Tuesday January 15th – Club Operations
Generali Arena, Vienna

09:15 - 09:30
Presentation and objective of the session and the day
Olivier Jarosz | CMP Director, ECA

09:30 - 09:45
Welcome by FK Austria Wien
Markus Kraetschmer | CEO, FK Austria Wien

09:45 - 10:15
Generali Arena – The Business Case
Markus Kraetschmer | CEO, FK Austria Wien

Coffee break

10:45 - 11:30
Why Does Sport Need Integrity?
Alfredo Lorenzo Mena | Integrity & Security Officer, Real Federación Española de Fútbol (RFEF)

11:30 - 12:15
Case study: FC Bayern München – Digitalisation of the Allianz Arena
Benjamin Steen | Head of Digital Projects & CRM, FC Bayern München

Lunch

13:00 - 14:15
Panel discussion on stadiums

Coffee break

14:30 - 16:30
Practical session in groups

16:45 - 17:45
Generali Arena stadium visit

18:30 - 23:00
Official dinner
Wednesday January 16th – Legal, Finances & Integrity
Generali Arena, Vienna

09:00 - 10:00
Development of sports law as a branch of legal practice and legal issues
Daan de Jong | Head of Sports Legal, ECA

10:00 - 10:45
Case study: AZ Alkmaar – Administrative and HR law issues in football
Wouter van Zetten | Legal Counsel, AZ Alkmaar

Coffee break

11:15 - 12:00
Case study: FC Barcelona – Commercial Law in Football
Wouter Lambrecht | Attorney-at-law, FC Barcelona

Lunch

12:45 - 13:30
Financial Management in Football – a view from forensic accounting
Geoffrey Senogles | Chartered Accountant, Senogles & Co.
Steven Brookfield | Chartered Accountant, Senogles & Co.

13:30 - 14:30
Integrity Quiz
LTT Sports

14:30 - 15:00
Takeaways and Key Findings

15:00 - 15:15
Feedback and Wrap-up