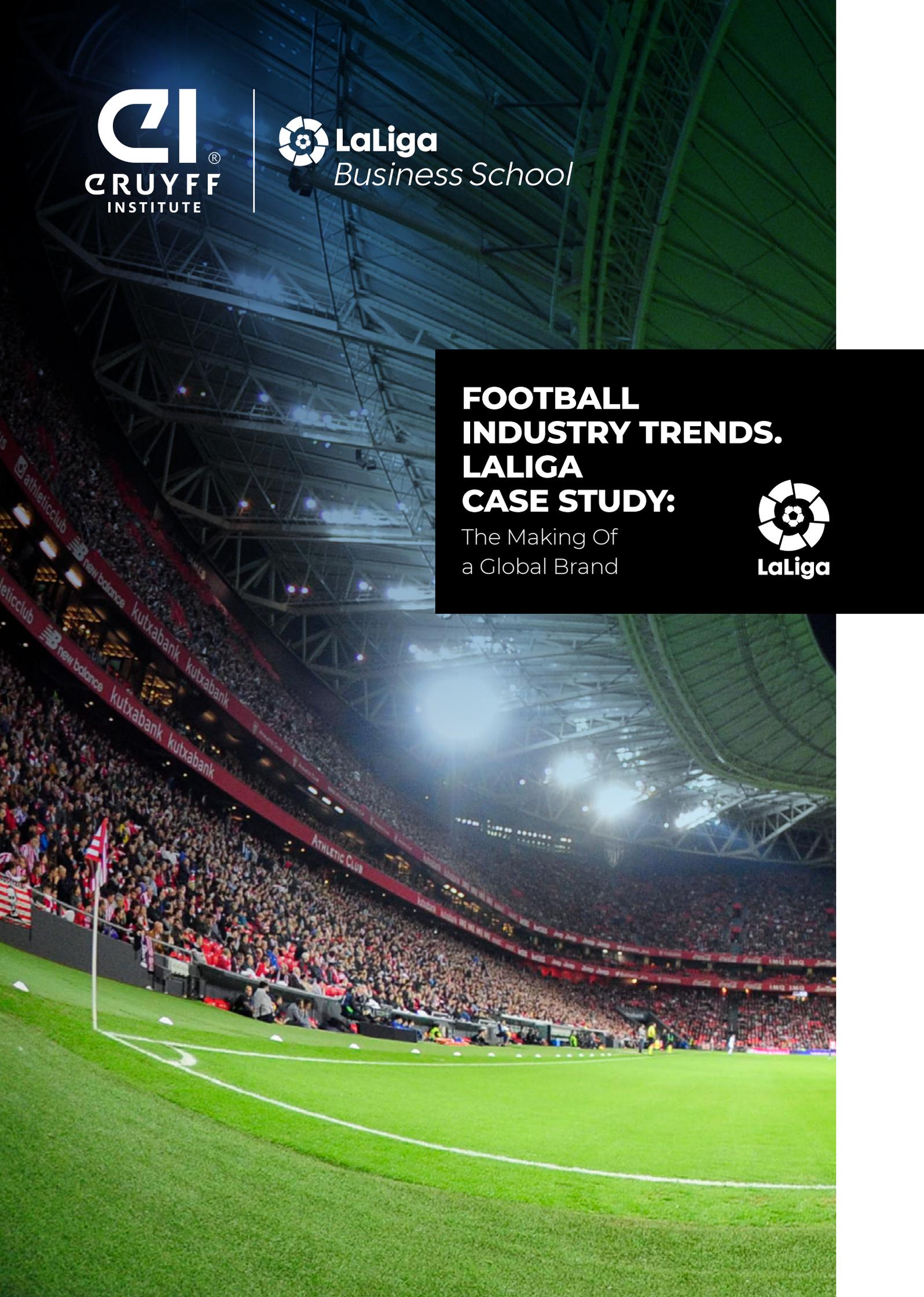




**FOOTBALL  
INDUSTRY TRENDS.  
LALIGA  
CASE STUDY:**

The Making Of  
a Global Brand



The football industry is one of the most powerful in the world because of its impact not only sports-wise, but also economically and socially. The new management perspective of sport properties, the digital age, the need to generate continuous engagement with fans, as well as the constant need for adaptation to the new demands of the market, have all become key factors of this evolution.

This executive program will allow you to obtain a real and objective view of the football industry context today, through the new management model of LaLiga: transformation, global brand strategies (scope, content and audience) and value of the social component of one of the most competitive and largest organizations worldwide.

 28-30  
January  
2021

 English

 Johan Cruyff  
Institute  
AMSTERDAM

 **LIVE**  
Streaming

Price per  
person  
€ 1,225

 Certificate  
LaLiga Business  
School/Johan  
Cruyff Institute

### DAY 1



#### THE FOOTBALL INDUSTRY GLOBAL OVERVIEW AND TRENDS

##### 10.00 am - 11.30 am

Trends, opportunities  
and threats in the  
international football  
landscape

11.30 am - 11.45 am Break

##### 11.45 am - 1.00 pm

Innovation in the football  
industry

1.00 am - 2.00 pm Lunch

#### GOVERNANCE IN FOOTBALL

##### 2.00 pm - 3.45 pm

Governance in football

3.45 pm - 4.00 pm Break

##### 4.00 pm - 5.00 pm

Governance in football

### DAY 2



##### 10.00 am - 11.55 am

#### FROM BRAND MANAGEMENT TO SPONSORSHIP ACTIVATION

*Sports marketing in the era  
of economic efficiency*

#### THE TRANSFORMATION OF A BRAND PREPARED TO CLAIM ITS GLOBAL POSITION

*The evolution of the business model*

11.55 am - 12.05 pm Break

##### 12.05 pm - 2.00 pm

#### SOCIAL, BUSINESS AND TERRITORIAL ACQUISITION STRATEGY

The KPIs of the most popular sport  
*"Economic control/centralized sales  
operations/TV rights"*

Activation (global) of LaLiga brand

- Social responsibility (CSR)
- Branding and activation
- Audiovisual transformation ( scope,  
channels, contents and formats)
- Digital transformation (people centered)

2.00 pm - 3.30 pm Lunch

##### 3.30 pm - 5.00 pm

#### GLOBAL EXPANSION GLOBAL NETWORK: A UNIQUE MODEL

### DAY 3



##### 10.00 am - 12.00 pm

#### LALIGA CASE STUDY

##### 12.00 pm - 12.15 pm

Break

##### 12.15 pm - 1.00 pm

#### LALIGA CASE STUDY

## SPEAKERS



### JOSÉ MOYA

José is managing director of LaLiga Business School. He was the managing director of Elche C.F and marketing & communication director at U.D. Salamanca. He has a bachelor's degree in business administration and management from UCAM, and in business administration from Staffordshire University. He also holds an Alfredo DI Stefano MBA from the Real Madrid Graduate School.



### EDOUARD LEGENDRE

Edouard works for Ogilvy and Geometry, both agencies owned by WPP, where he is an expert in brand communication and brand activation. He started his career in Formula One, working for different teams, and completed 12 years of intensive experience at this unique and exclusive sports property. He joined WPP in 2007, the world leader in advertising and marketing services, to create and manage sponsorship and sport marketing business units in various European markets. His career credentials include working for commercial companies such as Ford, Shell, Telefónica, Santander, Barclays, Generali, Heineken and Cruzcampo, as well as for sports organizations such as Formula One, UEFA Champions League, America's Cup, Volvo Ocean Race and many others.



### ANDREA ORIOL

Andrea is the LaLiga Global Network delegate for the BENELUX market, a member of the board of directors of the Spanish Chamber of Commerce in Belgium and Luxembourg, president of the ESADE Alumni Belgium Chapter and a member of the WBR (Women Breaking Records) Network. She has a bachelor's and a master's degree in business management from ESADE Business School, Spain, and also holds a CEMS Master in International Management from Ivey Business School, London, Ontario, Canada.



### STEPHEN MORROW

Stephen is Senior Lecturer in Sport Finance at the University of Stirling. He was Head of the Department of Sports Studies for five years until summer 2011. Stephen is a Chartered Accountant (ICAS) and trained with the international firm of accountants, Ernst & Young. His research focuses on financial, accounting and governance issues arising in sport. He has written two single-authored books and two monographs on the finances and governance of professional football and a number of journal papers. His knowledge transfer activities include leading workshops on Management Training for Football Managers as part of the Scottish FA/UEFA Pro Licence. He recently chaired an expert working group for the Scottish Government on Supporter Involvement in Football Clubs.



### IRSAN WIDARTO

Irsan is an entrepreneur at heart. Proven business acumen. Co-founder/CTO of X-Hive Corporation, in 2007 acquired by EMC Corporation. Currently Director of Engineering at EMC Corporation. Looking for start-up opportunities (investment, advice, board membership). Specialties: connecting people, team management & development, project management, innovation, software development.



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**Johan Cruyff**  
Founder

My vision on sport management is quite simple. I think people with a passion for sport are the best to lead sport organizations.



Educating the next generation  
of Leaders in Sport Management

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*Johan Cruyff Institute is a member of the North American Society for Sport Management (NASSM), the European Association for Sport Management (EASM), the Catalan Sports Cluster (INDESCAT) and the initiative for higher education institutions, supported by the United Nations (PRME).*

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Management Education



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