



ECA Club Management Programme

5th edition

Designed to cultivate **excellence**
in football club management

About ECA Campus



ECA Campus is the central hub for ECA's education programmes and knowledge-sharing initiatives, designed to help clubs grow, thrive and achieve professional excellence. Built on the pillars of Knowledge, Network and Impact, ECA Campus supports club development by adapting to the evolving needs of our members.

Through executive education methodologies that blend theoretical knowledge with practical learning, participants gain the skills and insights needed to create tangible results within their clubs. ECA Campus fosters a culture of knowledge-sharing, encouraging the exchange of experiences, contacts, strategies and good practices to drive collective success.

Read on to learn about ECA Campus' exclusive flagship programme, the ECA Club Management Programme (ECA CMP).



Welcome

Welcome to the 5th edition of ECA Campus' flagship offering, the **ECA Club Management Programme (ECA CMP5)**.

Tailored for senior club professionals seeking a deeper understanding of professional football club management, ECA CMP5 is designed to make a lasting impact within clubs and the wider football industry.

The programme emphasises strategic development and management, with a focus on current and future industry trends. Taught by a diverse group of academics, industry experts and thought-leaders, the curriculum reflects the latest in football, equipping participants to navigate market shifts, capitalise on opportunities and drive success at their clubs.

Insights provided by:



Academic Lecturers



Industry Experts



Inspirational
Thought Leaders



Programme Objectives

What are the benefits?

Participating in the ECA CMP offers participants valuable insights and the opportunity to step back from daily tasks and reflect on how to successfully navigate the future of football as both a sport and an industry.

ECA CMP5 aims to deliver a huge impact on three levels:



Personal Development

Expand and refine your skillset, becoming an inspirational thought-leader.



Club Impact

Gain practical knowledge and insights to address current and future challenges at your club.



Industry Network & Influence

Join a strong network of football executives who, while competing on the pitch, collaborate off it to advance the industry.



Programme Overview

The ECA CMP is more than a typical education programme. It is a practical learning opportunity tailored for busy club professionals. The blended-learning approach acknowledges the value of in-person interactions whilst offering pragmatic solutions, focused on essential skills, knowledge and toolkits.

The nine-month learning journey comprises of four residential modules hosted at venues across Europe and the USA and is further supplemented by online masterclasses. Participants also benefit from executive coaching, ensuring a comprehensive and immersive learning experience.



**Senior Managers
+ Executives**



25 Participants



Executive Coaching



9 Months Every 2 Years



**Blended Learning
Online + Onsite**



6,500€



Programme Structure

MODULE 1

The Business of Football

25 – 27 March 2025

Lausanne, Switzerland

Learning Outcomes:

- Club strategy & key strategic analysis
- Organisational structure & processes
- Governance
- Club business models & ownership
- Financial structures & sustainability
- Tactical & strategic planning

Skills Lab

Key management skills & operational efficiency

MODULE 2

Performance & Sporting Strategy

03 – 05 June 2025

Salzburg, Austria

Learning Outcomes:

- Game philosophy
- Talent recruitment, player recruitment strategy, talent ID & scouting
- Performance analysis & sport science
- Integrating Academy, youth & women's football development
- Sport law including player transfers

Skills Lab

Managing conflict & personal wellbeing

Programme Structure

MODULE 3

Commercial & Social Trends

08 – 11 September 2025

New York / Miami, USA

Learning Outcomes:

- Commercial strategy, partnerships, sponsorships & marketing
- Fan experience
- Brand & communication
- Internationalisation
- Data, technology & innovation

MODULE 4

Future Revenues & Sustainable Growth

18 – 20 November 2025

London, United Kingdom

Learning Outcomes:

- The future of European football
- Venue management & stadium operations
- Match day operations & ticketing
- Alternative revenues
- Re-development

Skills Lab

Communication skills, crisis management, effective stakeholder management, media & public relations

Programme Structure

Online Masterclasses

To complement the in-person learning, the curriculum is enriched with online sessions focusing on key topics such as:

- Regulatory & Legal
- Financial Management
- Community Management
- Sustainability
- Fans
- Technological Trends

Executive Coaching

The coaching programme will focus on helping participants to develop greater self-awareness, confidence and resilience. By cultivating key personal skills, you will be better equipped to drive personal growth and navigate challenges effectively.



Who Is This For?



The ECA CMP is specifically designed for executives at the first and second management levels of ECA Member Clubs. To ensure high-quality discussions and meaningful exchanges, it is important that participants have practical experience in managing aspects of club matters.

Please note that the programme will be delivered in English, and participants are expected to have a strong command of the language to engage effectively. If you have any concerns or questions, feel free to contact us for clarification.

“ I think that the **biggest value** from attending the CMP is the **information-sharing amongst the members**. It was great to do the academic parts, however we also had the chance to **experience different things** that you don't normally do in your traditional educational environments, and it was a **lot of fun to see everyone outside their comfort zone**. ”



Giulia Mazzia
Commercial Director -
Women's, Chelsea FC
 ECA Club Management
 Programme
 (CMP4) alumni

Programme Cost



The ECA CMP5 is a unique opportunity to gain knowledge and expertise. It's designed to help you have a bigger positive impact at your club and across the footballing landscape. It offers you the chance to network and meet like-minded individuals and learn from those already succeeding within, and on the periphery, of the football industry.

Programme Fee

- **6,500 €**
- Fee covers programme delivery, including executive coaching, access to the online learning platform, as well as onsite transportation and catering.
- Not included: personal travel and accommodation.

Payment is due upon acceptance to the programme. In case of doubt regarding the applicable fees or for any enquiries relating to possible payment plans, including instalments, please contact campus@ecaeurope.com in the first instance. Full Programme Terms and Conditions can be found on our website: https://www.ecaeurope.com/eca_services/eca-campus/



Application Process



Eligible individuals interested in applying for ECA CMP5 should complete the online application form available on the ECA website: <https://www.ecaeurope.com/eca-services/eca-campus/>

Applications must be submitted by **17 January 2025**.

Applications will be evaluated based on the candidate's experience, motivation and relevance to the programme.

Successful participants will be notified in early February 2025 with further details shared thereafter.

Who, when & how to register?

- ECA CMP5 is available to executives of the first and second management level of ECA Member Clubs.
- Registration is open until 17 January 2025.
- To apply, complete the online application form (with your CV, letter of recommendation and motivation statement).

For any queries, contact
campus@ecaeurope.com

Equity, Diversity & Inclusion



ECA is fully committed to Equity, Diversity and Inclusion and recognises education as a fundamental tool to actively amplify the voices, contributions and development of typically under-represented groups. In line with this commitment, ECA actively encourages applications from under-represented groups, including but not limited to those based on race, ethnicity, gender identity, sexual orientation, disability, age, religion, nationality and socio-economic background.

For any queries, contact
campus@ecaeurope.com

ECA sponsored seats



In line with its continuous commitment to fostering a more diverse and inclusive learning environment and football industry, ECA is offering **two sponsored seats**; one for a woman and another for an individual working in women's football.

If you wish to apply for one of these opportunities, please select this option in the online application form.



European Club Association
Route de St-Cergue 9
1260 Nyon
Switzerland



ecaurope.com
info@ecaurope.com