WHO’S WHO
EDITION 2022
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

**NUMBER OF PARTICIPANTS** 32
**NATIONALITIES REPRESENTED** 18
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