



Club Football Management Online Masterclass

11 July 2020 | 12h00 - 13h30
(British Standard Time)

How to Manage your Football Club in Challenging Times

How to apply the best strategies as used by Europe's top Football Clubs!

Learn the sustainable business management practices that make Real Madrid, FC Barcelona, Manchester United, Liverpool, Bayern Munich, Juventus, PSG and others, the most admired clubs in the world.

Learn the secrets applied by Europe's champion clubs in the areas of total football leadership in sport activities, business strategies and club operations inclusive of marketing, managing player contracts, club merchandise and partnering sponsors to planning for match day operations.

Join us at the first of a series of Online Masterclasses, which will be held for the full length of a football match (90 minutes) and you'll learn from two of Europe's leading football club management experts.

Our facilitators are Sten Söderman, Professor Emeritus of International Business, Stockholm Business School at the Stockholm University in Sweden who will be joined by Konstantin Kornakov, Strategy Council Member, Club Management at LTT Sports, which is based in Edinburgh, Scotland.

Sten and Konstantin, are regularly consulted by the European Club Association (ECA) and other structures for their thought leadership on the concept of total football club management in challenging times, and they are also the authors of the "ECA Club Management Guide"

Masterclass Facilitators



Konstantin Kornakov
Strategy Council Member
Club Management
LTT Sports



Sten Söderman
Professor Emeritus
International Business
Stockholm Business School
Stockholm University

Football Club Management Masterclass Course Overview

Football Club Management has evolved more than ever over the last 30 years with the advent of professional leagues around the world forcing owners to corporatize their clubs along the same lines as that of commerce and industry.

By converting clubs to go the Pro-route, fans have also evolved with greater demands to see their clubs succeed, they need to realise that the good results on the pitch, and the signing of good players are not some random acts – they are all linked together into a single fabric, and this fabric is produced by the challenges of modern-day club management strategies.

Words and concepts such as organisational structure, strategy, vision, balance sheet, operations, revenue, costs or governance may not seem the most exciting in the context of the world's favourite game, but it is important to see how they all contribute to a club's success (or failure), and how all the club's activities have an impact on the pitch, as well.

As Ferran Soriano, CEO of Manchester City and former director of FC Barcelona, very aptly puts it – “the ball does not go in by chance”.

The management of football clubs is usually a topic that remains firmly in the background, well behind things like match results, transfer discussions or related gossip in the pecking order of public interest. Fans and football enthusiasts generally want to see their favourite clubs winning games and signing better players. How that is done is often considered of secondary importance.

This approach coupled with the inherent amateurism of the football industry in Europe and globally up until very recently, has created a dual “crisis and recovery” and “best action is no action” vicious circle that is prevalent throughout the game.

In the former, new owners come in with grandiose plans, invariably overstretch themselves and end up leaving for someone else to try their luck. The latter is characterised by a club management style, which believes that only those that try fail, ergo if you do not try – then you do not fail.

In this Masterclass, we will offer you some insights into European football management approaches and try to give you an understanding of how a football club can be structured and managed in a rational way.

This is never about providing a single recipe for success – the beauty of football is that it is impossible to repeat a result, just like it is impossible to enter the same water twice. What is possible, though, is to make the best preparation – and a football game begins well before the starting whistle of the referee!.

Masterclass Structure:

Introduction: Pro Football Club Structure and Performance Cycles

Part 1: Sport Activities: Key Roles in Pro Club Structures. Making a Club Operate Profitably

Part 2: Business Activities: Pro Clubs as part of the Football Economy & Club Business Structures

Part 3: Operations: Key Roles in Club Operations as a Service to a Pro Club. How to Measure Success.

Registration Fees: Early Bird Rates: US\$100 per person if paid by 30 June'20. Standard Rates: US\$150 for all bookings received thereafter.

For a booking form e-mail: masterclass@sportsbusiness.co.za

Mobile: +27 (0) 82 496 1657 |Website: www.sportsbusiness.co.za

Certificates of Attendance will be issued by the Facilitators.