



WHO'S WHO

EDITION 2024



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) SCOUTING AND FOOTBALL 18-20 September 2024 – Portugal

To identify top talents 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, and 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 the following elements:

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

SEMINAR 2 (FACE-TO-FACE) FOOTBALL BUSINESS AND NEGOTIATIONS 22-24 October – Germany

In today's world, managing the career of a football player does not only mean that you need to maximise their performances on the field of play. You also need to make sure that your player will get the best possible deals and secure the financial stability of himself and his family.

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

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

SEMINAR 3 (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 image in the public space.

In order to do that, you need to have a good knowledge about communication and marketing.

This 3rd session covers the perspective of these elements, as well as the final assessments of the programme.

- 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

33  NUMBER OF PARTICIPANTS

20 NATIONALITIES REPRESENTED



**Nassem
Abu Daoud**



**Enzo
Aliaj**



**Stefan
Bennici**



**Jean Eddy
Edia**



**Thomas
Eppes**



**Marko
Futacs**



**Julieth
Gonzalez Theran**



**Omar
Hajj**



**Daniel
Holleran**





**Michael
La Rosa**



**Bafana
Mabaso**



**Fernando
Malta**



**Robert
Matfin**



**Tim
Mescheder**



**Zsolt
Paveľcsák**



**Gianfranco
Petruzzello**



**Joash
Ramjattan**



**Gustavo
Ramos Baron**





**Maeva
Recordier**



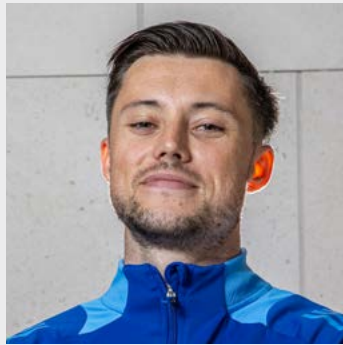
**Gerardo
Sánchez Cortés**



**Tilda
Sander**



**Vincenzo
Sarci**



**George
Stannard**



**Joseph
Sulaiman**



**Yuta
Tanaka**



**Antonio
Queiros**



**Filiz Işıl
Üçüncüoğlu**





**Nick
van Bremen**



**Armand
Vörösbaranyi**



**Pedro
Wambier**



**Raymond
Wood**



**Michelle Garcia
Zarate**



**Hakim
Zermouni**



EDITION 2022



**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
Career transition expert



Antoine Fournier

UEFA Academy
Programme Coordinator

SESSION DIRECTORS



Rafaela Pimenta

Session Director
Seminar 1



Christian Rapp

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Seminar 2



Roman Di Somma

Session Director
Seminar 3



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