



FBIN

CLUB DEVELOPMENT PROGRAM

In partnership with ***ÚLK***

! ABOUT THE PROGRAM

THE **FBIN CLUB DEVELOPMENT PROGRAM (CDP)** IS A NINE-MONTH HYBRID EDUCATION INITIATIVE DEVELOPED BY **FBIN** IN COLLABORATION WITH THE **SLOVAK FOOTBALL LEAGUE**.

The **CDP** has been developed for football club employees who want to further enhance their skills and get an overview of all non-sport areas within football clubs. The aim is to gain a comprehensive understanding of all relevant processes within their organization.

The **CDP** is structured into **six sequential courses**, all delivered online. Each course consists of four to six pre-recorded sessions as well as online live sessions at the start and end of each course.

In each of the six courses, participants are assigned a project intended to have a direct and positive impact on their respective organizations.

The Slovak Football League has reserved a contingent of seats specifically for employees of Slovak football clubs. These employees can apply for the **CDP**, and if accepted, they can complete the program free of charge.



COURSE 1

FAN ENGAGEMENT & RELATIONS

Fan engagement and relations are critical to the success of any football club. Building a strong connection with fans is essential for creating a positive and supportive team culture, as well as for driving attendance. Effective fan engagement requires a deep understanding of fan behaviour, as well as the ability to develop and implement strategies that effectively engage and connect with fans.



Maarten van Seggelen

Founder, FANexperience

COURSE 2

COMMERCIALISATION

Commercialisation in football refers to the process of maximising revenue through sponsorships, merchandise sales, and broadcasting rights. This has become a crucial aspect of the modern football industry as clubs rely on commercial income to fund player acquisitions, stadium development, and other expenses.



Maximilian Madeja

Managing Director,
SLC Management



Henning Bindzus

Former Director Brand and Business Relations,
Hamburger SV



Dick de Heus

Owner, HEUS Sport



Frank van Eijsden

CEO, Tymes4

COURSE 3

FINANCIAL MANAGEMENT

Financial management is a critical aspect of the football business industry. It involves planning, organising, and controlling financial resources to achieve the financial goals and objectives of the club. It requires a deep understanding of financial principles and practices, as well as the ability to make informed and strategic financial decisions.



Dr. Florian Hohmann

Senior Lecturer in Financial Management,
University of St. Gallen

COURSE 4

COMMUNICATION & MARKETING

Communication and marketing are essential for building and maintaining relationships with fans, sponsors, partners, and other stakeholders. By effectively promoting the team and building strong relationships, football clubs can increase revenue, brand awareness, and fan engagement. To be successful, communication and marketing efforts should be well-planned and use data and analytics to measure their effectiveness.



Scott Goodacre

Digital Marketing Consultant, The Online Rule

COURSE 5

DATA-DRIVEN MARKETING

Data is used in a variety of ways in football, including player performance analysis, team tactics and strategy, scouting and recruitment, as well as marketing and sponsorship. Clubs analyse data on fan demographics, attendance figures, and social media engagement to attract sponsors and create targeted marketing campaigns.



Henk-Frits Verkerk

Managing Director, Sports Alliance

COURSE 6

BRAND DEVELOPMENT & MANAGEMENT

A club's brand is more than just a logo or a name; it embodies the club's values, mission, and reputation. By effectively managing and promoting their brand, clubs can differentiate themselves from their competitors and attract and retain a loyal fan base.



Bernd Schusky

Brand Management Consultant,
DFL



Philipp Mokrohs

Brand, Strategy and Marketing Consultant,
FC Bayern Munich



THE PRESENCE SESSIONS

Twice a year, the students of the CDP meet in Slovakia for in-person sessions. The Presence Sessions also serve the purpose of community building. Personal contacts are extremely important in the football business and the CDP is intended to help participants further expand their personal networks within the football industry.

All “learning content” is available as pre-recorded sessions on the education platform of FBIN. The Presence Sessions are structured to include additional content and speakers, such as experts from the industry.

The first Presence Session is the so-called Kick-off Session. This takes place in September and serves as both a briefing and introduction. During this session, the education platform will be explained and insights into the process of the entire program will be given.

The second session takes place in the spring of the following year, typically in January.

The cost for accommodation, food and beverages during the Presence Sessions is included. However, travel expenses must be covered individually.



THE SCHEDULE

1. 9.10.2024 - 10.10.2024 **KICK-OFF SESSION IN BRATISLAVA**
2. 1.10.2024 - 15.11.2024 **COURSE: “FAN ENGAGEMENT & FAN RELATIONS”**
3. 16.11.2024 - 31.12.2024 **COURSE: “COMMERCIALIZATION”**
4. 1.01.2025 - 15.02.2025 **COURSE: “FINANCIAL MANAGEMENT”**
5. End of January **PRESENCE SESSION IN SLOVAKIA**
6. 16.02.2025 - 31.03.2025 **COURSE: “COMMUNICATION & MARKETING”**
7. 1.04.2025 - 15.05.2025 **COURSE: “DATA-DRIVEN MARKETING”**
8. 16.05.2025 - 30.06.2025 **COURSE: “BRAND DEVELOPMENT & MANAGEMENT”**

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A: Unterwald 153, 8563 Ligist, Austria

P: +43 664 92 400 26

E: office@footballbusinessinside.com