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TO UEFA MEMBER ASSOCIATIONS

For the attention of
the President and the General Secretary

Your reference

Your correspondence of

Our reference
NASP/jud/jpn

Date
23 October 2023

Executive Master in Global Sport Governance (MESGO): eighth edition

Dear Sir or Madam,

Contributing to the professional management of football in Europe has long been one of UEFA's goals, leading to the creation of the UEFA Academy, which provides professional development programmes to UEFA's member associations and stakeholders. Its wide range of programmes ensures that, at every step of their career, football administrators and executives are able to find training tailored to their needs.

We are delighted to announce the launch of the eighth edition of the Executive Master in Global Sport Governance (MESGO) – UEFA's most advanced professional development programme. This programme has been developed for national associations' top executives (presidents, general secretaries) and senior staff (directors and other decision-makers involved in international stakeholder affairs). It is also open to executives from other national and international sports organisations, as well as European and governmental institutions, thereby facilitating the development of international networks that can be of great benefit to the national associations.

The programme is organised by the UEFA Academy in partnership with five European universities renowned for their expertise in sports economics, law and policy: the University of Limoges (France), the University of Lausanne (Switzerland), the Johannes Gutenberg University of Mainz (Germany), the University of Lleida (Spain), and the University of London (United Kingdom). The programme enjoys the support of other major sports federations: the European Handball Federation (EHF), the International Basketball Federation (FIBA) and the International Ice Hockey Federation (IIHF). It is also supported by the Council of Europe.

The programme consists of nine week-long sessions, spread over two years. There are a maximum of four sessions per calendar year, giving participants the necessary flexibility to balance their studies and their national association work. Organised in key sports cities across the globe (six cities in Europe, two in the USA and one in Asia), the MESGO offers its participants the opportunity to exchange with and learn from the people shaping the future of sport worldwide. The eighth edition will start with a first session in Nyon and Lausanne, Switzerland, from 30 September to 4 October 2024.

You can find more information in the MESGO brochure and on the programme website (www.mesgo.org). The application form is also available on the website (www.mesgo.org/apply-now). The application period will close on 31 March 2024. Please note that the MESGO is only held every two years.

UEFA has put in place the Lennart Johansson Scholarships for Football Leaders to cover all or part of the tuition fees (€19,800) for participants representing UEFA member associations, should the candidate or their association need financial support to cover the fees. Please note that accommodation and transport costs are to be paid by the participants or their association. Scholarship applications are separate to applications for the programme itself. Scholarship application forms are available directly from the UEFA Academy (academy@uefa.ch).

If you have any questions regarding the MESGO or scholarships for participants from UEFA member associations, please do not hesitate to contact academy@uefa.ch.

Yours faithfully,

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Theodore Theodoridis
General Secretary

Enclosure

- MESGO brochure

cc (with enclosure)

- UEFA Executive Committee
- European members of the FIFA Council
- UEFA HatTrick Committee
- FIFA, Zurich

MESGO: Key characteristics	
Objective	Support decision-makers who are looking to strengthen their strategic thinking in the evolving world of global sports governance and who are keen to access a unique network of influential business experts.
Target group	General secretaries, directors and heads of department.
Key dates	<ul style="list-style-type: none"> • Applications deadline: 31 March 2024 • Announcement of participants: 31 May 2024 • Start of programme: 30 September 2024
Admission criteria	<ul style="list-style-type: none"> • Minimum of five years' experience at managerial level in a relevant field • University diploma • Fluent English • Two recommendation letters (from two different organisations) • Covering letter and CV
Teaching model	Face-to-face programme, with lectures at the heart of sports organisations over three continents. Continuous assessment based on case-study analyses, attendance and participation, and one project linked to your organisation's strategic objectives.
Duration	Approximately 20 months; 1,500 hours of study
Learning objectives	<ul style="list-style-type: none"> • Anticipate the forthcoming key challenges • Adopt a solution-driven attitude • Have a positive impact on the development of sports governance
Qualification	Master of advanced studies, 60ECTS credits
Costs	Tuition fee (€19,800), plus accommodation and travel
Number of candidates	30 participants maximum (half from football organisations)