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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	Date
		IKI	20 December 2023

UEFA Grow Conference on Communication, Marketing and Commercial Affairs

Dear Sir or Madam,

As part of the UEFA Grow programme's mission to help national associations to achieve their potential, generate and gather knowledge, and to bring national associations (NAs) together, UEFA will be hosting a three-day conference on communication, marketing and commercial affairs at the Hotel Corinthia in Budapest from 27 to 29 February.

This conference gives NAs the chance to examine the latest trends and innovations, both in football and other sectors. The event is a unique networking opportunity to strengthen connections among UEFA member associations, as well as to share best practices while enabling delegates to find new areas for collaboration with their peers.

We are therefore pleased to officially invite two representatives of your association to attend this conference. We strongly recommend you send one delegate from your communications department and one delegate from your marketing and/or commercial departments. The programme is intended for the most senior members of your staff in these sectors.

The UEFA Grow team will contact general secretaries with more information about the event and the sign-up process in due course.

We look forward to meeting your delegates at this flagship event.

Yours faithfully,

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Theodore Theodoridis
General Secretary

cc

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