

"It is an honour for the Portuguese Football Federation to host the UEFA Academy Summit 2026 in Lisbon. Welcoming the UEFA Academy community to Portugal is a valuable opportunity to strengthen the connections that unite football professionals across Europe and beyond.

With the theme "Humans After All", this edition reflects our belief that, despite rapid advances in technology and data, it is the people – their passion, creativity and values – who give football its true meaning.

Over these two days, we hope Lisbon and the FPF Arena Portugal will inspire learning, collaboration and meaningful exchange as we shape a future for football that is innovative, inclusive and centred on people.

We look forward to welcoming you to Portugal."

André Seabra
FPF Academy Director



"Welcome to Lisbon for the second UEFA Academy Summit, created with the Portuguese Football Federation and the UEFA Academy Alumni Association.

With the theme "Humans after all", we celebrate the people behind the game. As football becomes more data-driven, this Summit is a reminder that it remains, at its heart, a human story.

Join alumni from around the world to explore new ideas, learn together, and reflect on how football can continue to thrive as a truly human endeavour."

Thomas Junod
Head of UEFA Academy



UEFA Academy Alumni Association

170+

Different nationalities
represented

4000+

Professionals trained
by the UEFA Academy

60

Countries visited by
our 20+ programmes

"I am proud to announce the UEFA Academy Summit 2026 in Lisbon. With the theme "Humans After All," the Summit affirms that while innovation, data, and technology continue to transform football, it is people who give it meaning. Amid rapid change, members from the UEFA Academy Alumni community will reflect on the emotions, values, and human decisions behind every match, organisation, and moment that makes football so powerful. Over two days of learning and connection, we will exchange ideas and strengthen the bonds that unite us globally.

I look forward to welcoming you to Lisbon in 2026 as we continue to celebrate football as a sport rooted in humanity, passion, and shared experience."



Paul Nelson

UEFA Academy Alumni
Association President



ESSENTIAL. IMPACTFUL. UNMISSABLE.

Dear Graduates and Friends of the UEFA Academy,

On 23 and 24 October 2026, Lisbon awaits. The UEFA Academy Summit returns, co-created with the UEFA Academy Alumni Association and hosted by the Portuguese Football Federation.

On the theme of "Humans after all", we spotlight what truly powers the game: people. Yes, data and AI are rising, but it's human insight, connection and leadership that turn concepts and plans into impact.

Come for fresh ideas, practical tools, and peer-to-peer learning. Stay for the energy of a global alumni network built across 20+ programmes and thousands of graduates.

Save your spot, share the invite with your classmates, and be part of the movement.

We can't wait to see you all again in Lisbon in October!

The UEFA Academy Team

Thomas, Joël, Stéphane,
Antoine, Alexandra,
António, Kevin, Corinne



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A unique programme

DAY 1: Learn! (Re)connect! Play! Enjoy!

Friday, 23rd October 2026

11:45 – 13:30	Welcome lunch and registrations
13:30 – 13:45	Opening address
13:45 – 15:00	LEARN! Roberto Rosetti Humans after all - precision with a human pulse See how technology augments – not replaces – the human call, blending precision and empathy to drive smarter decisions, fairer outcomes, and lasting trust across sport
15:00 – 15:30	Coffee break and networking time
15:30 – 16:30	(RE)CONNECT! General assembly of the UEFA Academy Alumni Association
16:30 – 19:30	PLAY! Choose among a selection of activities around movement, cuisine, and culture
19:30 – onward	ENJOY! A social evening and dinner at the Portuguese Football Federation



A unique programme

DAY 2: Learn! Drive! Party!

Saturday, 24th October 2026

08:30 – 09:00	Welcome coffee and networking time
09:00 – 09:15	Opening of day 2
09:15 – 10:30	LEARN! Dr. Katleen De Stobbeleir The human advantage in an AI world: Why your leadership matters more than ever A practical playbook for staying human when technology changes the game
10:30 – 11:00	Coffee break
11:00 – 12:30	DRIVE! Choose from three panels and seven interactive workshops*, to further explore the Summit 2026 theme
12:30 – 14:00	Lunch break and networking time
14:00 – 15:30	DRIVE more! Choose from three panels and seven interactive workshops*, to further explore the Summit 2026 theme
15:30 – 16:00	Coffee break and networking time
16:00 – 17:15	LEARN! Lance Weiler Stories we play by In a world of rising automation, emotion remains a defining human quality. Sport fuels these emotions through the stories it tells – stories that, when intentionally crafted, become a compass for leaders, a catalyst for culture, and a source of shared purpose
17:15 – 17:30	Closing address
20:00 onwards	PARTY! Gala dinner in an exclusive location in town

* Panels and workshops are listed and presented on pages 8-9.



Meet your keynotes speakers



Roberto Rosetti

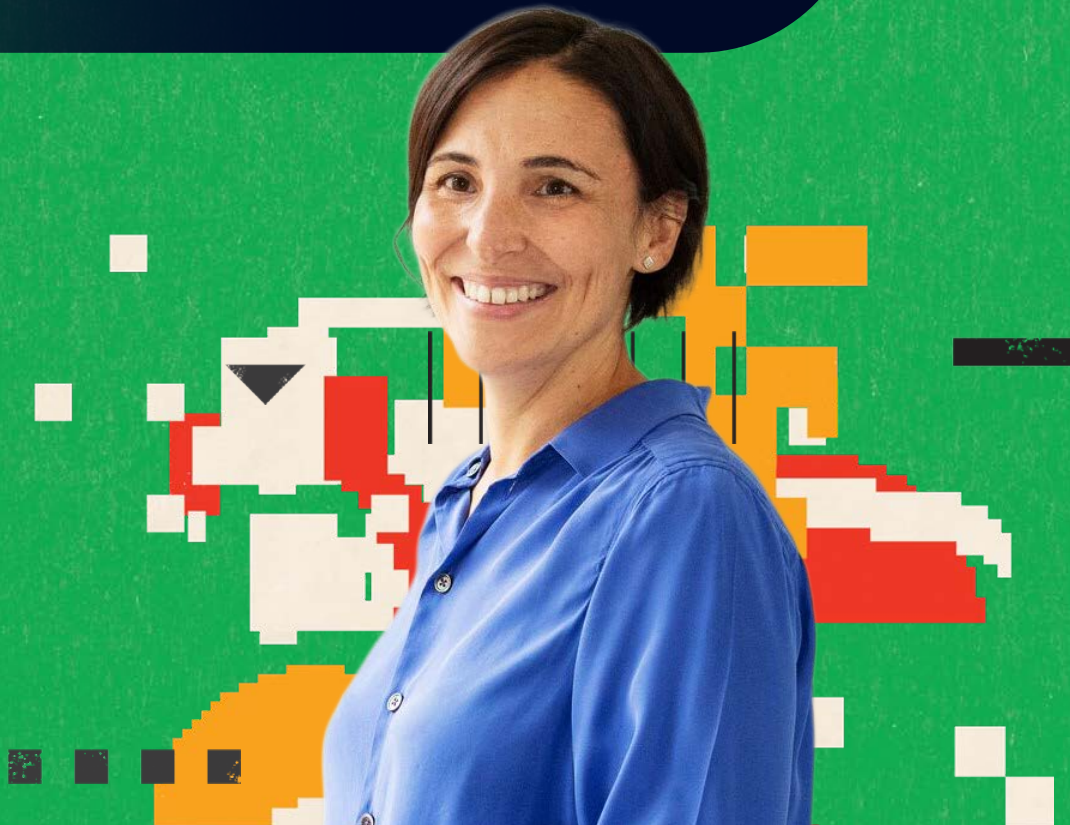
Roberto Rosetti is a former Italian football referee who officiated top competitions, including the UEFA EURO final in 2008 between Spain and Germany, the UEFA Champions League, and FIFA World Cups.

After retiring, he moved into key leadership roles in refereeing and became a pioneer of VAR implementation in Europe. He led the VAR project at the 2018 FIFA World Cup and strongly supports the use of technology for clear and objective decisions.

He is currently Chairman of the UEFA Referees Committee and Refereeing Director at UEFA, and a member of the FIFA Referees Committee.



Meet your keynotes speakers



Dr. Katleen De Stobbeleir

Dr. Katleen De Stobbeleir is a Professor of Leadership, Partner, and Director of the Centre for Excellence in Leading Adaptive Organisations at Vlerick Business School, where she also heads the Department of People & Organisation. In addition, she is a Professor at the Faculty of Economics and Business at KU Leuven and serves on the board of ABO Group.

She holds a Master's degree in Organisational Psychology and a PhD in Applied Economics from Ghent University, with part of her doctoral research conducted at the Ross School of Business, University of Michigan. Her academic work focuses on leadership and feedback culture.

Katleen's research has been featured in leading journals, books, and magazines. She writes a regular column for Trends and recently co-authored *Making Your Way*, a book on lifelong learning and the courage to take bold steps.



Meet your keynotes speakers



Lance Weiler

Lance Weiler is a storyteller, artist and pioneer in immersive and interactive narrative. His award-winning work spans film, theatre, games, and emerging technologies, blending live performance, digital media, and audience participation. His projects, including *Pandemic 1.0* and *Where There's Smoke*, have been presented at Sundance, SXSW, Art Basel, Tribeca, Lincoln Center, and World Economic Forum events. He is professor at Columbia University's School of the Arts and Director of the Digital Storytelling Lab.



Meet your host



Pedro Pinto

Best known for his work at CNN World Sport and as host of elite UEFA events, Pedro Pinto has spent three decades at the center of global sport.

As an international sports media executive, strategic advisor, and CEO of Empower Sports, he works the intersection of communication, leadership, and the game, helping shape how sport is experienced, understood, and trusted worldwide.



DRIVE!



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Panels:

A

Creating digital advantage: elevating women's football through AI

Moderation: UEFA Academy Alumni Association

We'll explore how AI is shaping the growth of women's football, while also highlighting why the human element remains essential. To gain a competitive edge, clubs and teams may leverage AI to streamline operations and redistribute time, freeing up valuable resources that can be redirected into expanding the reach of the game.

B

From eyes to algorithms: is football scouting still a human craft?

Moderation: European Associations of Scouts

We'll explore how football scouting is evolving in the age of data, video platforms and digital tools, while examining why human judgment remains central. We'll explore how modern recruitment blends live observation with analytics, and how scouts and analysts collaborate to identify talent in an increasingly technology-driven environment.

C

Redefining authority: leading when the machine has an opinion

Moderation: MESGO and MIP alumni associations

From both pitch and boardroom perspectives, we'll look at how leaders interpret, question and place data driven recommendations in context, and how responsibility and accountability continue to sit with people. We'll reflect on how leadership roles are evolving and, on the skills needed to balance technological input with judgment, values and lived experience.



DRIVE!

Workshops:

1

Growth mindset: you look better when you flourish

Facilitator: Alexandra Doncila, UEFA Academy

Based on Carol Dweck's work and personal examples, we'll learn about the theory of growth and fixed mindset and discuss how this may help us in our leadership development.

2

Futures wheel: anticipate ripple effects

Facilitator: Antoine Fournier, UEFA Academy

We'll apply the Futures Wheel methodology to explore what happens next, and what happens because of that. From early signals to big consequences, we'll learn from a simple tool that helps us to better anticipate changes ahead.

3

Effective conversations: is it really so difficult?

Facilitator: Hannah Hopes, Football Association of Wales

We'll explore the Parent, Adult and Child ego states and how they shape our interactions. We'll reflect on real conversations that worked, and those that didn't, to uncover what was really happening beneath the surface.

4

You are not a superhero: principles of BatManagement

Facilitator: Thomas Junod, UEFA Academy

We'll reflect on the core competencies sports leaders need, the value of inspiring role models, and the importance of grounding our actions in strong principles.

5

Control your brand game: being intentional about how you show up

Facilitator: Thilo Kunkel, Temple University

We'll discuss the benefits and challenges of building our personal brand deliberately. We'll reflect on the barriers that stop us from becoming more intentional about reputation, visibility, and personal brand management to maximize our career and lifestyle.

6

The drawbridge: an old story still unsolved today

Facilitator: Joël Pinson, UEFA Academy

Based on a grim, old story, we'll explore how individual perspectives and underlying assumptions shape the way we interpret situations and make decisions.

7

Playable futures: for MDA addicts

Facilitators: Jörgen van der Sloot (Minkowski), in collaboration with Lance Weiler

We'll turn abstract future visions into engaging narratives that spark emotional connection. Through game design mechanics, we'll build a "playable future" that encourages our audience to explore the future we want to create.



Social activities

A

Football tournament at Portuguese Football Federation

Step onto the pitch at the home of Portuguese football for a friendly tournament bringing the UEFA Academy community together through the game we all love. Whether you are playing to win or simply to enjoy the moment, this is the perfect opportunity to connect, compete and have fun.

B

Pastel de nata workshop

Discover one of Portugal's most iconic traditions by learning how to prepare the famous pastel de nata. This hands-on workshop combines culture, flavour and plenty of good energy, with a sweet reward at the end.

C

Padel tournament and clinic

Join a dynamic padel experience open to all levels, combining a short clinic with friendly matches and plenty of networking on court. Whether you are a regular player or trying padel for the first time, this activity promises movement, fun and team spirit.

D

Hike in Sintra National Park

Explore the natural beauty of Sintra National Park through a guided hike in one of Portugal's most stunning landscapes. Fresh air, scenic views and informal conversations will make this a memorable escape from the conference setting.

E

Traditional tram tour through the city center

Experience Lisbon from one of its most iconic viewpoints: a traditional tram moving through the heart of the city. This relaxed tour offers a charming way to discover Lisbon's streets, history and atmosphere while connecting with fellow participants.

F

Pilates class

Take a moment to reset with a Pilates session designed to improve mobility, posture and overall wellbeing. This is a great opportunity to recharge during the Summit while enjoying a calm, energising group experience.

And when the Summit draws to a close, the celebration reaches its peak. Our exclusive gala dinner in a secret spot, beside the beautiful Monsanto Forest Park, promises an unforgettable evening in one of Lisbon's hidden gems.

Amazing cuisine, inspiring conversations, Djs and dancing will provide the perfect finale to two extraordinary days!

Registration deadlines and participation fees

The UEFA Academy Summit is a top-class learning and networking event. A small registration fee is required from all attendees to cover some of the costs. Generous contributions from UEFA, the Portuguese Football Federation and the UEFA Academy Alumni Association have enabled us to keep these fees to a minimum.

Standard Fee
€595

Final deadline to register: 31 July 2026

Participation fees include

- 1.5 day of learning on the topic Humans After All (including three keynotes for all participants and two interactive workshops of your choice)
- 1 social activity to choose among options around movement, cuisine, and culture
- 1 social evening and dinner
- 1 gala dinner and party
- 2 lunches and coffee breaks during the event
- Shuttle buses between the city centre and the Summit venue
- Preferential hotel rates start from €120 per night. Full details are available [here](#)

*Please note that participants are expected to organise and cover their own accommodation for the duration of the event.





Register
here today



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ACADEMY



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