



UEFA Player Agent Programme

ACADEMY



AN EXCLUSIVE
PROGRAMME
DESIGNED BY
LEADING INDUSTRY
EXPERTS FOR A NEW
GENERATION OF
FOOTBALL AGENTS

FOREWORD

One of UEFA's missions is to promote professionalism and responsibility within football. This includes ensuring that players and clubs are well served by professional agents who identify, advise and nurture players, as well as helping clubs secure the best talent. In light of the changes in the profession over the past 15 years, UEFA has created a tailored

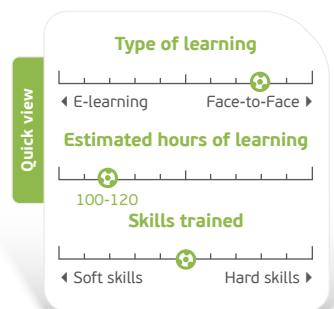
programme to provide a unique educational foundation for a career as a football agent. This programme will ensure that specialist agents have the professional standards necessary to serve European football.

Theodore Theodoridis
UEFA General Secretary



UEFA Player Agent Programme

The UEFA Player Agent Programme (UEFA PAP) is essential for anyone who is willing to work as a football agent with a 360-degree approach. This unique three-month programme will help you gain state-of-the-art proficiency in managing players with care and ethics and negotiating and closing deals on behalf of your clients.



Embark on a transformative journey with the UEFA Player Agent Programme – a dynamic three-month experience meticulously crafted for both current and aspiring agents. Dive into masterclass, engaging interviews, compelling case studies and realistic simulations designed to cultivate the essential skills for a career as a player agent. Immerse yourself in a world where UEFA and industry experts share invaluable insights through interactive presentations and workshops.

During the programme, you will also have the opportunity to learn from the inspiring stories of professional agents, sporting directors and former elite players who navigated their careers at the highest stage of international football. Elevate your game through hands-on exercises and case studies tailored to refine your skills and pave the way for an exceptional career as a football agent.

We welcome applications from all over the world. Selection is based on individual profiles and experience, ensuring a diverse and talented cohort ready to make their mark in the world of football agency.

Candidates must meet the following criteria:

- Fluency in both written and spoken English
- At least two years of experience working in the football industry as an agent, intermediary or professional player or in a football organisation

The programme is delivered in English, with a maximum of 35 participants to ensure that it remains interactive. Many networking opportunities are provided.

Takeaways

- Understand the football ecosystem and governance
- Master the key principles of player management and welfare
- Understand tax issues, budgeting and financial planning
- Understand agent regulations, player status and transfer management
- Learn how to use new technologies to monitor football data and statistics
- Understand the main principles of operational, commercial and time management
- Develop and practice your negotiation techniques
- Understand the ethical challenges of the job



Who

Employees of football organisations and player agencies or former professional players



When

Next intake in September 2024
Registration deadline for applications:
15 July 2024



How long

Three months



Where

Three face-to-face seminars at UEFA and European clubs
Two online seminars



Price

€7,900



Number of participants

35 (max.)



Certification

Certificate of completion
by the UEFA Academy



Language

English

Programme overview

SESSION 1: RAFAELA PIMENTA (FACE-TO-FACE)

SCOUTING AND FOOTBALL
18-20 September 2024 – Portugal

To identify top talent and maximise their potential, agents need to understand the game but also work with new technologies.

In addition, players need to be considered as human beings, not just athletes or cash machines. They need the right guidance from their agent and the right opportunities to develop as a player and as an individual.

This first seminar will focus on:

- Organisation of clubs and academies/ scouting departments
- Talent identification and career management

SESSION 2: CHRSTIAN RAPP (FACE-TO-FACE)

FOOTBALL BUSINESS AND NEGOTIATIONS
22-24 October – Germany

In today's world, managing the careers of football players means more than just maximising their performance on the pitch – you also need to make sure that they get the best possible deals and achieve financial security for themselves and their families.

In this second seminar, we will study the economic framework and technical business skills that are required to provide the best agency services:

- How to conduct an efficient negotiation
- Basic financial management skills to help you manage the financial aspects of your players' careers along with your own

SESSION 3: ROMAN DI SOMMA (FACE-TO-FACE)

360° APPROACH
3-5 December – Switzerland

As an agent, you need to understand the principles of football and business, of course, but the best agents also make sure that their athletes create and develop a good public image.

In order to do that, you need to have a good understanding of communication and marketing.

These aspects are covered in the third seminar, which also includes the final assessment:

- Player image and endorsement deals
- Communication workshop and simulation
- Final assessment

ONLINE MASTERCLASS

7 October (14:00 – 18:00 CET)

Testimonials from top agents
and football executives

Case studies

ONLINE MASTERCLASS

25 November (14:00 – 18:00 CET)

Testimonials from agents who work
in other sports and Industries

Case studies

Throughout the programme, you will have the opportunity to network with experts, peers and representatives of clubs, national associations and governing bodies. In addition to the seminars and workshops, you will have access to a wide range of football management documents and reports on our online knowledge-sharing platform, **UEFA Academy Online**.

Testimonials



// During my football career, I have come across various kinds of agents. Some trustworthy, and some not, which is what motivated me to become a football agent myself. Now that I am working on the other side of the pitch, I realise that this job is much more complicated than expected, but also very interesting and exciting. I hope all future agents will get the right education so that they can do the job with the highest values and ethics. //

■ Tulio De Melo, former professional football player. Football agent (TM9 Sports)



// Sport and society are evolving fast, and sports agents need to adapt to meet the challenges, so it is important for major sports organisations like UEFA to offer high-level education programmes for current and future agents. //

■ Bouna Ndiaye, NBA agent (CEO of Comsport)



// Managing talent, whether in the music industry or football, requires similar competencies: social skills for dealing with the individuals and their entourages, legal knowledge to defend their interests, commercial prowess to optimise their careers. All this is much more complicated than it looks and takes a lot of time, effort, and good advice from experts, which is exactly what participants get from the UEFA Player Agent Programme. //

■ Ben Mawson, music talent manager (CEO of TAP)





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)

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.

Building your career off the pitch

The UEFA Academy has recently designed a series of programmes exclusively for football specialists and for players considering a change of career. While primarily designed for current professional football agents and intermediaries, the UEFA Player Agent Programme (UEFA PAP) is one of various opportunities for career development that professional players should consider.

Other UEFA Academy programmes of various lengths and formats are also available for ex-players and football specialists. For example:

- UEFA Career Transition Programme (UEFA CTP)
- UEFA Elite Scout Programme (UEFA ESP)
- UEFA Media Consultant compact course (UEFA MC3)

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 course) offers practical tools and knowledge to players so they can be in the driving seat of their finances and financial future.

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

A WORD FROM THE PROGRAMME DIRECTORS

Working as a football agent requires a variety of competencies: an excellent technical understanding of the game, strong connections, and of course solid negotiation skills and high emotional intelligence to deal with clubs, players and family members. On top of that, legal knowledge and strong management skills are also mandatory to protect their interests and reach their sporting goals. Participants in the UEFA Player Agent Programme will get all this and it is a great honour for us to take part in delivering this course. It is our responsibility to mould a future generation of agents to ensure that they have the right tools and knowledge to do the job with integrity, due diligence and a high level of business ethics.

■ **Rafaela Pimenta, Christian Rapp and Roman Di Somma**





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Contact us

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