



WHO'S WHO

FIFTH EDITION



ACADEMY

STRATEGIC
COMMUNICATIONS
COMPACT COURSE

PARTICIPANTS



**Aaron
Bains**

**Corporate
Communications
Manager**
The Football Association



**Olena
Balbek**

**EA to President /
Communications
manager**
Ukrainian Association of
Football



**Halajei
Barjie**

**Head Of Corporate
Communication**
AC Milan



**Reece
Bedford**

**Communications
Executive**
Arsenal Football Club



**Muratbek
Bimanov**

**Head of Media
Department**
Kazakhstan Football
Federation



**Holger
Boyne**

**Director Media &
Communications**
VfB Stuttgart 1893 AG



**Jennifer
Canu**

**Communications & PR
Manager**
European Club Association



**Julien
Crévelier**

**Director of
communications and
public relations**
AS Monaco

PARTICIPANTS



**Mathias
Declercq**

**Press & Communication
Manager**
Royal Sporting Club
Anderlecht



**Gevorg
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**Media Unit Content
Manager**
Football Federation of
Armenia



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**Head of Corporate
Communications and
Advocacy**
Manchester United Football
Club



**Anne-Christin
Goßner**

Communication manager
German Football
Association



**Julie
Guibert**

Project officer (Stadium)
French Football Federation



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Haavik**

Head of communications
Football Association of
Norway



**Giorgio
Iacovazzo**

**Communication & PR
Manager Swiss Under 21
National Team**
Swiss Football Association



**Mia
Kjærgaard**

**Head of Brand,
Marketing & Media**
Danish Football Association

PARTICIPANTS



**Fatjon
Kodra**

**Head of PR &
Communication
Department**
Albanian Football
Association



**Fredrik
Madestam**

**Media Unit Content
Manager**
Swedish Football
Association



**Giorgi
Phirtskhelani**

**Communications
Manager**
Georgian Football
Federation



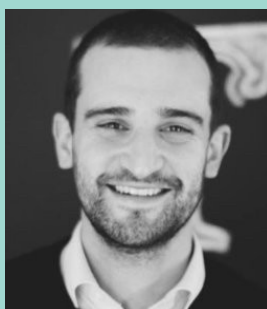
**Melisa
Rincon**

**Marketing and
Communications Lead**
beIN SPORTS



**Metodi
Shumanov**

**Media Officer & Social
Media Manager**
Bulgarian Football Union



**Matthew
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Communications**
Malta Football Association



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Svyrydov**

**Strategy and
Communication Director**
FC Shakhtar Donetsk



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Tataru**

Media Officer
Football Association of
Moldova

PARTICIPANTS



**Julien
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Media & PR Officer
UEFA



**Adam
Tomlinson**

Head of Communication
Hibernian Football Club



**Berina
Tortoshi**

Media Officer
Football Federation of Kosovo



**Marie
Verbeke**

Spokesperson
Royal Belgian Football Association



**Maarten
Verdoodt**

**Head of Communications and
Press Manager**
Royale Union Saint-Gilloise



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Watson**

**Marketing Communications
Manager**
City Football Group

UEFA TEAM



**Philip
Townsend**

UEFA Communications Director



**Monika
Mkhitarian**

UEFA N.A. Communications
Senior Manager



**Carlos
Laorden**

UEFA N.A. Communications
Specialist



**Kevin
Yalale-Matufueni**

UEFA Academy Promotion and
Management Assistant

PROGRAMME DIRECTOR & SPEAKERS



**Amanda
Docherty**

Director
Dial Square

Programme Director



**Dominic
Rumbles**

Chief Communications Officer
World Rugby

Best Practice Communications
Strategy: Rugby World Cup 2023



**Joanna Manning-
Cooper**

**Director of Marketing,
Communications and Public
Affairs**

The Football Association

The Evolving Landscape of
Sports Communications and
Shaping Reputation in Football



**Richard
Bagnall**

CEO Europe and Americas
CARMA

Evidence-Oriented
Communications: Research
Insights and Measurement



Charlie Simon

**Head of Research Solutions
and Operations**
Nielsen Sports and
Entertainment

Evidence-Oriented
Communications: Research
Insights and Measurement



**Ricardo
Sabrosa**

Sponsorship Deputy Director
Banco BPI

Expert Panel Discussion:
Amplifying the Women's Game

SPEAKERS



**Esmeralda
Negron**

Co-CEO Women's Sports
DAZN

Expert Panel Discussion:
Amplifying the Women's Game



**Rachel Brown
Finniss**

Ambassador
UEFA

Expert Panel Discussion:
Amplifying the Women's Game



**Kevin
Ashby**

**Senior Digital Content
Manager**
UEFA

Content Strategy and Campaigns



**Kit
Chilvers**

Founder and CEO
Pubity Group

Content Strategy and Campaigns



**Arthur
Guisasola**

**International Sports
Partnership Lead**
Tik Tok

Content Strategy and Campaigns



**Rolf
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CEO and founder
Leidar

Public Affairs: The Power of
Political Advocacy and Strong
Leadership

SPEAKERS



**Gro Tvedt
Anderssen**

**SVP Communications and
Public Affairs**
Football Association of Norway

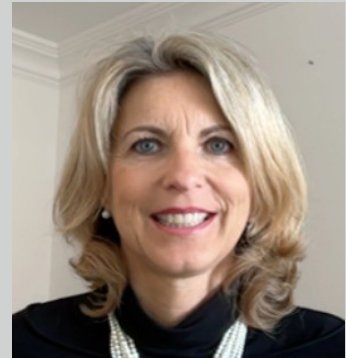
Public Affairs: The Power of
Political Advocacy and Strong
Leadership



David Eades

**Broadcaster/Presenter/
Podcaster, Conference host &
moderator**
Allday Media

Best Practice Media Relations



**Enrica
Tarchi**

**Media and Communications
Manager**
Tatica

Best Practice Media Relations



**Sami
Khedira**

Former Professional Athlete
UEFA Ambassador

Best Practice Media Relations



**Kate
Laurens**

Director of Communications
Arsenal FC

The Importance of Employee
Engagement and Stakeholder
Management



**John
Bailey**

Chief Operating Officer
GoCrisis

Crisis Communications

SPEAKERS



**Jakob
Høyer**

Director of Communication
Danish Football Association

Case Study: The Danish Football
Association - In the Eye of the
Storm



**Peter
Rusch**

Director of Communications
The Ocean Race

The Future of Corporate
Communications: Purpose and
Creating Shared Value



Jesper Andersen

**Communication Advisor and
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Future of Corporate
Communications: The
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