



# UEFA Team Management Programme

ACADEMY

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EQUIPPING  
TEAM OPERATIONS  
PROFESSIONALS  
WITH THE TOOLS  
TO LEAD, INSPIRE  
AND DELIVER  
CONSISTENT  
SUCCESS

# FOREWORD

In today's ever-evolving football landscape, the role of the team manager has never been more pivotal. Team managers are now expected to navigate complex organisational dynamics, foster high-performance cultures, and embody the values of integrity, inclusion, and innovation that define modern football.

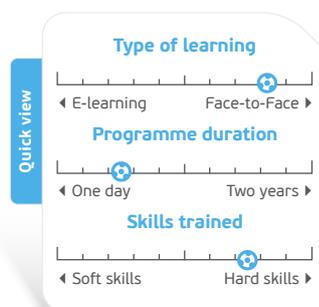
At UEFA, we recognise the immense responsibility carried by those who lead teams at all levels of the game. That is why we are proud to introduce this dedicated programme for team operations professionals – a unique initiative designed to empower current and aspiring leaders with the tools, insights, and network needed to thrive in this demanding role.

Theodore Theodoridis  
UEFA General Secretary



## UEFA Team Management Programme (UEFA TMP)

**The UEFA TMP is the essential programme for professionals involved in team operations who want to elevate their leadership, strategic, and operational capabilities within elite football environments.**



### Programme overview

The UEFA Team Management Programme (UEFA TMP) is a specialised programme tailored for professionals currently working in or closely connected to team management and operations within elite European football.

As the demands on team managers continue to evolve, this programme provides a unique opportunity to strengthen the operational, strategic, and leadership capabilities required to thrive in today's high-performance football environment.

Drawing on UEFA's extensive competition experience and developed in collaboration with national team representatives, tournament specialists, and experts in areas such as project management, media, sponsorship, governance, and leadership, the UEFA TMP offers a rich blend of expert-led sessions grounded in real-world challenges, interactive workshops to apply learning in practical contexts, and peer learning to foster collaboration and shared insights.

Participants will gain practical tools and strategic perspectives to operate effectively within team structures, manage complex operations, and contribute to the success of their organisations both on and off the pitch.

By joining the UEFA TMP, participants also become part of a growing professional network committed to excellence in football management.

### Programme outcomes

- Strengthen stakeholder management skills in elite football environments
- Deepen understanding of football governance and competition planning
- Managing media relations, sponsorship and commercial activities
- Enhance personal leadership style
- Improve decision-making and crisis management under pressure
- Apply effective project management tools and techniques
- Build a strong European network of team management professionals



#### Who

Professionals working in or closely connected to the management and operations of senior national teams



#### When

Every second year in spring



#### How long

2 months



#### Where

2 face-to-face seminars and addition online content



#### Price

€7,900 (covered for NA representatives)



#### Number of participants

30 maximum



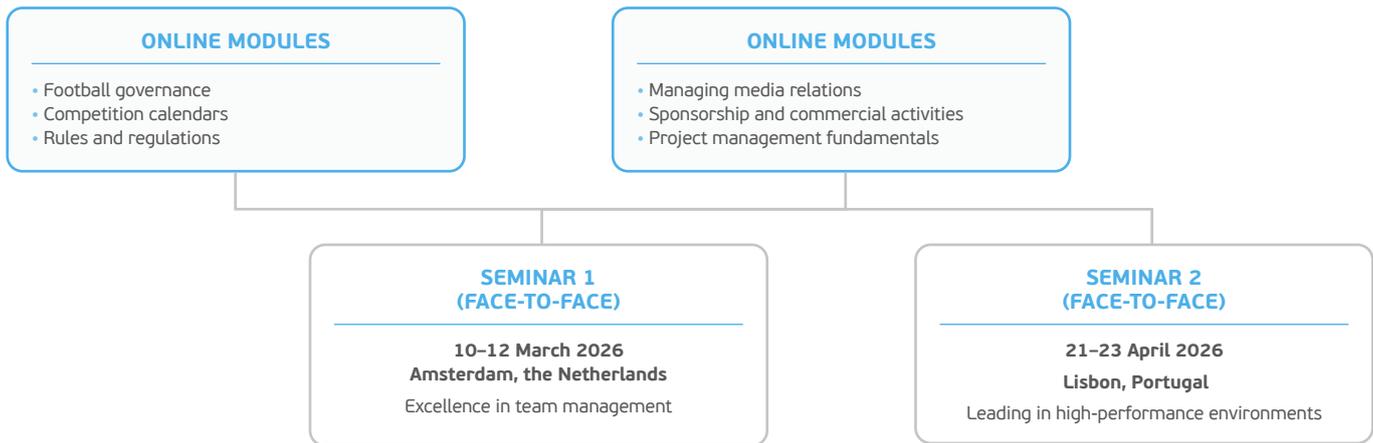
#### Certification

Certificate of completion awarded by the UEFA Academy



#### Language

English



### SEMINAR 1: EXCELLENCE IN TEAM MANAGEMENT

This seminar offers a unique opportunity for participants to strengthen their expertise in team management while connecting with peers and industry experts in an interactive setting. Over three days, participants will engage in practical sessions, case studies, and group discussions designed to address the realities of managing teams at the highest level.

### SEMINAR 2: LEADING IN HIGH-PERFORMANCE ENVIRONMENTS

This seminar is designed to strengthen participants' operational and strategic skills in team management, with a strong focus on planning, resource management, and cultural awareness. Through interactive sessions, case studies, and group work, participants will gain practical tools to manage complex team operations effectively.

## Testimonials



“Working with national teams since 2006, I have come across various generations of people involved in team management. The area has evolved significantly over the years and the challenges of managing a team of players and staff have become more complex and demanding. With this course we hope to provide additional tools to those involved in elite football to become even better in what they do.”

■ Lars Hemkes, Senior Football Services Manager, UEFA



“I've had the honour of serving as Team Manager of the Croatian national team since 2014, a period marked by three major tournament medals and unforgettable moments for our country. Behind the scenes, our role is crucial as we ensure players and staff have what they need to succeed, while fostering trust, unity and top performance. It requires precision, organisation and strong communication. I'm proud to see more women entering this profession and I hope to see many more. This course is a great opportunity to share insights and grow together. I wish you all the best on this journey.”

■ Iva Olivari, Team Manager, Croatian National Football Team





## About the UEFA Academy

Building on the professional excellence UEFA has developed throughout its history and the learning initiatives created 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 before the 30th November 2025 here or visit [UEFAAcademy.com](https://uefaacademy.com). 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](mailto:academy@uefa.ch).

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.

## LIFT certification

The UEFA Academy was awarded the LIFT (Learning Impact for Today and Tomorrow) by EFMD for the period 2024 to 2027. This certification recognises the impact of the UEFA Academy programmes on its participants, their organisations and society at large.



## Be part of the UEFA Academy Alumni Association

After graduation, your journey continues. Join a global network of 3,000+ football professionals, take part in exclusive events, and stay connected through dedicated platforms and expert-led sessions.



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# Contact us

[academy@uefa.ch](mailto:academy@uefa.ch)

[UEFAacademy.com](http://UEFAacademy.com)