



ACADEMY

Sporting Director Programme



PRESENTED BY

UEFA

ECA 

EUROPEAN CLUB ASSOCIATION

A photograph of two men in conversation. The man on the left has dark hair and is wearing a dark blazer over a black t-shirt. He has a blue lanyard around his neck with the text 'UEFA CHAMPIONS LEAGUE' visible. The man on the right has long, wavy blonde hair and is wearing a white shirt with blue accents. They are standing in front of a wooden wall. A green semi-transparent box is overlaid on the bottom right of the image, containing white text.

THE ULTIMATE
UPSKILLING
OPPORTUNITY
FOR SPORTING
DIRECTORS

FOREWORD

In football today, the role of sporting director is crucial to the management and success of clubs. Over the past decade, the position has evolved into a key strategic role and an increasingly specialised one. This new programme aims to ensure sporting directors can master the new skills and knowledge required to be successful. As well as discussing the latest trends and challenges, you'll develop a valuable international network of peers with whom you can share insights and best practices not only during the programme but throughout your career.

Ultimately, the programme is designed to empower sporting directors to lead their clubs to new highs while ensuring sustainable development and responsible management within European football.

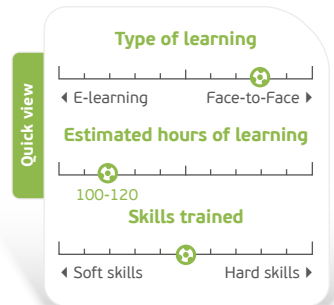
At UEFA, we believe that by elevating the skills of those managing the game, we can elevate the game itself. We look forward to seeing the impact you'll make.

Theodore Theodoridis
UEFA General Secretary



Sporting Director Programme (SDP)

The SDP is the ultimate programme for any sporting director looking to enhance their skills to meet today's global football challenges.



The SDP is designed to equip sporting directors with the practical skills, strategic insights and leadership qualities necessary to excel in modern football management. Developed by UEFA and ECA, this programme is designed for those at the pinnacle of the game, embodying a commitment to excellence and the highest standards of professional development.

Combining three immersive face-to-face seminars at UEFA headquarters and top European football clubs and two online masterclasses, this programme covers every aspect of running a successful football operation, from squad planning to recruitment and high-stakes decision-making. The programme invites participants not only to learn about and discuss the latest trends, but also to anticipate future challenges.

Participants will engage in both group and individual assignments and receive tailored feedback to ensure growth and long-term development in their roles.

The structure and content of the programme will ensure that participants enhance their understanding of sporting strategy within the context of club management, have access to a range of different resources and become part of an expanding network of international graduates - all of which will contribute to their personal and professional development.



Who

Sporting directors, senior members of sports departments at clubs or national associations



Starting in

Every second year
First intake in March 2025



How long

Three months



Where

Seminars hosted at UEFA headquarter and European clubs
Two online masterclasses



Price

€7,900



Number of participants

30



Academic certification

Certificate of completion awarded by the UEFA Academy



Language

English



Learning outcomes

- Expertise to manage complex and technical subject areas and optimally perform role
- Cutting-edge knowledge in talent identification, recruitment processes and player development methodologies
- Skills to navigate the financial complexity of football, ensuring sustainable financial practices
- Effective communication and negotiation skills
- Empower with strong strategic and decision-making skills to influence and create impact
- Access to a unique network of sporting directors and best practices from across European football

Programme overview



Testimonials



// Sporting directors are evolving in a fast-changing environment. Committing to lifelong learning and professional development helps you adapt to new challenges and innovations in the sport. This continuous growth not only benefits you personally but also enhances the overall success of your clubs. //

■ Bianca Rech, Director Women's Football, FC Bayern München



// In football management, the landscape is always shifting. Taking part in such education programme is key to navigating these changes successfully, ensuring we remain at the forefront of the industry and maintain our competitive edge. This dedication will drive us and our clubs towards long-term success. //

■ Pablo Longoria, President, Olympique de Marseille



// In the fast-paced world of football, staying updated through continuous education is essential. This dedication to learning ensures we can lead our teams effectively and make informed decisions. By constantly expanding our knowledge, we can anticipate and respond to the evolving demands of the sport we love. //

■ Simon Rolfes, Managing Director Sport, Bayer 04 Leverkusen

A WORD FROM ECA

In today's football landscape, the role of sporting directors is becoming more vital, encompassing a wide range of responsibilities requiring skills and expertise in areas such as sporting, scouting and recruitment, commercial, legal and regulatory, medical and technological competencies. At the core of ECA's mission is our commitment to advancing the excellence and professionalisation of member clubs through representation, knowledge sharing, and education.

This Sporting Director Programme, delivered as part of the wide-ranging partnership between UEFA and ECA, equips sporting directors with essential skills, knowledge, and toolkits to tackle today's complex challenges with confidence, fostering excellence on and off the pitch. Our goal is clear: to empower sporting directors to lead effectively, face emerging industry challenges and drive the advancement of all clubs across Europe.

Charlie Marshall
CEO, ECA



About the UEFA Academy

Building on the professional expertise that UEFA has established in the course of its history and the learning initiatives that it has created over the last decade, the UEFA Academy provides educational programmes for individuals and organisations alike with a view to constantly elevating the game of football. The UEFA Academy is LIFT certified, recognising the impact of its programmes on people, their organisations and society at large.

For details of all our courses, visit [UEFAacademy.com](https://uefaacademy.com)

About ECA Campus

ECA Campus is the hub for European Club Association's education and knowledge-sharing initiatives, driving club excellence across Europe. Built on the pillars of Knowledge, Education, and Impact, it delivers practical, club-focused learning initiatives tailored to members' needs. Combining cutting-edge theory with actionable insights, ECA Campus equips professionals with tools to address challenges and achieve real-world results. It also fosters collaboration through unparalleled networking opportunities, enabling the exchange of strategies and best practices to drive success on and off the pitch.

Application process

Eligible candidates must apply at www.uefaacademy.com/sdp and complete the application form before **8 January 2025**.

Full attendance is required to qualify for the certificate of completion. If you have any questions about the application process, please contact academy@uefa.ch

We welcome participants from diverse backgrounds and cultures, recognising the unique value that diversity brings to our programmes. In line with this commitment, we especially encourage applications from women and individuals working in women's football. If you have any uncertainties about meeting specific programme criteria or if you believe the fees could be a barrier to your participation, please feel free to contact us.





Contact us

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ECA

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