



# UEFA Player Agent Programme

ACADEMY

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AN EXCLUSIVE  
PROGRAMME  
DESIGNED BY  
LEADING FOOTBALL  
EXPERTS FOR A NEW  
GENERATION OF  
FOOTBALL AGENTS



# FOREWORD

One of UEFA's missions is to promote professionalism and responsibility within football. This includes ensuring that players and clubs are well served by professional agents who identify, advise and nurture players, and help clubs secure the best talent. In light of the changes in the profession over the past 15 years, UEFA decided to create a tailored programme to provide 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 European football.

Theodore Theodoridis  
UEFA General Secretary



## UEFA Player Agent Programme

**The UEFA Player Agent Programme (UEFA PAP) is essential for anyone planning a future as a football agent, even those already working in the field. This unique three-month programme will help you gain state-of-the-art proficiency in managing players with care and ethics, negotiating and closing deals on behalf of your clients.**

The UEFA Player Agent Programme is a three-month executive course designed specifically for current and future agents.

The programme features masterclasses, interviews, case studies and simulations to help you acquire the right skills and expertise for a prosperous career as a player agent. UEFA experts and industry leaders share their insights and knowledge in a series of interactive presentations and workshops, while professional agents and former elite players share inspiring personal stories of how they successfully managed their careers at the pinnacle of international football.

During the programme, you will be given exercises and case studies to help turn you into an outstanding football agent.

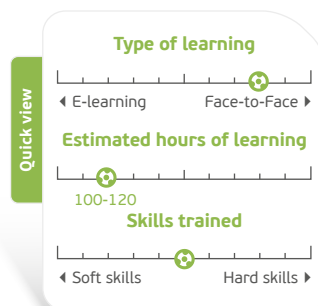
We encourage applications from male and female candidates who will be selected based on profile and experience, including:

- Fluency in both written and spoken English
- At least two years' experience in the football industry as an intermediary, scout or professional player

The programme is delivered in English, with a maximum of 35 participants to ensure it remains interactive. Many networking opportunities are provided.

### Takeaways

- Understand the football ecosystem and governance
- Master the key principles of player management and welfare
- Understand tax issues, budgeting and financial planning
- Understand agent regulations, player status and transfer management
- Learn how to use new technologies to monitor football data and statistics
- Understand the main principles of operational, commercial and time management
- Develop and practice your negotiation techniques
- Understand the ethical challenges of the job



### Who

Employees of football organisations and player agencies or former professional players with a 360° approach



### When

Every second year.  
First intake starts in September 2022



### How long

3 months



### Where

3 face-to-face seminars at UEFA and European clubs  
2 online seminars



### Price

€7,900



### Number of participants

35 (max.)



### Certification

Certificate of completion by the UEFA Academy



### Language

English

## Programme overview



During the programme you will have the opportunity to network with experts, peers and representatives of clubs, national associations and governing bodies. In addition to the seminars and workshops, you will have access to a wide range of football management documents and reports on our online knowledge-sharing platform **UEFA Academy Online**.

## Testimonials



// During my football career, I have come across various kinds of agents. Some trustworthy, and some not, which is what motivated me to become a football agent myself. Now that I am working on the other side of the pitch, I realise that this job is much more complicated than expected, but also very interesting and exciting. I hope all future agents will get the right education so that they can do the job with the highest values and ethics. //

■ **Júlio César, former international player. Football Agent (CEO of JC12)**



// Sport and society are evolving fast, and sports agents need to adapt to meet the challenges. So, it is important for major sports organisations like UEFA to offer high-level education programmes for current and future agents. //

■ **Bouna Ndiaye, NBA agent (CEO of Comsport)**



// Managing talent, whether in the music industry or football, requires similar competencies: social skills for dealing the individuals and their entourages, legal knowledge to defend their interests, commercial prowess to optimise their careers. All this is much more complicated than it looks and takes a lot of time, effort, and good advice from experts, which is exactly what participants get from the UEFA Player Agent Programme. //

■ **Ben Mawson, music talent manager (CEO of TAP)**





## About the UEFA Academy

Building on the professional excellence UEFA has established throughout its history and the learning initiatives set up 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 on at [UEFAAcademy.com](https://uefaacademy.com) by the deadline.

Full attendance is required to qualify for the certificate of completion. Should you have any questions about the application process, please contact [academy@uefa.ch](mailto:academy@uefa.ch)

## Building your career off the pitch

The UEFA Academy has recently designed a series of programmes exclusively for football specialists and for players considering a change in career. While primarily designed for current professional football agents and intermediaries, the UEFA Player Agent Programme (UEFA PAP) is one of various opportunities for career development that professional players should consider.

Other UEFA Academy programmes of various lengths and formats are also available for ex-players and football specialists. For example:

- UEFA Career Transition Programme (UEFA CTP)
- UEFA Elite Scout Programme (UEFA ESP)
- UEFA Media Consultant compact course (UEFA MC3)

Moreover, the UEFA Academy offers the following programmes exclusively designed for players:

- The UEFA Certificate in Football Management (UEFA CFM) – Players' edition provides a complete understanding of how the game is managed, over a nine-month study period compatible with a competitive match schedule.
- The Executive Master for International Players (UEFA MIP) equips former international players with the skills they need to move on to a successful second career within football administration.

At any point in their career, players can also access the UEFA For Players mobile app, an engaging set of learning initiatives providing all elite footballers with information and advice to support them on and off the pitch. In addition, UEFA has developed an online course on financial management. The UEFA Financial Management Training (UEFA FMT) offers practical tools and knowledge to players so they can be in the driving seat of their finances and financial future.

## A WORD FROM THE PROGRAMME DIRECTOR

“Working as a football agent requires a variety of competencies: an excellent technical understanding of the game, strong connections and of course solid negotiation skills and high emotional intelligence to deal with clubs, players and family members. On top of that, legal knowledge and strong management skills are mandatory to protect their interests and reach their sporting goals. The participants in the UEFA Player Agent Programme will get all this and it is a great honour for me to take part in developing this new course. It is our responsibility to mould this future generation of agents to ensure they have the right tools and knowledge to do the job with integrity, due diligence and a high level of business ethics.”

■ Raquel Rosa, international football agent







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# Contact us

[academy@uefa.ch](mailto:academy@uefa.ch)

[UEFAacademy.com](https://UEFAacademy.com)