



UEFA

Masterclass



The Voice of Irish Sport

in partnership with the
Federation of Irish Sport

Date : Fri, 1 March 2019 / 9am – 5pm

Location : Havelock Suite, Aviva Stadium, Dublin 4

Tickets starting from €30 available at

<https://uefa-fis-masterclass2019.eventbrite.ie>

The Federation of Irish Sport is partnering with **UEFA**, the governing body of football in Europe, in an initiative which will see **UEFA** experts share their experience and knowledge in sporting organisational development.

Their success across a number of areas has seen the sport of football grow both at national and European level. On March 1st **UEFA** and the Federation will jointly host a full day conference at the Aviva Stadium in Dublin. At that conference **UEFA** experts share their learnings on a wide range of topics all aimed at growing a sport. The conference is open to all.

UEFA expert sessions on the day will include

Strategic Growth

Speaker: *Noel Mooney, Head of National Associations Business Development, UEFA*

Noel presents the background to UEFA's growth strategy and how it was constructed over the past number of years in a strategic & systematic fashion. Here you will see how UEFA GROW builds the game in collaboration with their 55 national associations, from Iceland to Kazakhstan, from Russia to Israel and all in between! Noel will also take us through the next steps of UEFA's voyage – their future development of football which is recently complete and lays out a roadmap for the future development of the sport.

Insights & Intelligence

Speaker: *Manuel Ruess, National Associations Business Development Coordinator, UEFA*

Manuel will demonstrate the increasing importance of insights and intelligence used by UEFA's national associations to make better, more informed decisions to develop the sport. From the image of the game to participation motivations, we will study the opportunities that exist for sports governing bodies to understand better their markets & consumers.

Engagement

Speaker: *Richard Ayers, UEFA GROW Mentor (Digital)*

An understanding of the trends in digital engagement and maximising them to grow sport. Richard will explore how to structure a digital strategy in a fastpaced world where content is crucial. Case studies to demonstrate the power of digital to engage with an audience.

Data & Relationship Management

Speaker: *Fiona Green, UEFA GROW Mentor (CRM)*

A look at the importance of data in order to enable communication directly with member base – players, coaches, fans etc – to improve communication and engagement with the sport. Fiona will explain why the topic is crucial to sport and how to build an engaged base of fans.

Commercial Revenues

Speaker: *Tom Liston, UEFA GROW Mentor (Commercial)*

An insight into how to create value in media and sponsorship markets. Tom will look at how to structure a commercial portfolio and how this area is evolving at pace while retaining key principles. A case study in giving partners what they want and reaping the benefits for your sport.

Strategic Communications

Speaker: *Amanda Doherty, UEFA GROW Mentor (Communications)*

A demonstration of the new structure UEFA's federations use to construct effective strategic communications plans and how to implement them across any sport. Amanda will explore why ensuring key messages permeate the media landscape and that the federation's role is correctly understood is crucial.

Participation

Speakers: *Liam Mc Groarty, Business Development Manager UEFA & Polly Bancroft, Business Development Coordinator UEFA*

A look at why an understanding of the motivations and opportunities for people to play is crucial. This session will offer an insight into how UEFA grows participation across Europe and the tools, mechanisms and practical challenges sport faces in this area.

Women's football growth

Speaker: *Polly Bancroft, Business Development Coordinator UEFA*

A look at how federations can further develop the sport for women/girls. UEFA have put the growth of Women's football at the heart of their strategy and here Polly will demonstrate their approach to the growth of the Women's game at both UEFA and federation level.

Public Affairs

Speakers: *Monica Golding & Tim Crabbe, UEFA GROW Mentors (Public Affairs)*

An insight into working with Government & Councils and why it is crucial to develop sport. This session will demonstrate how federations can structure their approach to these key stakeholders and how UEFA GROW's 'Social Return on Investment' model is an example of a changing approach to government support.

Building a federation

Speakers: *John Delaney, UEFA EXCO member & FAI CEO. Razvan Burleanu, Romanian FA President.*

The Football Association of Ireland and the Romanian FA will present their case studies of a strategic and systematic approach to growing a governing body. A glimpse of the sheer breadth of activities of a federation and the focus they must possess to grow.

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