ECA Workshop

CLUB HISTORY & MUSEUMS

15th May 2017
Manchester United FC
Old Trafford
CLUB HISTORY & MUSEUMS

Programme

11h00 – 11h15
Introduction & Opening Speech
Ed Woodward | Executive Vice-Chairman

11h15 – 11h30
Understanding the identity and creating the legacy
Olivier Jaroz | 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