



No. 26/2022

TO UEFA MEMBER ASSOCIATIONS

For the attention of
the President and the General Secretary

Your reference	Your correspondence of	Our reference	Date
		SE1	10 May 2022

Two new UEFA education programmes

Dear Sir or Madam,

UEFA is now accepting applications for two new education programmes that support one of UEFA's roles: promoting professionalism and responsibility within football, which includes ensuring that football professionals and people working in football have access to quality education programmes to help them develop personally and professionally.

Please share the information about these new programmes among your members and clubs, coaches and sporting directors as well as with current and former national team players.

UEFA Media Consultant Programme, starting in August 2022

This one-week workshop is for players who want to embrace a career as a TV pundit or media consultant on traditional and digital media (OTT) platforms. Developed in cooperation with UEFA Marketing, recognised broadcasters and media experts, it comprises presentations, practical exercises, simulations in TV studios, match shadowing and a mentoring programme. The first programme will be held in London from 30 August to 3 September.

UEFA Player Agent Programme, starting in September 2022

In light of the changes in the profession over the past 15 years, UEFA decided to create a unique educational foundation for a career as a football agent. This new initiative will ensure specialist agents have the professional standards necessary to serve players and European football to the best of their ability.

As a new way to foster dialogue between established and future football agents, UEFA and national associations, the programme goes far beyond simply teaching participants about the regulations. It aims to build trust with forward-thinking agents who want to establish new standards for their profession and share a professional vision built upon strong ethical principles and an ambition to serve their clients and the game by doing more than just negotiating and managing transfer deals.

The programme comprises three face-to-face seminars and two online masterclasses, combining theory, practical exercises and the experiences of experts, former top players and representatives of clubs, national associations and governing bodies. The programme is delivered in English, with a maximum of 35 participants to ensure it remains interactive. Many networking opportunities are provided throughout.

UEFA Media Consultant compact course

Objective	Allow players to start a new career in the media industry and show themselves to their best advantage on screen.
Dates and places	Face-to-face seminar: 30 August –3 September 2022 (London, United Kingdom)
Target group	Current or former players wanting to start a new career as media consultants
Takeaways	<ul style="list-style-type: none"> • Exhaustive overview of the media landscape and football broadcasting • Technical knowledge and skills necessary to debut as a TV pundit • A first live experience as a media consultant • A broader network with media and broadcasting professionals
Maximum number of participants	20
Certificate awarded	Certificate of completion by the UEFA Academy
Fees	€6,500

UEFA Player Agent Programme

Objective	Help intermediaries gain state-of-the-art proficiency in managing players with care and ethics and negotiate deals on behalf of their clients
Dates and places	Face-to-face seminars: 26–28 September 2022 (UEFA Headquarters), 10–12 October 2022 (Germany), 14–16 November 2022 (UEFA Headquarters) Online masterclasses: 4 October 2022 and 2 November 2022
Target group	Football intermediaries or ex-players wanting to work as player agents with a 360° approach
Takeaways	<ul style="list-style-type: none"> • Football ecosystem and governance • Principles of player management and welfare • Tax issues, budgeting and financial planning • Agent regulations, player status and transfer management • New football data and statistics technologies • Principles of operational, commercial and time management • Negotiation techniques • Integrity principles • Ethical challenges
Maximum number of participants	35
Certificate awarded	Certificate of completion by the UEFA Academy
Fees	€7,900

Candidates must complete the online application form available on the [UEFA Academy website](https://academy.uefa.ch) by 1 August 2022. Questions can be sent to academy@uefa.ch.

Yours faithfully,

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Theodore Theodoridis
General Secretary

Enclosures

- UEFA Player Agent Programme brochure
- UEFA Media Consultant Compact Course brochure

cc (with enclosures)

- UEFA Executive Committee
- European members of the FIFA Council
- UEFA HatTrick Committee
- UEFA Football Committee
- FIFA, Zurich
- European Club Association
- European Leagues
- FIFPRO, Division Europe