

SUMMER SCHOOL

FOOTBALL IS MUCH MORE
THAN 90 MINUTES

July 23rd to August 3rd
Cidade do Futebol



SUMMER SCHOOL

The final of a major football competition is one of the biggest sporting events in the world. It's an event that has the ability to mobilize thousands of adrenaline-laden fans at the stadium and millions more watching out of it. But for that to happen, teams managed like the best and biggest multinationals in the world have to come into play, long before the initial whistle!



SUMMER SCHOOL

The Portuguese Football Association and Nova School of Business and Economics will show you how everything is possible and you will be the protagonist of this adventure that will culminate in the Supercup final in Aveiro!



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SUMMER SCHOOL

This Summer School will allow all those who have the ambition to collaborate in the sports world, to experience and understand the tasks of management, planning and organization necessary for the success of a football game.

Pedro Pauleta

Portugal A: 88 caps, 47 goals

Deportivo: La Liga 1999-00

Bordeaux: Coupe de La Ligue 2001-02

PSG: Coupe de France 2003-04

Coupe de France 2005-06

Coupe de La Ligue 2007-08

1st WEEK // JULY 23RD TO 27TH

- 23/07 **MANAGING SPORTS EVENTS**
- 24/07 **ORGANIZATIONAL STRUCTURE AND PLANNING OF A MAJOR SPORTS EVENT**
- 25/07 **MANAGING MOTIVATED TEAMS, VOLUNTEERING AND PROTOCOL**
- 26/07 **THE ECONOMICS OF FOOTBALL, TICKET SALES, LOGISTICS AND TV OPERATIONS**
- 27/07 **EVENTS, MEDIA AND DIGITAL CONTENTS, INTERACTING WITH THE SUPPORTERS**

2ND WEEK // JULY 30TH TO AUGUST 3RD

- 30/07 **COMMUNICATION IS KEY**
- 31/07 **DESIGN AND TECHNOLOGY IN SPORTS AND EVENTS**
- 01/08 **SECURITY AND MEDICAL EMERGENCY SERVICES IN SPORTS EVENTS**
- 02/08 **THE FUTURE OF EVENTS, CERIMONIES AND MARKETING OPERATIONS**
- 03/08 **GUIDED TOUR TO AVEIRO STADIUM WITH THE PROJECT LEADER**

PROJECT IMPLEMENTATION // SUPERCUP FINAL IN AVEIRO

1st WEEK // JULY 23RD TO 27TH

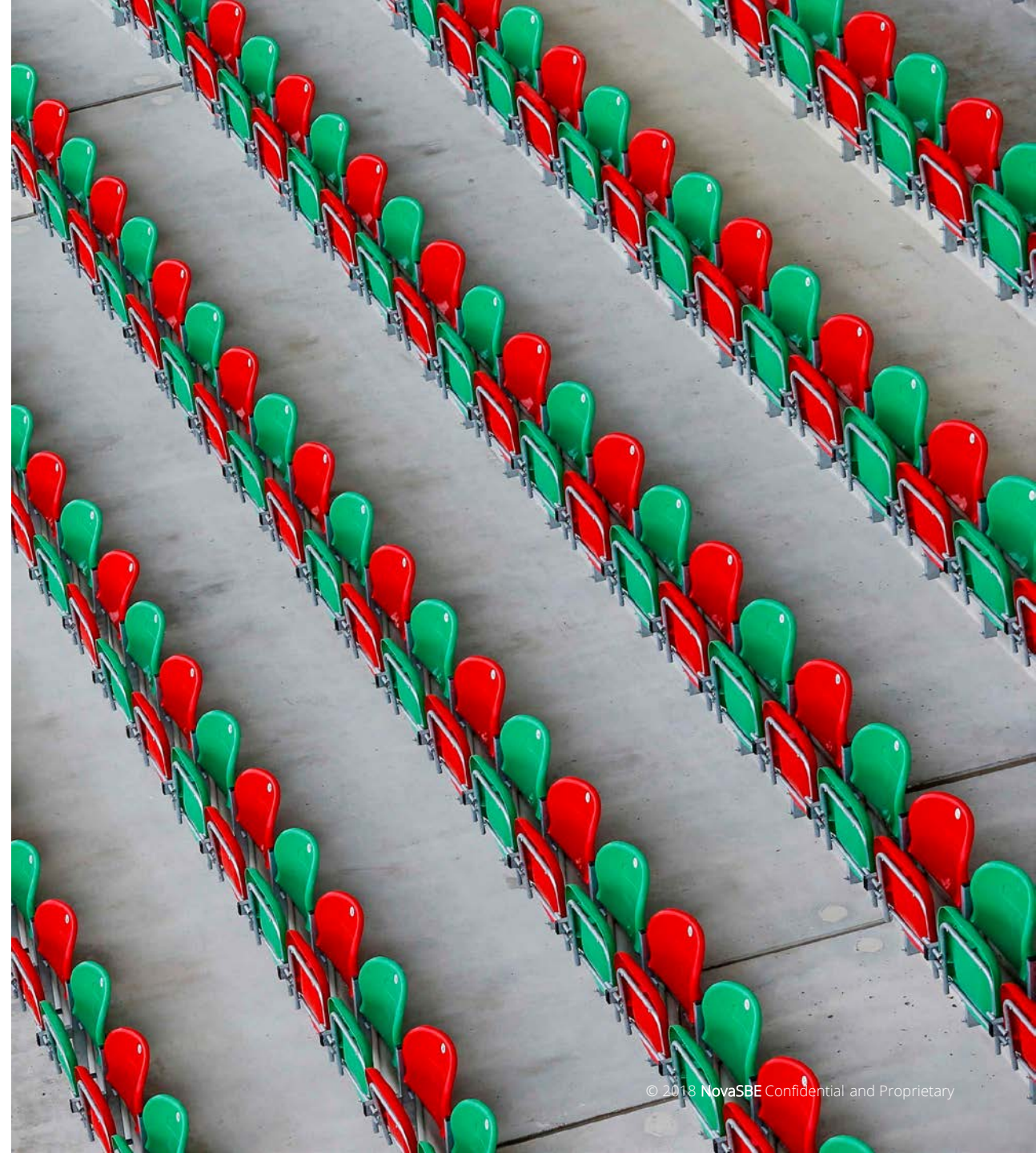
MANAGING SPORTS EVENTS

July 23rd

JOSÉ CRESPO DE CARVALHO (NOVA SBE)
& CARLOS LUCAS (FPF)

On this day participants will have the opportunity to meet and interact with a set of tools used in the management and design of sports projects: from business case to goal setting, Work Breakdown Structure, responsibility matrices, scheduling, budgeting and global risk assessment .

In the second half of the day, we will review FPF's best practices and how they apply to the management of sporting events.



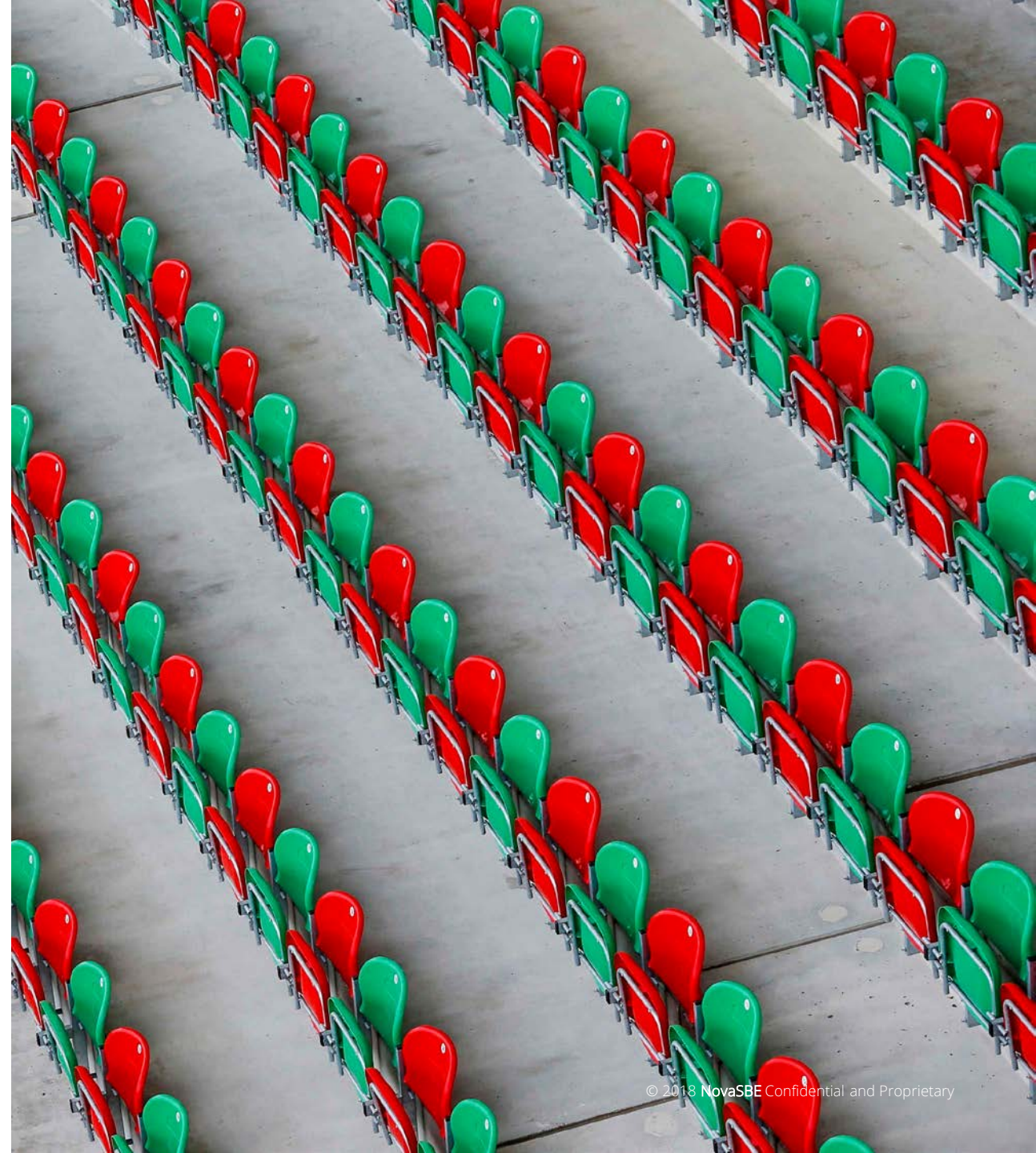
1st WEEK // JULY 23RD TO 27TH

ORGANIZATIONAL STRUCTURE AND PLANNING OF A MAJOR SPORTS EVENT

JULY 24TH

RUI LANÇA (NOVA SBE) &
DANIEL PIRES (FPF)

We begin by addressing the topic of leadership and team management and the difference of managing natural teams and project teams. The constitution of a team, recruitment, definition of roles and alignment of goals in the short and medium term, culminating with the case study of the analysis of organization and planning of events by the FPF.



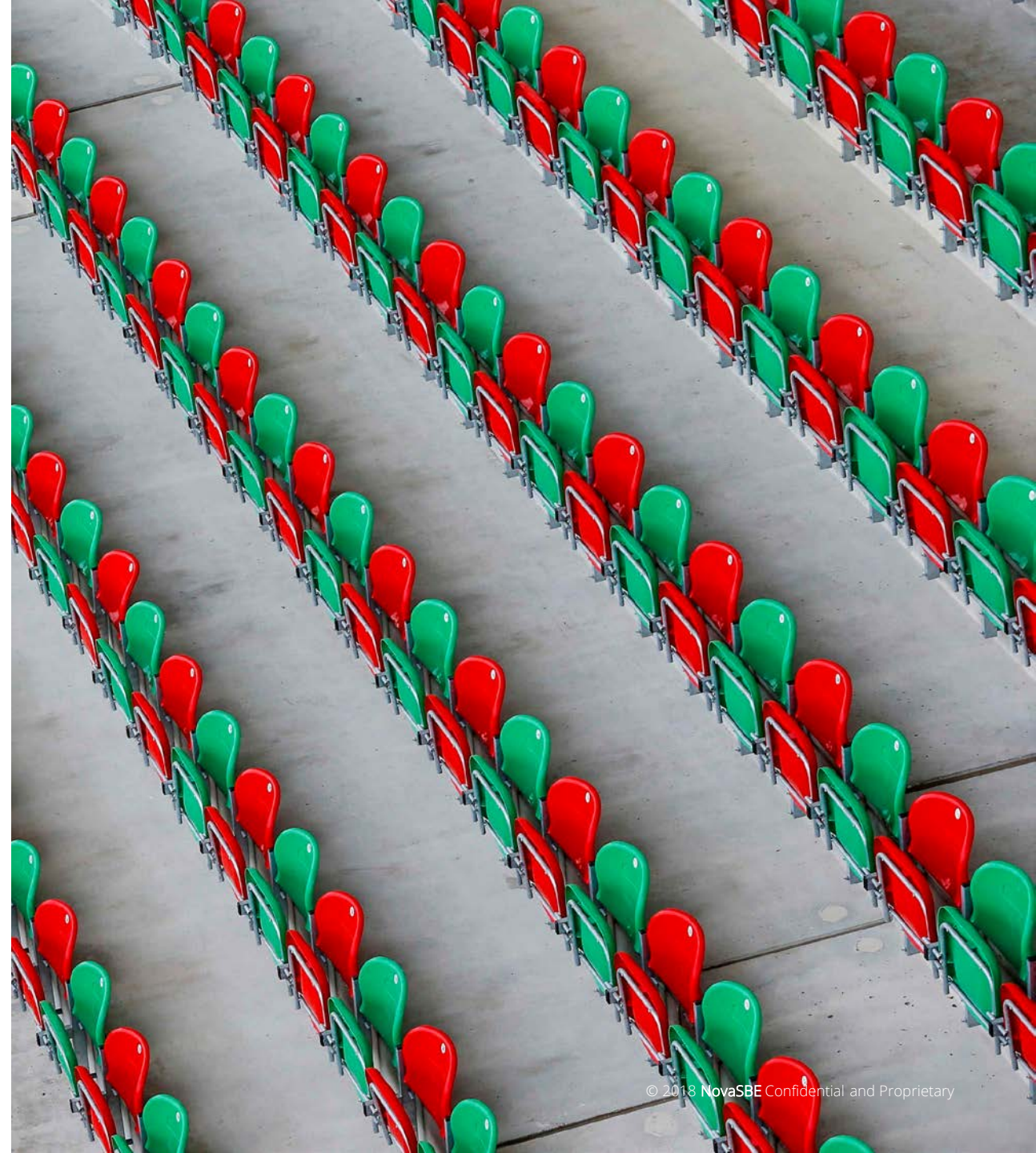
1st WEEK // JULY 23RD TO 27TH

MANAGING MOTIVATED TEAMS, VOLUNTEERING AND PROTOCOL

JULY 25TH

FILIPA CASTANHEIRA (NOVA SBE),
ÉRICA MATA, FRANCISCA ARAÚJO
& TERESA ROMÃO (FPF)

We will discuss the main human resources practices: from the moment it is decided that a job must be filled in the company to the way the firm evaluates and rewards performance. Next, we focus on the practice of FPF in the management of its human resources, including voluntary service, ending with aspects related to protocol and hospitality practices.



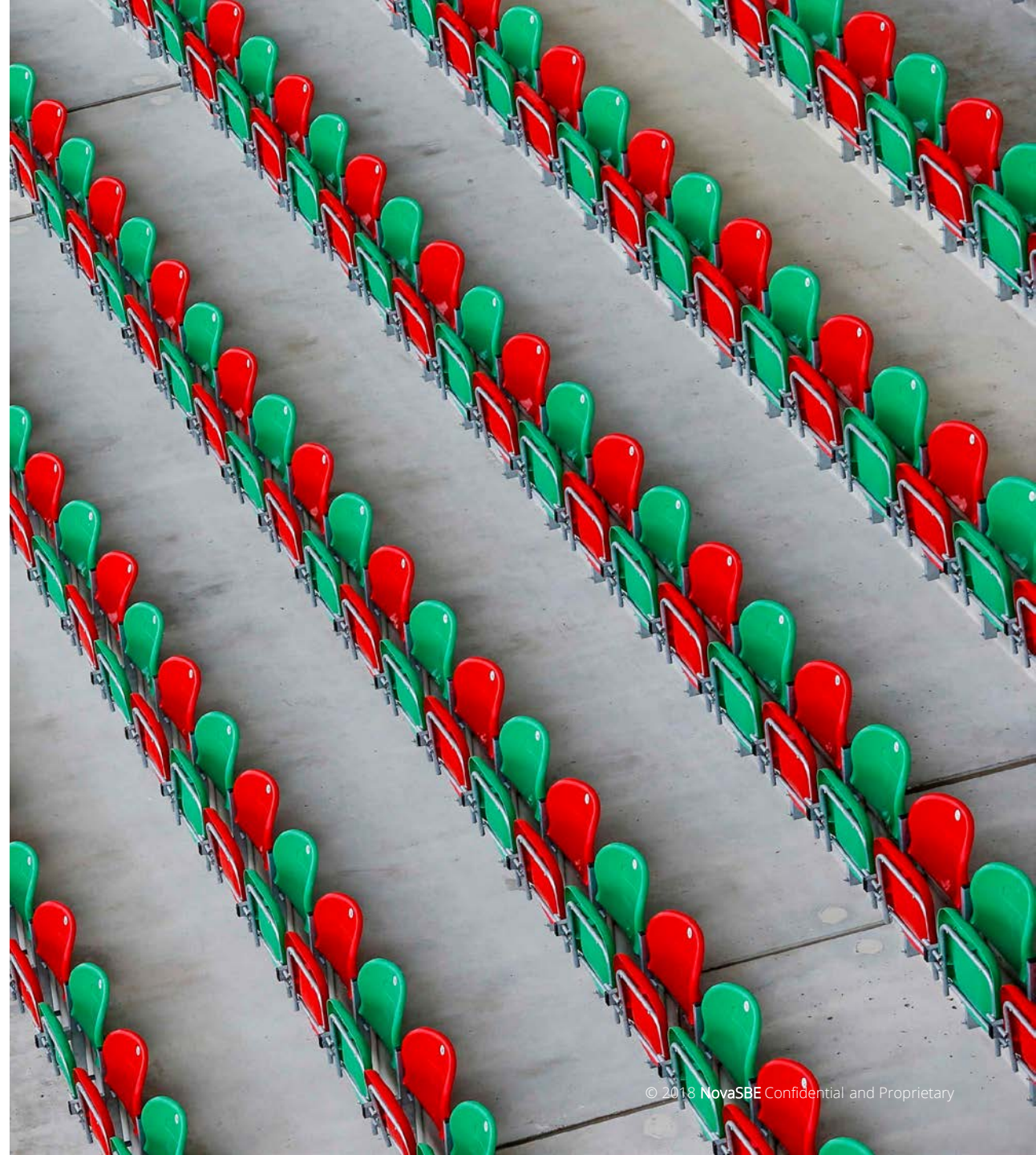
1st WEEK // JULY 23RD TO 27TH

THE ECONOMICS OF FOOTBALL, TICKET SALES, LOGISTICS AND TV OPERATIONS

JULY 26th

PEDRO BRINCA (NOVA SBE),
ANA SERRANO & DANIEL PIRES (FPF)

We begin by introducing trainees to the historical evolution of football as an industry, to the structure of the football market, to the evolution of value creation and its distribution, to the impact of competitive structures on the finances of clubs, and to the economic impacts and externalities generated by the organization of sports events. We will also look specifically at the practice of FPF in the organization of ticketing, accreditation, parking, signage and TV operations.



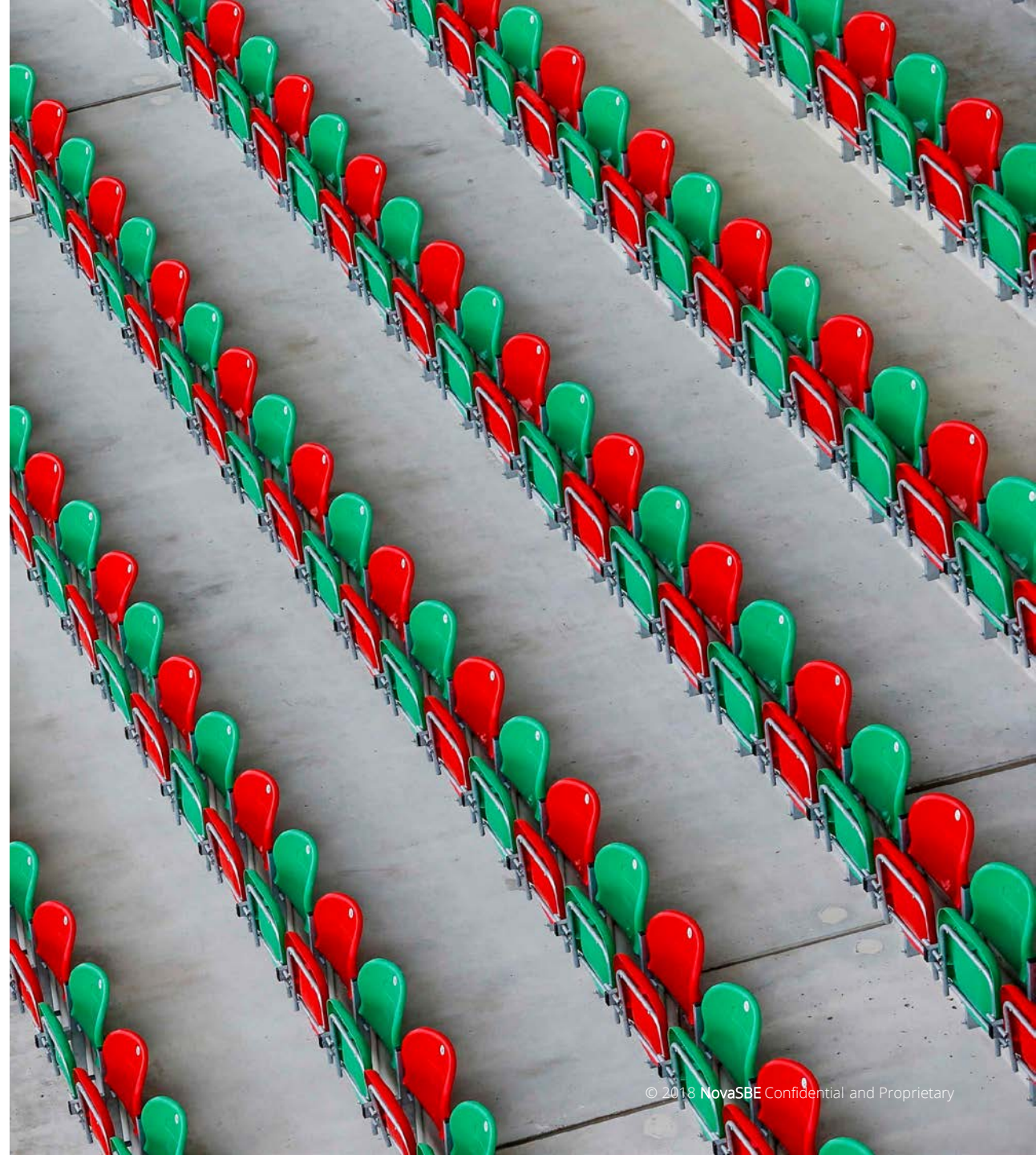
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EVENTS, MEDIA AND DIGITAL CONTENTS, INTERACTING WITH THE SUPPORTERS

July 27th

ANTÓNIO TORRES (NOVA SBE)
& MAFALDA URBANO (FPF)

The purpose of this session is to provide participants with an understanding of the planning of marketing communication campaigns, particularly digital marketing, by discussing from goal to execution to the impact of a campaign. We end up focusing on FPF's experience and interaction with football supporters.





2nd WEEK // JULY 30TH TO AUGUST 3RD

COMMUNICATION IS KEY

July 30th

FILIPA CASTANHEIRA (NOVA SBE),
GERMANO ALMEIDA & FILIPE FÉLIX (FPF)

We approach the communication process and how to communicate effectively, namely what communication is and how we communicate; what are the principles of communication; communication and feedback; what factors affect communication and leadership. We then reflect on the FPF's experience in promoting events and media operations.



2nd WEEK // JULY 30TH TO AUGUST 3RD

DESIGN AND TECHNOLOGY IN SPORTS AND EVENTS

JULY 31ST

JOÃO CASTRO (NOVA SBE),
NUNO MARTINS & RODOLFO SUBTIL (FPF)

The aim is to sensitize participants to the new paradigms of digital based technologies, demonstrating how they are revolutionizing the world in issues such as mobility, safety and work, both in societies, companies and individuals. We end up by focusing on practical cases of design and technology applications at the service of the organization of events by the FPF.

2nd WEEK // JULY 30TH TO AUGUST 3RD

SECURITY AND MEDICAL EMERGENCY SERVICES IN SPORTS EVENTS

AUGUST 1ST

PEDRO PINHO (PSP) &
MARCO ABREU (FPF)

We begin by approaching the practices and experience of the Public Security Police in the management of the safety of a sporting event, namely the specific characteristics of sporting events; the crowds and their control, mass behavior, crowd safety, spaces, mechanisms, public education and security and laws associated with violence in sports. We complement with the experience of the FPF in the organization of emergency medical services in support of sports, security and public agents in the events it organizes.



2nd WEEK // JULY 30TH TO AUGUST 3RD

THE FUTURE OF EVENTS, CERIMONIES AND MARKETING OPERATIONS

2 DE AGOSTO

NADIM HABIB (NOVA SBE),
JOÃO ANINO (FPF)

How to mobilize supporters, fans or football lovers for sporting events (and not only) in the future? There are numerous offers of fun and appealing to the supporters' passion no longer suffices. We have to be much more creative and innovative than we are today and we look in detail to FPF's vision for the present and the future.



2nd WEEK // JULY 30TH TO AUGUST 3RD

GUIDED TOUR TO AVEIRO STADIUM WITH THE PROJECT LEADER

AUGUST 3RD

CARLOS LUCAS (PROJECT MANAGER)

On the last day of work, we will see in loco all the knowledge that we acquired during the summer school to be put into practice in its different aspects: marketing, security, communication, human resources, logistics and planning.



PROJECT IMPLEMENTATION

SUPERCUP FINAL IN AVEIRO

This day is the culmination of the Summer School - let's watch the Football Supercup match that begins the 2018/19 sports season between the NOS League Winner and the Portuguese Cup Winner of the 2017/18 season, now surely with other eyes, appreciating not only the spectacle of football but everything else that makes a game to be much more than just 90 minutes!

FOCUS TARGET

Young university students and professionals interested in management, football and the organization of high-impact sports events.

WHAT IS INCLUDED

- » Lunch and snacks;
- » Two weeks of indoor and outdoor training;
- » Participation in the Super Cup 2018, in the Stadium of Aveiro;
- » Travel expenses in the context of course activities;
- » Personal insurance;
- » Participation Certificate.
- » 5 ECTS conditional on passing the exam (optional)

TOTAL: EUR 980

Not Included:

- » *Hotels*
- » *Meals outside the course Schedule*

Language of Instruction: English



HOSTING

CIDADE DO FUTEBOL

JAMOR, OEIRAS

More information:

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