



No. 11/2024

TO UEFA MEMBER ASSOCIATIONS

For the attention of
the President and the General Secretary

Your reference

Your correspondence of

Our reference
JUD/ADO

Date
19 March 2024

Women in Football Leadership Programme 2024

Dear Sir or Madam,

As part of the ongoing support we offer our member associations, and following the success of the previous editions, UEFA is glad to announce the launch of the 2024 Women in Football Leadership Programme, in collaboration with our presenting partner, EA Sports, and our academic partner, the IMD Business School. This programme was created to provide high-potential women in national associations with the specific tools and skill sets required for senior management and leadership positions in football. The training week in 2024 will take place from 5 to 9 August, at the IMD Business School in Lausanne, Switzerland.

Studies have shown that organisations with mixed-gender senior management teams, where an inclusive environment is ensured, tend to outperform those with no women at all. With more and more women moving into leadership roles, this programme aims to support and accelerate the process in the national associations.

In order to be eligible for the programme, candidates must either have profiles that their national associations are ready to invest in for the future or already hold positions of authority within their national associations, i.e. candidates must hold or have the potential to soon be promoted to a position such as head of department, director or executive management board member. Candidates must also be fluent in English, as this is the language used throughout the programme.

For the success of this programme, it is important for each candidate to have the full support of her national association and that there is a clear plan for her within the association when she returns from the Women in Football Leadership training week, as mentioned in the 'Organisation representative's declaration' on the online application form.

Should your association wish to put one candidate forward (each association is limited to one candidate), or if you have any questions about the programme content, please contact us at academy@uefa.ch.

Candidates should apply on uefaacademy.com by **12 April** at the latest.

We look forward to hearing from you and to getting the 2024 programme under way.

Yours faithfully,

U E F A



Theodore Theodoridis
General Secretary

Enclosure

- Women in Football Leadership Programme brochure

cc (with enclosure)

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

Women in Football Leadership Programme, key characteristics	
Objectives	The Women in Football Leadership Programme is designed for women in football who have the potential and motivation to progress into senior leadership positions within their organisations or are already in such roles. Participants work on and discuss aspects of leadership, while also focusing heavily on self-awareness and how this can support their career development. The programme also provides a platform for exchange and networking between participants from a rich variety of backgrounds.
Target group	Women in decision-making positions or those with special potential working in national associations and their stakeholders.
Admission criteria	<p>Candidates should:</p> <ul style="list-style-type: none"> – occupy a decision-making position within the national association – have ambitious career goals – have a good command of both spoken and written English – have the support of their organisation's top management (a letter signed by the CEO/general secretary or president must be attached)
Application deadline	26 March 2024
Number of candidates	30–36
Teaching model	Face-to-face
Date	5–9 August 2024
Duration	One week
Components	<ul style="list-style-type: none"> – Preparatory assignment – Plenary sessions – Group work – Keynote speeches – One-on-one and group coaching – Dynamic role-play case studies – Social activities
Qualification	Certificate of completion from IMD Business School
Tuition fees	€6,700 (covered by UEFA only for employees of UEFA member associations)
Additional costs	Accommodation and travel (covered by UEFA only for employees of UEFA member associations)