




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.



ELEVATE

Programme Structure *and Content*



STRUCTURE



Participants / Number: Leaders and Managers / 20

Period: October 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



STRUCTURE

Period: October 2023 to May 2024

Sessions:

- **Physical:** These 4 sessions will form the core of the programme.
 - **Virtual:** These sessions will complement the physical sessions.
- ✘ **October 2023** – Physical Session
 - ✘ Virtual Sessions
 - ✘ **Nov./Dec. 2023** – Physical Session
 - ✘ Virtual Sessions
 - ✘ **Feb./Mar. 2024** – Physical Session
 - ✘ Virtual Sessions
 - ✘ **May 2024** – Physical Session



Virtual Sessions

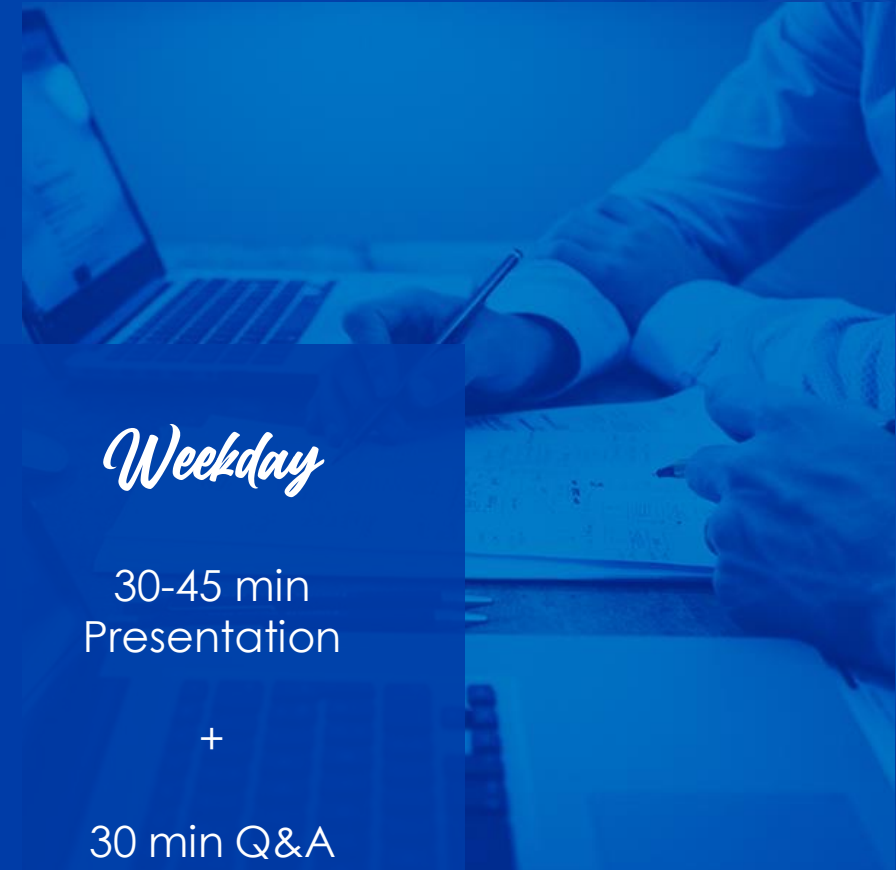
+ Content:

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.



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.
- ✗ Exact dates and locations for **2, 3 and 4** still need to be confirmed.



Oct. 2023



Nov./Dec. 2023



Feb./Mar. 2024

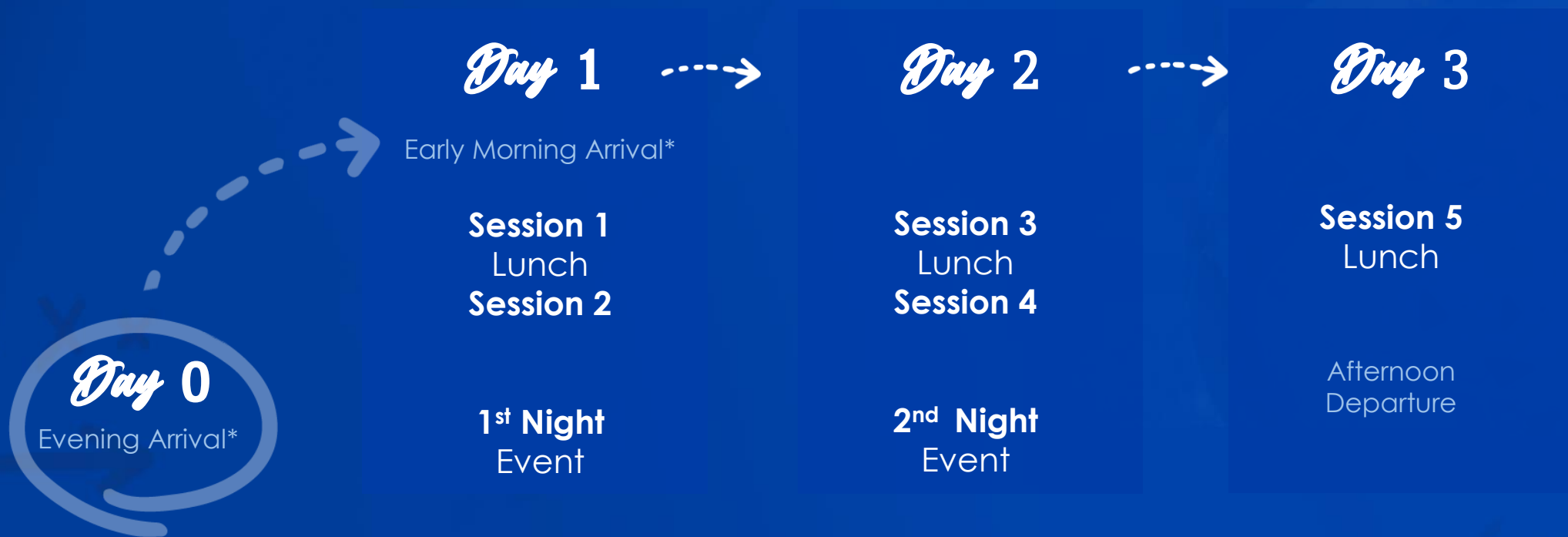


May 2024



Physical Sessions

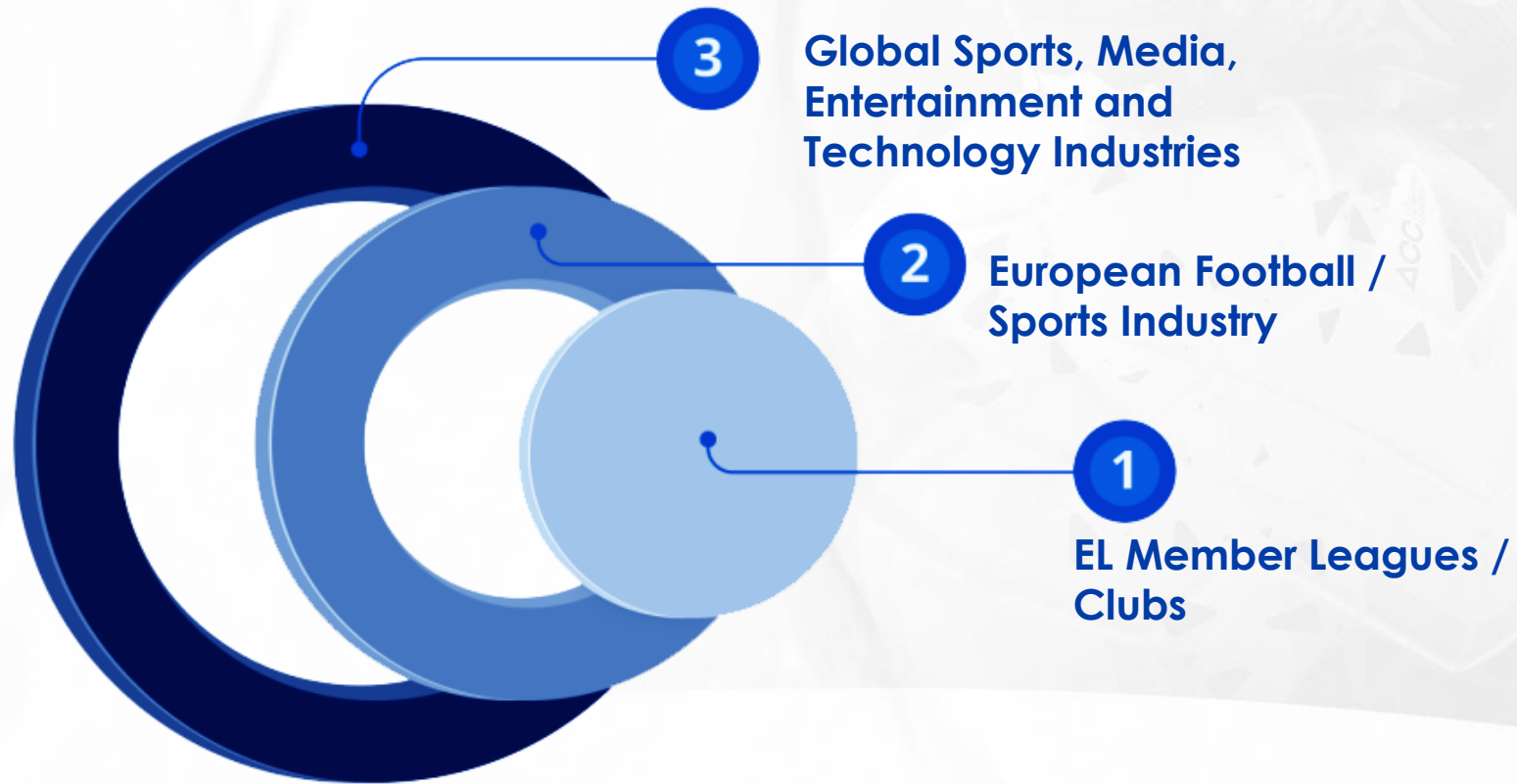
Physical Sessions will take place mostly on **Weekdays** but could involve one day over a **Weekend** due to football (or other sports) matches that take place mostly on a Saturday or Sunday.



Content

Leveraging our access to a unique network:

- ✗ 1. Modules
- ✗ 2. Topics/Case Studies
- ✗ 3. Speakers + Participants



Content

× GOVERNANCE

- League Organisation
- Club Structures
- Stakeholder Relations

× FANS

- Segmentation
- Engagement
- Matchday Experience
- Attendance

× COMPETITION

- No. of Clubs
- Format
- Calendar
- Regulations
- Distribution
- Competitive Balance

× BUSINESS

- No. of Clubs
- Format
- Calendar
- Regulations
- Distribution
- Competitive Balance

Technology, Innovation and Legal which can impact all areas

Content

Dynamic, flexible and bespoke programme:

FIRST HALF

(Sessions 1-2)

HALF-TIME

SECOND HALF

(Sessions 3-4)



ELEVATE

Candidate Application *Process*

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**

