



ECA Workshop

# CLUB HISTORY & MUSEUMS

15th May 2017  
Manchester United FC  
Old Trafford



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**ECA**  
EUROPEAN CLUB ASSOCIATION

## Programme

11h00 – 11h15



**Introduction & Opening Speech**  
Ed Woodward | Executive Vice-Chairman

11h15 – 11h30



**Understanding the identity and creating the legacy**  
Olivier Jarosz | ECA Senior Manager

11h30 – 12h30



**Panel discussion:**  
What constitutes club history and how can it be preserved?

Mark Wylie | Manchester United FC | Museum & Tour Curator  
Jordi Penas i Babot | FC Barcelona | Director MuseuFCB  
Gabriele D'Urbano | AS Roma | Curator  
Łukasz Borowicz | KKS Lech Poznań | Press Officer

**Moderated by:**  
Konstantin Kornakov | LTT Sports | Strategy Council Member

12h30 – 13h30

## Lunch

13h30 – 13h45



**Museum: Risks and Challenges: What to do?**  
Matteo Tassi | Sports Museum Expert

13h45 – 14h25



**Case Study: Manchester United FC**  
Museum as a business  
Damian Preston | Museum & Tour Manager

14h25 – 15h05



**Case Study: FC Porto Museum**  
Museum as a technological showcase  
Mafalda Magalhães | Museum Operational Director

15h05 – 15h20

## Coffee Break

15h20 – 16h00



**Case Study: Juventus Museum**  
Museum as an entertainment showcase  
Marco Albano | Museum Curator & Stadium Tour Manager

*At 16h15, a bus will transfer participants from Old Trafford to Manchester Airport*