

AGENDA

Tuesday January 15th – Club Operations

Generali Arena, Vienna

09:15 - 09:30

Presentation and objective of the session and the day

Olivier Jarosz | CMP Director, ECA

09:30 - 09:45

Welcome by FK Austria Wien

Markus Kraetschmer | CEO, FK Austria Wien

09:45 - 10:15

Generali Arena – The Business Case

Markus Kraetschmer | CEO, FK Austria Wien

Coffee break

10:45 - 11:30

Why Does Sport Need Integrity?

Alfredo Lorenzo Mena | Integrity & Security Officer, Real Federación Española de Fútbol (RFEF)

11:30 - 12:15

Case study: FC Bayern München – Digitalisation of the Allianz Arena

Benjamin Steen | Head of Digital Projects & CRM, FC Bayern München

Lunch

13:00 - 14:15

Panel discussion on stadiums

Coffee break

14:30 - 16:30

Practical session in groups

16:45 - 17:45

Generali Arena stadium visit

18:30 - 23:00

Official dinner



AGENDA

Wednesday January 16th – Legal, Finances & Integrity

Generali Arena, Vienna

09:00 - 10:00

Development of sports law as a branch of legal practice and legal issues

Daan de Jong | Head of Sports Legal, ECA

10:00 - 10:45

Case study: AZ Alkmaar – Administrative and HR law issues in football

Wouter van Zetten | Legal Counsel, AZ Alkmaar

Coffee break

11:15 - 12:00

Case study: FC Barcelona – Commercial Law in Football

Wouter Lambrecht | Attorney-at-law, FC Barcelona

Lunch

12:45 - 13:30

Financial Management in Football – a view from forensic accounting

Geoffrey Senogles | Chartered Accountant, Senogles & Co.

Steven Brookfield | Chartered Accountant, Senogles & Co.

13:30 - 14:30

Integrity Quiz

LTT Sports

14:30 - 15:00

Takeaways and Key Findings

15:00 - 15:15

Feedback and Wrap-up