



ELEVATE

Executive Development Programme

ELEVATE is an exclusive **Executive Development Programme** for leaders and managers of EL Member Leagues who are looking to;

- Further understand the current and future trends impacting the professional football industry;
- Broaden their expertise, knowledge and personal professional network;
- Strengthen their strategic and critical thinking skills;
- Learn from a unique network of leading global sports, media, entertainment and technology industry experts.



Programme Structure and Content

Structure



Participants / Number

Leaders and Managers / 20



Period

September 2023 to May 2024



Physical v Virtual

4 Physical Sessions + Virtual Sessions



Tuition Fee

€0 (Educational cost fully covered by EL)

Contribution*

€2,400 (Includes programme materials, lunches, dinners, event tickets and accommodation)



Language

English

*Contribution: This total amount of €2,400 per participant will be divided in four (i.e. €600) and used to help cover accommodation, food and other event costs for each of the four physical sessions.

Structure

- **Period:** September 2023 to May 2024
- **Sessions:**
 - ❑ **Physical:** These 4 sessions will form the core of the programme.
 - ❑ **Virtual:** These sessions will complement the physical sessions.

1. Sep:	Physical	}
Virtual Sessions		
2. Nov* / Dec*:	Physical	
Virtual Sessions		
3. Feb* / Mar*:	Physical	}
Virtual Sessions		
4. May:	Physical	

Physical Session (example)

Locations: League HQ + Stadium/TV Studio etc.

Day 1	Day 2	Day 3
Session 1	Session 3	Session 5
Lunch	Lunch	Lunch
Session 2	Session 4	

1st Night
Event

2nd Night
Dinner

*Note: Final dates/months for Physical Sessions 2 and 3 are subject to change.

Virtual Sessions

- **Content:**

Online sessions will be focused on inviting speakers and having presentations from **other sports, technology companies and industries** including many **non-European** based organisations and experts to offer different perspectives.

- **Timing:**

These will take place **between the physical sessions**. Exact dates will depend upon speaker availability, however, participants will be given sufficient time to block off time in their schedules.

In principle, the sessions will be on **weekdays during work hours**, however, due to the speaker's time zone it may be necessary on rare occasions to have an evening session.

Weekday

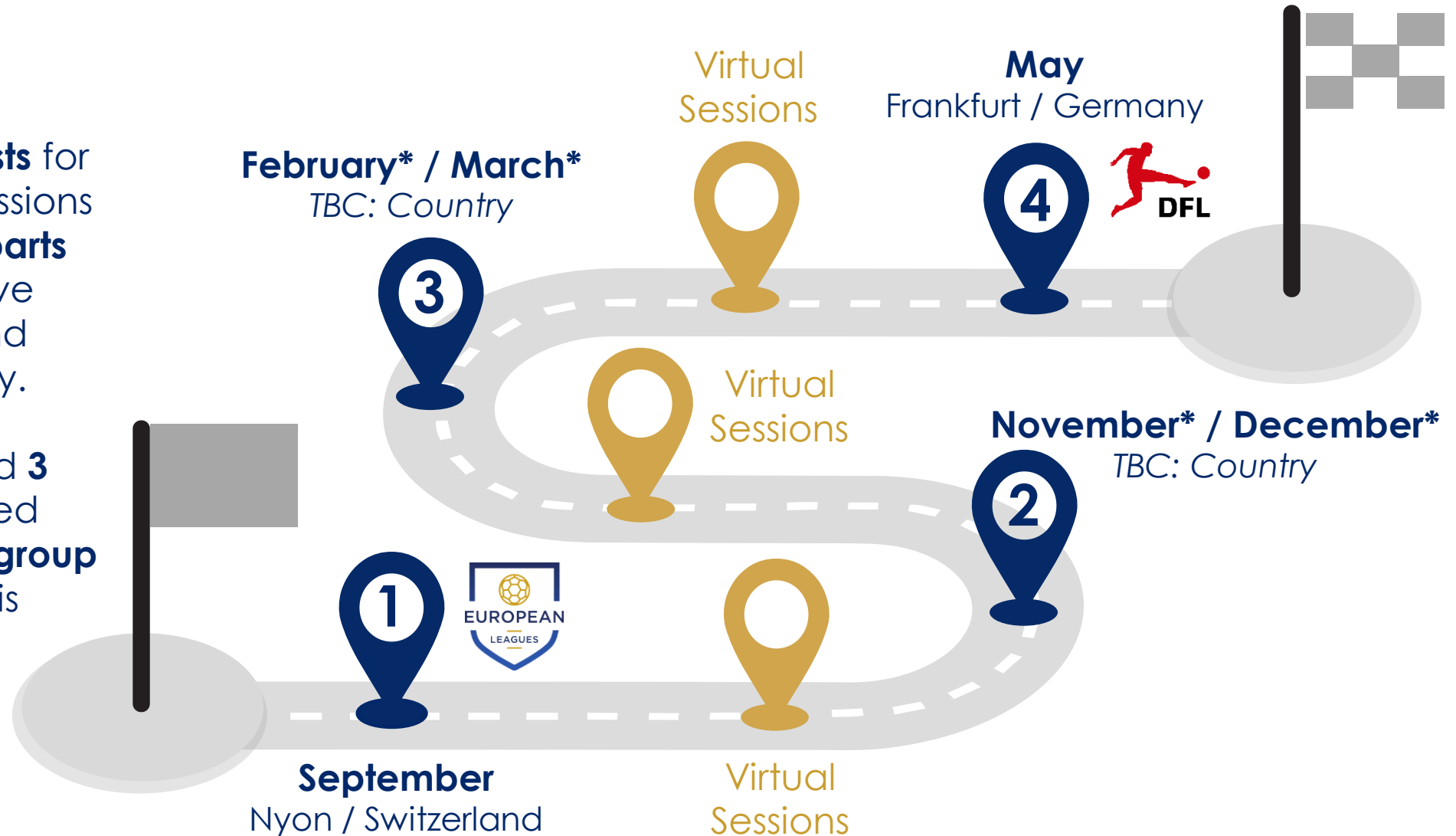
*30-45 min
Presentation*

+

30 min Q&A

Hosts / Locations

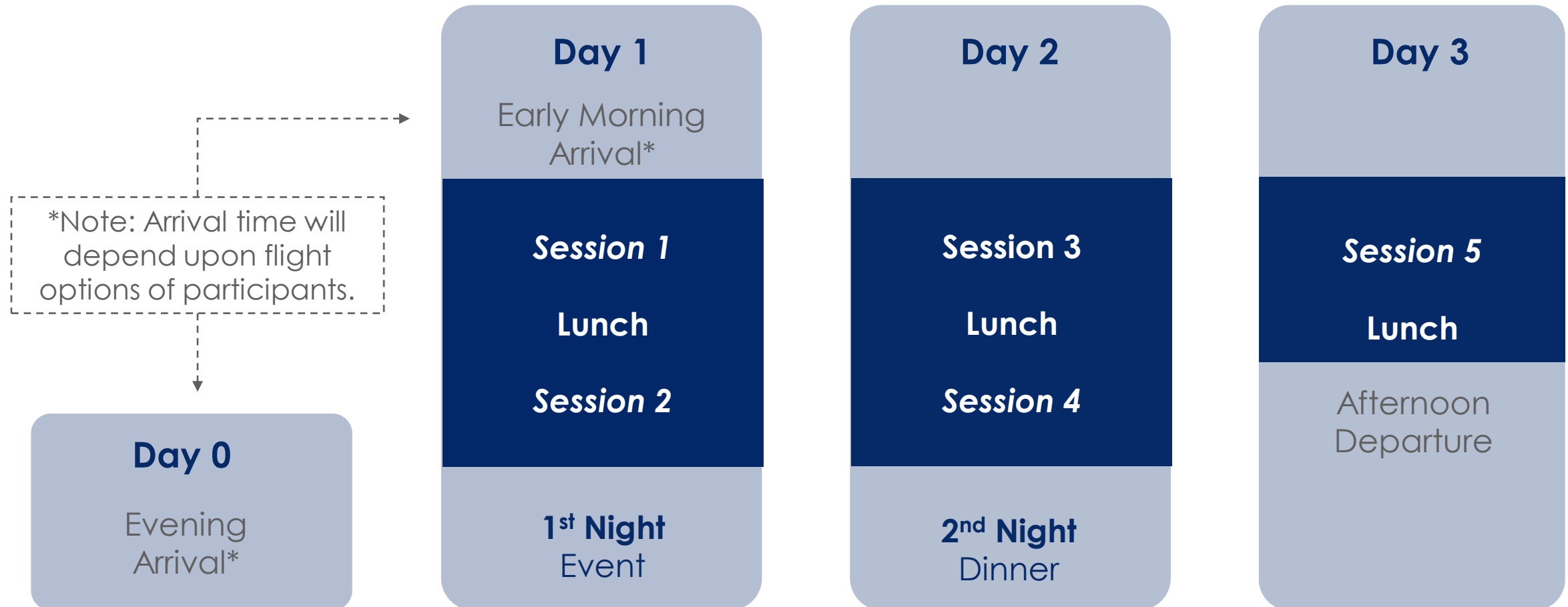
- Mix of **Big** and **Medium/Small Leagues** as hosts for the Physical Sessions from **different parts of Europe** to give geographic and cultural diversity.
- Locations **2** and **3** will be confirmed once the **final group of participants** is known.
- For example locations, see **Edition 1**.



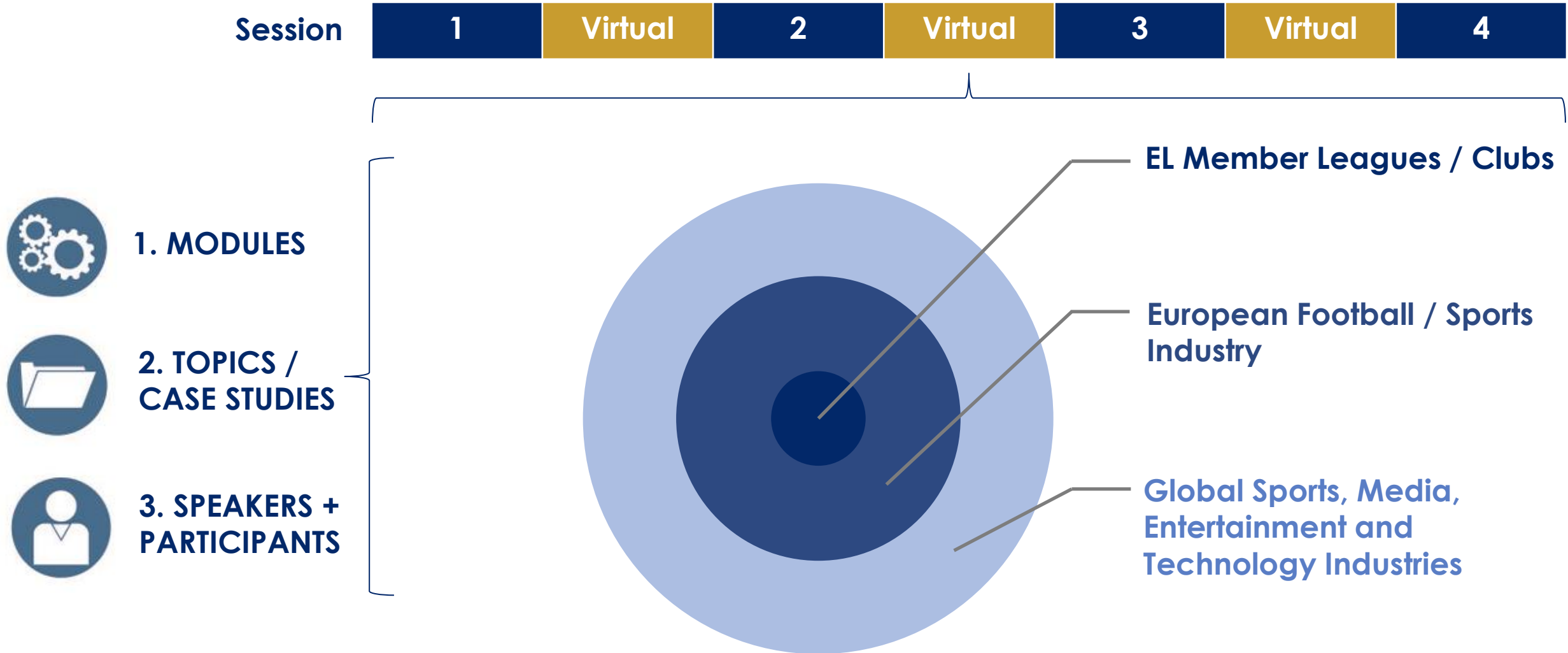
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Physical Session

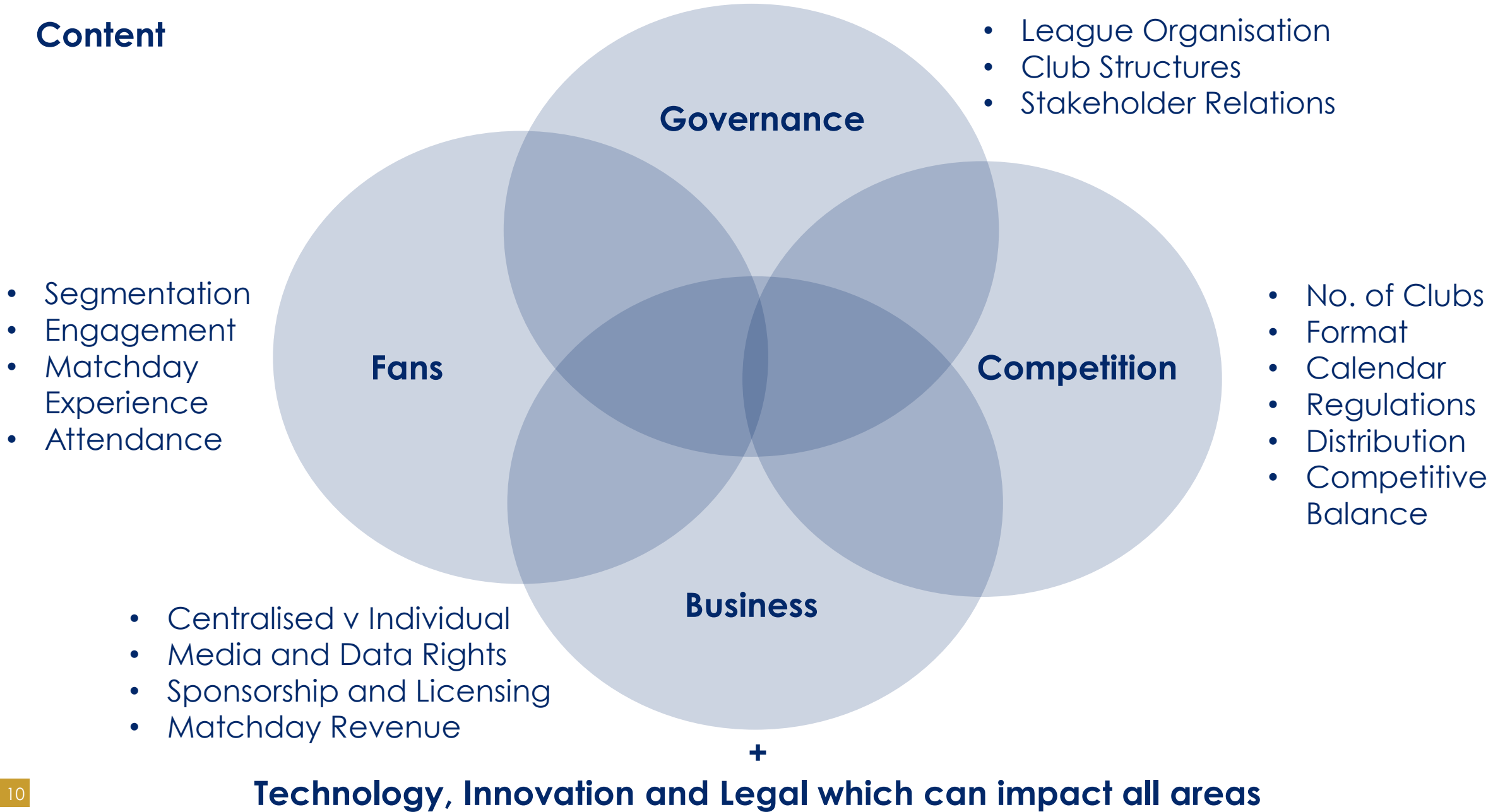
- Physical Sessions will take place mostly on **Weekdays** but could involve one day over a **Weekend** due to football (or other sports) matches that take place mostly on a Saturday or Sunday.



Leveraging our access to a unique network



Content

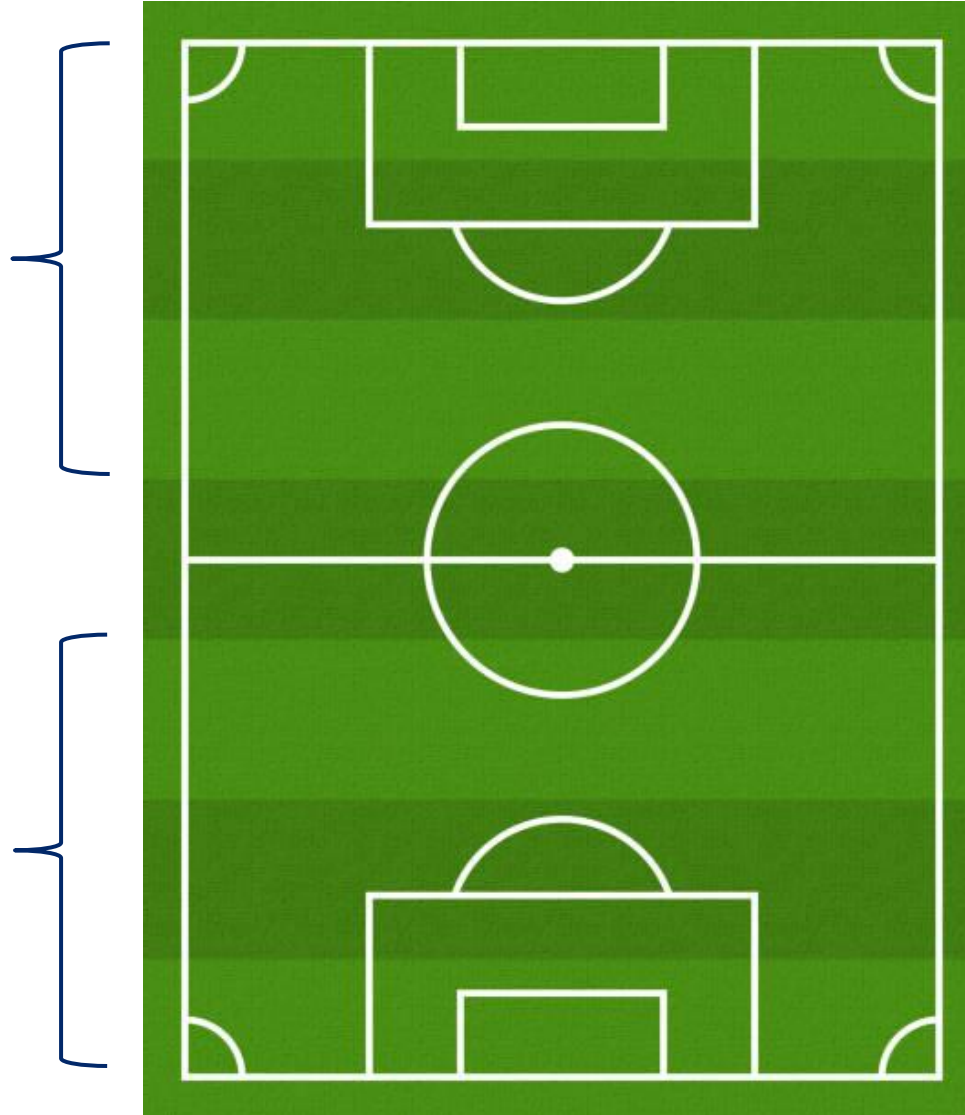


Dynamic, flexible and bespoke programme

First Half
(Sessions 1 ~ 2)

Half-time

Second Half
(Sessions 3 ~ 4)



A large crowd of football fans is shown celebrating. In the center, a trophy is being held up. To the right, a yellow flag is being waved. The fans are wearing blue and white striped scarves and dark blue t-shirts with gold accents. The text "MÄSTARNÄ FRÅN HUVUDSTADEN" is visible on the t-shirts. A semi-transparent yellow banner with a soccer ball pattern is overlaid on the image, containing the text "Candidate Application Process".

Candidate Application Process

Candidate application process

Leagues will be asked to fill out the **ELEVATE Candidate Application Form** which will include the below information that will also be used for the candidate selection process:



1. **Application criteria and deadline**
2. **Questionnaire**
3. **CV**

The purpose of the **Questionnaire** is to have the participants carry out an initial introspection that gives us a better understanding of their profiles and ultimately helps us to optimize the course syllabus.

The questionnaire will include questions related to:

- **Candidate profile**
- **Work and personal objectives**
- **Expected outcomes**



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