer contract (2.00 PM - 5.30 PM)

The regulation of player transfers and termination of contract - with exercises

Michele Colucci (Member FIFA Dispute Resolution Chamber and FIFPRO Dispute Committee)

The transfer contract: drafting solid clauses - with exercises

Frans De Weger (Chair FIFA Dispute Resolution Chamber)

 **Tuesday 19 March 2024: Soccernomics, agents, minors and transfers**

AM - Soccernomics and working with agents (9.30 AM - 1.00 PM)

A Soccernomics approach to transfer markets, incentive pay and the market for coaches

Stefan Szymanski (Professor University of Michigan and author of *'Soccernomics'*)

Working with agents - with exercises

Stijn Francis (Football agent Stirr Associates)

Tine Matton (CEO Stirr Associates)

PM - Working with minors and transfer expert round table (2.00 PM - 5.00 PM)

Working with minors - with exercises

Sven Demeulemeester (Lawyer AtField)

Round table on *transfers* with:

- **Vincent Mannaert** (CEO Club Brugge)
- **Sven Jaecques** (CEO Royal Antwerp FC)
- **Stijn Francis** (Football agent)
- **Mats Rits** (Player RSCA Anderlecht)
- **Jan Vertonghen** (Player RSCA Anderlecht)
- **Simon Mignolet** (Player Club Brugge)

Module 4: Licensing, financial fair play, compliance and tax



Monday 15 April 2024: Licensing and financial fair play

AM - Licensing and financial fair play (9.30 AM - 1.00 PM)

Football club licensing and financial fair play in Belgium and Spain

Nils Van Brantegem (License manager RBFA)

Javier Gomez (Corporate General Director La Liga)

Financial fair play in Europe

Andrea Traverso (Director Financial Sustainability and Research UEFA)

PM - FFP, foreign investment and multi-club ownership (2.00 PM - 5.30 PM)

Financial fair play in practice - with exercises

Michael Verschueren (Chairman ECA Finance Working Group)

About the owner. Foreign investment and multi-club ownership in football

Siniša Petrović (Professor University of Zagreb)

Pierre Locht (CEO Standard de Liège)



Tuesday 16 April 2024: Compliance and tax

AM - Compliance, the FIFA Clearing House and anti-money laundering (9.30 AM - 1.00 PM)

Compliance: why is it important for a football club?

- with exercises

Vincent Denonville (Former Head of compliance FIFA and former compliance officer at various banks)

The FIFA Clearing House

César Chapparo Yedro (Head of FIFA clearing house)

Compliance and anti-money laundering in Belgium

- with exercises

Pieter De Beus (Compliance officer RBFA)

Kris Meskens (Secretary-General Belgian Financial Intelligence Unit)

PM - Taxation (2.00 PM - 5.30 PM)

Taxation of professional football - with exercises

Karolina Tetlak (Professor University of Warsaw)

Daan Buylaert (Lawyer Atfield)

Module 5: Women's football, sustainability, fan engagement and community service



Monday 3 June 2024: Women's football, sustainability, fan engagement and community service

AM - Women's football and competitiveness in cities with multiple clubs (9.30 AM - 1.00 PM)

(Promoting) women's football

Peter Willems (Former Head marketing UEFA and Former CEO OHLeuven)

A player's view on women's football - a testimonial

Janice Cayman (Player Leicester City FC)

Being competitive in cities with multiple clubs: the case of Atletico Madrid - a case study

Rafael Alique (Communication and marketing director Atletico Madrid)

PM - Community service, fan engagement and sustainability (2.00 PM - 5.30 PM)

Football clubs' community service

Mike Green (CEO Lommel SK and Former Head of City in the community)

Community service, fan engagement and sustainability @ Brentford FC - a case study

Greig Mailer (Corporate affairs director Brentford FC)

Building sustainable clubs: learning from the greenest club in the world, Forest Green Rovers

Marcus Reynolds (CEO Forest Green Rovers)

Evening - closing event and dinner

Closing event and dinner for all 2024 participants and 2023 alumni, including an interview session on *Sponsoring a football club and the sponsor's (societal) expectations* with:

Christophe Hamal (CEO Baloise Belgium)

Laurent Secheret (Chief communication & marketing Candriam)



Tuesday 4 June 2024: Sharing best practices and the geopolitical economy of football

AM - Pro League Business School elevator pitches (9.30 AM - 1.00 PM)

Sharing best practices: elevator pitches (by all participants)

PM - The club in the world: the geopolitical economy of football (2.00 PM - 4.00 PM)

The geopolitical economy of football: power, politics, money, and the state

Simon Chadwick (Professor Skema Business School)

Alumni

Alumni of the Pro League Business School 2023 edition include:

- Sven Jaecques (CEO Royal Antwerp FC)
- Marijke Boeckx (HR manager Club Brugge)
- Alexander Vantyghem (CEO Cercle Brugge)
- Vincenzo Ampolo (Corporate communications & public affairs manager Juventus FC)
- Frederic Van den Steen (CEO Beerschot)
- Sébastien Ronse (COO KAA Gent)
- André Palm (Marketing manager KAS Eupen)
- Alvaro Garcia-Alaman De la Calle (Corporate projects and regulation direction Real Madrid)
- Nicolas Dierickx (CFO KMSK Deinze)
- Hendrik Natens (Legal & compliance officer KRC Genk)
- Virginie Cerexhe (Legal & compliance officer Royale Union Saint-Gilloise)
- Olivier Simons (COO Sporting Charleroi)
- Daisuke Sugimoto (CFO STVV)
- Steven Beulque (CFO SV Zulte Waregem)
- Frank Lagast (CEO KV Mechelen)
- Simon Bourgeois (HR & secretary KV Oostende)
- Hasan Cetinkaya (Vice-president KVC Westerlo)
- Yorik Torreele (CEO Lierse SK)
- Mike Green (CEO Lommel SK)
- Frederik Vancauteren (Commercial director OHLeuven)
- Bart Foubert (COO SK Beveren)
- Arthur Melon (Legal officer RFC Seraing)



Testimonials



Marie Werbrouck,
*Commercial Manager
SV Zulte Waregem,
Belgian Pro League*

"The experienced faculty and industry-focused approach have equipped me with the insights I needed to further excel in the competitive business world. The networking opportunities provided by the school have also been valuable, helping me connect with like-minded professionals and potential collaborators."



Alexander Vantyghem,
*CEO Cercle Brugge,
Belgian Pro League*

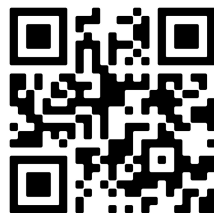
"The Pro League business school showed us valuable insights in all aspects of the football sector and created interested links with other key companies in the entertainment sector. On top of that, there was extensive opportunity to grow the participants' networks."

Testimonial



Yorik Torreele,
*CEO Lierse, Belgian
Challenger Pro League*

"My experience at the Pro League Business School was positive first of all because of the excellent quality of the speakers. Secondly, the interaction with the different participants was very refreshing. The exchange of ideas led to multiple actions that were undertaken in our club to improve operational excellence and commercial expansion."



The full programme is available on the official Pro League Business School website.

uantwerpen.be/proleague-businessschool

