



UEFA EURO 2024 On-Site Experience Programme

ACADEMY



A PROGRAMME
DESIGNED TO HELP
EVENT MANAGERS GAIN
EXCLUSIVE BEHIND-THE-
SCENES INSIGHTS AT
A MAJOR TOURNAMENT



FOREWORD

The UEFA EURO 2024 On-Site Experience Programme gives event managers like you an exclusive opportunity to go backstage and observe the inner workings of a major football tournament. As someone who has spent years organising UEFA events, I understand the critical role that event managers play in ensuring their success. Passionate about the sport and committed to excellence, I am thrilled to be offering you exclusive behind-the-scenes insights at EURO 2024. During your three

days in Berlin, you will take part in immersive tours, interactive presentations and exclusive visits, gaining valuable experience across various event management functions. You will also have the chance to connect with UEFA's key stakeholders and industry leaders. This programme is not just about education; it is about empowerment. It is an investment in your professional growth and our shared commitment to advancing the football industry. This is an experience that will help to shape your career in event management.

Martin Kallen
CEO at UEFA Events SA



Who

Individuals with a background or interest in event management who want to learn about operational aspects of a major tournament



Start date

Online as of May 2024
On-site in Berlin from
4 to 6 July 2024



How long

2 months online learning
3 days on-site experience



Where

Online modules followed by on-site experience in Berlin at a UEFA EURO 2024 quarter-final



Price

€3,200 (including accommodation and meals)



Number of participants

30 maximum



Certification

Certification of completion by the UEFA Academy



Language

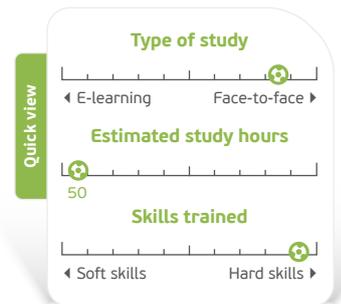
English

UEFA EURO 2024 On-Site Experience Programme

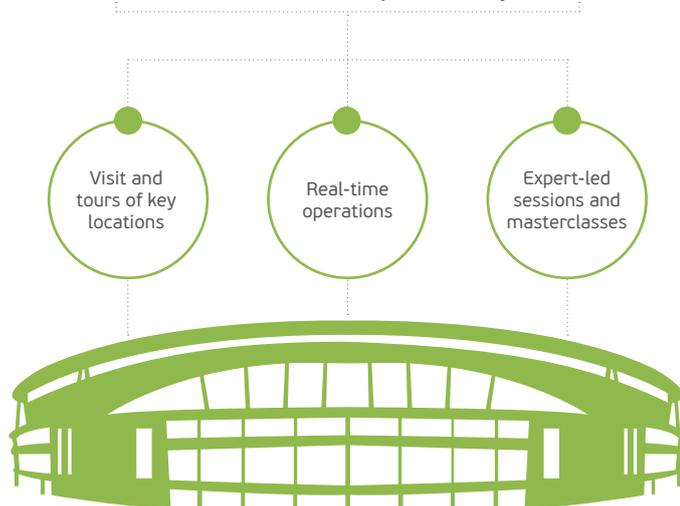
The UEFA EURO 2024 On-site Experience Programme provides an exclusive opportunity to go backstage and observe the inner operations of a major football tournament during the UEFA EURO 2024 quarter-final in Berlin.

The UEFA EURO 2024 On-Site Experience Programme comprises behind-the-scene tours and engaging presentations, giving participants an insider's view of operations at a major sporting event. Participants will attend presentations by leaders in various areas, such as hospitality, TV and other media, technical services, accreditation and commercial operations.

This programme will give participants the opportunity to explore key areas of interest and have their questions answered by the main UEFA and EURO 2024 stakeholders.



UEFA EURO 2024 On-Site Experience Programme



Phase 1 (Qualifying round) - Online modules

Introduction to the online modules

This comprehensive online course covers UEFA and its event management operations, delves into the specifics of UEFA EURO 2024, explores the tournament's vision for sustainability and unity, and provides a guide to key event locations, encompassing operational areas, stadium specifics and host city surroundings. By completing this course prior to your on-site experience in Berlin, you will gain a holistic understanding of UEFA, UEFA EURO 2024 and the essential elements shaping this united and sustainable football tournament in Germany.



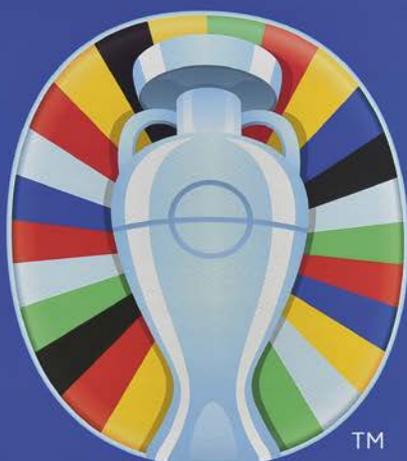
Phase 2 (Final tournament) - On-site experience

Introduction to the on-site experience

On day 1, participants will schedule their travel to arrive to Berlin in the early afternoon. An "Introduction to the Tournament" Meeting will kick-off the EURO 2024 On-Site Experience. The evening will culminate with the welcome dinner in the buzzing city of Berlin.

On day 2, participants will have an exclusive and unique opportunity to observe the behind the scenes of the quarter-final match preparations in the Olympia Stadium in Berlin and real-time UEFA EURO 2024 operations. The day will include exclusive stadium tour, hospitality and lounges tour, visit to the media center and broadcast compound, visit to the player's rooms and the pitch. Our experts will explain in detail the processes of how various areas are organised. Domains covered will include hospitality production, media services and operations, broadcast, technical services and overlay, commercial operations, ticketing, access and accreditation, venue management and volunteer management.

On matchday, participants will experience and will dive deeper into the organisation of the tournament from the Host City perspective. The following topics will be discussed: event communication, host city plans and mobility, transport and fan zone management. A tour of the official UEFA EURO 2024 Berlin Fan Zone will also be included. There will also be some free time, so that participants can enjoy the city atmosphere for a few hours or simply take some rest before the big match!



UEFA
EURO 2024
GERMANY



Main takeaways

- The chance to see behind the scenes at UEFA's largest event, UEFA EURO 2024
- A multi-perspective, in-depth look at football event operations
- Opportunities to network with UEFA stakeholders and other participants

Testimonials



// The UEFA EURO On-Site Experience Programme is a great opportunity to gain an overall understanding of what UEFA's events look like from an operational standpoint. It also provides an opportunity to analyse UEFA's operations and experiences, so as to improve operations at your own events or establish best practices for sporting events. //

■ **Adrian Feller, Senior Event Workforce Manager, UEFA Events SA**



// The stage will be set for Germany to create a fresh chapter of football history with UEFA EURO 2024. UEFA EURO has the power to unite fans, to embrace and promote diversity and to celebrate inclusion. Football is for all: all cultures and countries; all ages and backgrounds. In 2024, everyone is invited to Germany to create a spectacular celebration of football and unity. By participating in the UEFA EURO 2024 On-Site Experience Programme, you will be able to experience the operations behind this world-renowned stage. //

■ **Alexander Deutmarg, Head of Event Support, EURO 2024 GmbH**

About the UEFA Academy

Building on the professional expertise that UEFA has established in the course of its history and the learning initiatives that it has created over the last decade, the UEFA Academy provides educational programmes for individuals and organisations alike with a view to constantly elevating the game of football.

For details of our catalogue of courses, visit [UEFAAcademy.com](https://uefaacademy.com)

Application process

Eligible candidates will be selected on a first come, first served basis. The application form and the application closing date can be accessed by visiting

 [UEFAAcademy.com](https://uefaacademy.com)

Full attendance is required to qualify for the certificate of completion. Should you have any questions about the application process, please contact

 academy@uefa.ch

We welcome participants from diverse backgrounds and cultures, recognising the unique value that diversity brings to our community. If you have any uncertainties about meeting specific programme criteria, we encourage you to reach out to us.



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Contact us

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UEFAacademy.com