



GROW

IN PARTNERSHIP WITH



ACADEMY

FINANCIAL MANAGEMENT COMPACT COURSE

A close-up photograph of a person's hand pointing at a bar chart on a document. Another hand is visible on the left, holding a pen. The background is blurred, showing more of the document and a desk. A semi-transparent teal rectangle is overlaid on the bottom half of the image, containing white text.

A PROGRAMME
TO HELP YOU
UNDERSTAND
THE FINANCIAL
MANAGEMENT
OF A NATIONAL
ASSOCIATION

FOREWORD

The ability of directors and others in senior positions to effectively manage their national association's finances is crucial to the development of football. Organisations that optimise their resources while applying the correct processes, managing risks and ensuring they practise robust budgeting and forecasting help lead the sport to growth and prosperity. The UEFA Financial Management compact

course provides the foundation for understanding how your national association's finances work, so you can further develop your business.

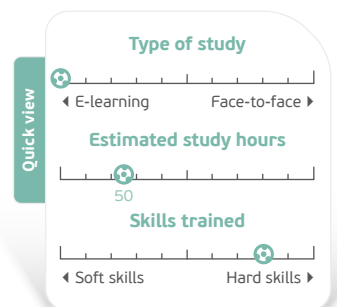
Theodore Theodoridis
UEFA General Secretary



UEFA Financial Management compact course

This programme provides a foundation for all national association executives wanting to take more informed financial decisions

Following on from the success of the UEFA Grow Finance Essentials webinars, UEFA is offering a brand-new programme in financial management for the top executives at UEFA national associations.



Programme overview

This advanced compact course is composed of three online seminars on topics such as governance, strategic planning and auditing. Before the course, participants are required to watch the three UEFA Grow Finance Essentials webinars.

Although central to all organisations, finance is often seen as extremely complex and is therefore left up to the experts. However, when you are able to see the facts behind the figures, you have the power to build stronger strategies, expand your influence, and make better decisions to help your organisation grow.

The programme is founded on applied knowledge involving case studies from national associations. To help you apply the course content to your own working environment, you will be asked to undertake short assignments before and during the course using your association's financial data. On completing this compact course, you will have the tools to positively impact the future of your association.

Takeaways

- Understand the financial management of your national association
- Be at ease reading financial statements, income statements, balance sheets, cash flows and financial reports
- Understand the main principles of amortisation and depreciation
- Improve governance methods through various financial tools
- Use financial data to analyse risks and develop strategic plans



Who

Presidents, General Secretaries and Board Members of National Associations



How long

6 days spread over 3 seminars*



When

4-5 November, 18-19 November, 2-3 December 2021



Where

Online



Price

€3,800



Number of participants

30



Certification

Certificate of completion by the UEFA Academy



Language

English

*Before the course, participants must watch the UEFA Grow Finance Essentials webinars.

Structure

The programme will be delivered over the course of six days.

SEMINAR 1 (2 full days, online) 4-5 November 2021

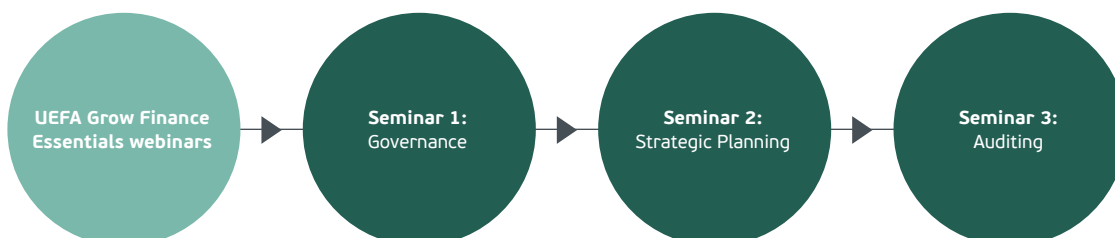
Topics: governance, financial statements, income statement, cash flow, balance sheet, amortisation/depreciation.

SEMINAR 2 (2 full days, online) 18-19 November 2021

Topics: Strategic plan, budgeting, reporting, KPIs, IT tools.

SEMINAR 3 (2 full days, online) 2-3 December 2021

Topics: Audit framework, audit procedures, risk management.



Testimonials



“ Understanding all the ins and outs of football finances is essential for any leader who wants to manage their association efficiently. Experience is the strongest tool when it comes running a business, but the UEFA Financial Management compact course is the most effective way to gain an insight into football association finances. If you want to be a successful leader and manage your national association's finances professionally, with a good grasp of the European benchmark, then I would definitely encourage you to attend this compact course. It provides a lot of insight. ”

■ Edgars Pukinskis, General Secretary, Latvian Football Federation



“ In my role as general secretary, understanding different financial management aspects is essential in order to take decisions that will have positive impact on the growth of our National Association. The UEFA Financial Management compact course helped me to strengthen my professional skills in various financial management aspects. It had a perfect mix of theory and best practices. I personally gained lot of insights and the course motivated me to study even further certain topics. I strongly recommend the course for NA's top management for personal and professional development in this domain. ”

■ Anne Rei, General Secretary, Estonian Football Association



“ The common feature of the football environment is complexity and constant change, which results in a need for lifelong learning and raising the level of knowledge in all areas. Financial aspects are certainly among the most important. The UEFA FMCC is an excellent course at the highest level, with content by proven experts who guide you from the basics to in-depth theoretical content through practical examples. In a friendly environment with endless opportunities for networking, this course provided me with a wealth of knowledge. I can highly recommend it to every top manager in national associations. ”

■ Martin Koželj, General Secretary, Football Association of Slovenia





About the UEFA Academy

Building on the professional excellence UEFA has developed throughout its history and the learning initiatives created over the last decade, the UEFA Academy provides educational programmes for individuals and organisations to constantly elevate the game of football.

Consult our catalogue of courses on [UEFAacademy.com](https://uefaacademy.com)

Application process

Eligible candidates must apply online and fill in the application form available online on [UEFAacademy.com](https://uefaacademy.com) before 10 September 2021.

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

About UEFA Grow

UEFA Grow is a central strategic development programme leading and supporting the growth of European football in collaboration with our national associations and UEFA colleagues. The vision of UEFA Grow is for every national association to reach its potential, offering a holistic support structure, models, tools, bespoke consultation and frameworks right across the organisation to empower them to achieve this.

A WORD FROM UEFA



“We are delighted to further strengthen our financial management support for national associations. Through the UEFA Grow Finance Essentials webinars in 2020, this new programme in 2021 and other initiatives such as the regional finance director meetings and the creation of the Financial Management Resource Centre, UEFA wishes to ensure our national associations receive appropriate support in the way they handle their finances.”

■ Josef Koller, Finance Director, UEFA



“This programme is a collaboration between you, the participant, our national associations and various units at UEFA. It provides a solid footing in financial management as it applies to football associations. Your organisation is given access to the latest tools, models, frameworks and approaches, while UEFA benefits from improved governance, management and planning in our national associations.”

■ Noel Mooney, Head of NA Strategic Development, UEFA



Picture: © Arthimedes - Shutterstock

Contact us

academy@uefa.ch

UEFAacademy.com