



WHO'S WHO

EDITION 2022



ACADEMY

PLAYER AGENT
PROGRAMME

PROGRAMME OVERVIEW

The UEFA Player Agent Programme is an executive three-month course designed specifically for current and future agents.

The programme features master classes, interviews, case studies and simulations to help you acquire the right skills and expertise for a prosperous career as a player agent. UEFA experts and industry leaders share their insights and knowledge in a series of interactive presentations and workshops.

Professional agents and former elite players will share inspiring personal stories of how they successfully managed their careers at the pinnacle of international football. During the programme, you will be given exercises and case studies to help you progress as an outstanding football agent and help you prepare and optimise your career as a football agent.

SEMINAR 1 (FACE-TO-FACE) 26–28 September, UEFA HQ

Football ecosystem and finance:

- World football governance
- Organisation of clubs and academies/scouting
- Financial management

SEMINAR 2 (FACE-TO-FACE) 10–12 October

Player welfare and legal aspects:

- Player management and performance
- Agent regulations
- Status and transfer of players

SEMINAR 3 (FACE-TO-FACE) 14–16 November, UEFA HQ

Commercial management and exam:

- Player image and endorsement deals
- Contract negotiation
- TMS exercise
- Assessment

INTERACTIVE WORKSHOP 1 (ONLINE) 4 October

Scouting
and new technologies

INTERACTIVE WORKSHOP 2 (ONLINE) 2 November

Testimonials
and business plan

32  NUMBER OF
PARTICIPANTS

18 NATIONALITIES
REPRESENTED



**Sai
Adejare**



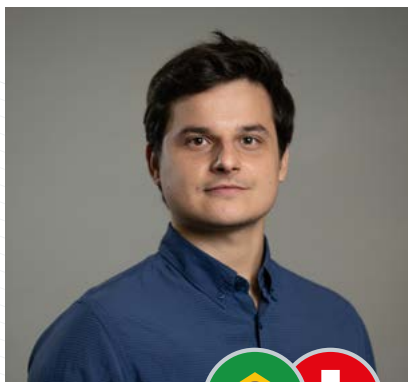
**Daniele
Bernardi**



**Eric
Boateng**



**Dusan
Bogdanovic**



**Tiago
Bossart**



**Giulio
Buoncore**





**Ian
Bustamante**



**Miguel
Cermeño**



**Paul
Dalglish**



**Tulio
De Melo**



**Brendan
Ferris**



**Alexandre
Geijo**





**Iker
Goñi**



**Lewis
Gray**



**Qiannan Rita
Guo**



**Raphael
Gutmann**

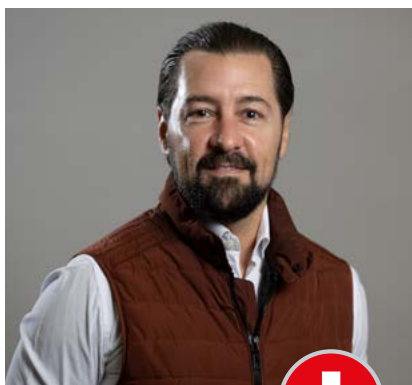


**Michael
Heselschwerdt**



**James
Hughes**





**Pedro David
Jimenez**



**Sedat
Limani**



**Javier
Martínez**



**Ana
Moreno**



**David
Moss**



**Joshua
Murphy**





**Dimitrios
Papadopoulos**



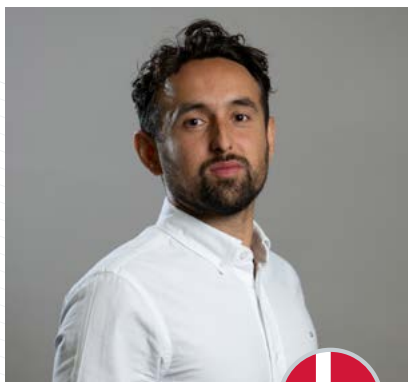
**Sergio
Piña**



**Yago
Rama**



**David
Raue**



**Kanishka
Sina**



**Kevin
Sy Cornet**



UEFA ACADEMY TEAM



Thomas Junod

Head of UEFA Academy



Stéphane Ehrhart

UEFA Academy
Programme Manager



Antoine Fournier

UEFA Academy
Programme Assistant



PROGRAMME DIRECTOR



Raquel Rosa

International player agent



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