




UEFA Media Consultant Programme

ACADEMY



A UNIQUE INNOVATIVE
PROGRAMME TO SUPPORT
PROFESSIONAL PLAYERS
PLANNING TO WORK AS
MEDIA CONSULTANTS OR
TV PUNDITS AFTER THEIR
PLAYING CAREER

FOREWORD

Contributing to the professional management of football has been one of UEFA's goals throughout Europe for many years. Off the back of the success of its Executive Master for International Players, the Career Transition Programme and the players' edition of the Certificate in Football Management, UEFA decided to develop a programme to help current and former players embrace a career in the world of TV and new media, a working environment that requires

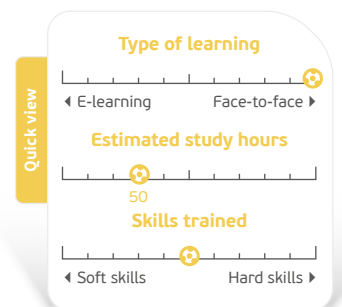
a great deal of knowledge and confidence. The UEFA Media Consultant compact course provides players interested in media with an enhanced knowledge of the football media ecosystem through a variety of practical exercises, simulations and match experiences.

Theodore Theodoridis
UEFA General Secretary



UEFA Media Consultant Programme

The UEFA Media Consultant Programme (UEFA MCP) is a foundation programme in media designed specifically for football players wanting to start a new career as media consultants, building on the experience and image they acquired on the pitch.



Programme overview

The UEFA Media Consultant Programme is intended to make players ready for a new career in media so that they show themselves to their best advantage on screen. The course provides them with a solid technical background in the media industry while helping them transfer their football expertise to match commentating and analysis. The programme has been developed in cooperation with top UEFA and media experts, along with UEFA's broadcast partners and ex-players now working in other sectors of the game.

Through lectures, presentations, case studies and practical studio experience, participants have an opportunity to identify their preferred role, acquire the right theoretical knowledge, and practise with media professionals before 'going live'. This unique one-week course is also a fantastic networking opportunity for players and broadcasters with an eye on future prospects.



Takeaways

- Advanced overview of the media landscape and football broadcasting
- Technical knowledge and skills necessary to debut as a TV pundit
- First live experience as a media consultant
- Broader network with media and broadcasting professionals



Who

Current or former players wanting to start a new career as media consultants



When

Once a year, in summer
30 August – 3 September



How long

One week + live UEFA club
competition experience



Where

London



Price

€6,500



Number of participants

15–20 (max.)



Academic certification

Certificate of completion
by the UEFA Academy



Language

English

Testimonials



“Working as a TV consultant is a fantastic way to stay in the football sector without having all the constraints of working full-time with a club. It's fantastic to attend different games, shows and events, and meet all these experts to talk about our passion for football. There are so many opportunities for players nowadays, but it is also easy to get lost in this new environment. Any player who decides to work in media should properly think about their strategy and tone of voice and make sure they are prepared and trained for the job.”

■ **Luis García, CEO, LG Sports Nation**



“Even after playing more than 100 professional matches and representing England internationally, it was a challenge for me to work as a TV pundit. But it was a great way for me to stay involved in the game while transitioning from the pitch into a sporting director role. I really enjoyed working on those matches, travelling to the venues and analysing the games, so I hope more and more female footballers will have a chance to take on similar roles in the near future.”

■ **Eniola Aluko, football executive, commentator, and former professional player**



“After finishing my career and working as loan manager for AS Roma, working as a TV pundit was the best way for me to stay active, continue to analyse games, and stay in the spotlight to prepare for the next opportunity. In the beginning, it was not easy for me to find the right position and use the different technical tools to analyse games. Besides, I didn't know where to find the right opportunities and how to charge for my expertise and services. I would have loved to join a one-week masterclass like the UEFA Media Consultant Programme to prepare myself and make sure I was going in the right direction, with the right people.”

■ **Federico Balzaretti, TV consultant, DAZN and RMC Sport**





About the UEFA Academy

Building on the professional excellence UEFA has established throughout its history and the learning initiatives set up over the last decade, the UEFA Academy provides educational programmes for individuals and organisations to constantly elevate the game of football.

Consult our catalogue of courses on [UEFAAcademy.com](https://uefaacademy.com)

Application process

Eligible candidates must apply online and fill in the application form on at [UEFAAcademy.com](https://uefaacademy.com) by the deadline.

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

Building your career off the pitch

Primarily designed for current and former professional football players, the UEFA Media Consultant compact course (UEFA MC3) is one of various opportunities for career development that professional players and other football specialists should consider. The UEFA Academy has recently designed a series of programmes exclusively for football specialists and for players considering a change in career.

Other UEFA Academy programmes of various lengths and formats include:

- UEFA Career Transition Programme (UEFA CTP)
- UEFA Elite Scout Programme (UEFA ESP)
- UEFA Player Agent Programme (UEFA PAP)

Moreover, the UEFA Academy offers the following programmes exclusively designed for players:

- The UEFA Certificate in Football Management (UEFA CFM) – Players' edition provides a complete understanding of how the game is managed, over a nine-month study period compatible with a competitive match schedule.
- The Executive Master for International Players (UEFA MIP) equips former international players with the skills they need to move on to a successful second career within football administration.

At any point in their career, players can also access the UEFA For Players mobile app, an engaging set of learning initiatives providing all elite footballers with information and advice to support them on and off the pitch. In addition, UEFA has developed an online course on financial management. The UEFA Financial Management Training (UEFA FMT) offers practical tools and knowledge to players so they can be in the driving seat of their finances and financial future.

A WORD FROM THE PROGRAMME DIRECTOR

“The media sector has changed tremendously over the last few years, with more and more TV channels, more and more broadcasters, and more and more online content and digital platforms. This new market creates a lot of new opportunities for players to share their opinions, develop their image and stay in the football industry. However, these opportunities also come with responsibilities and a need to perform from the very outset of their new career. This course is a great initiative from UEFA. Any footballer contemplating a job in the media will learn a broad panoply of skills suitable for the many varied roles open to them once their playing days come to an end.”

■ Niall Sloane, Director of Sports, ITV





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Contact us

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