



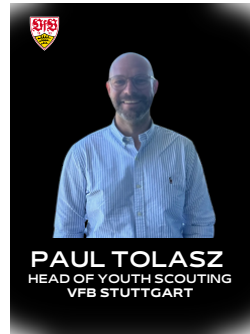
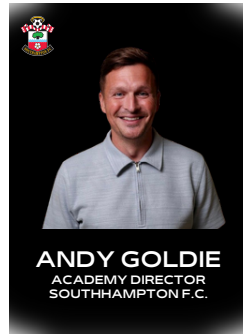
INTERNATIONAL FOOTBALL CONFERENCE

13-14-15 December 2024

Michael Laudrup Lounge, Brøndby
Stadion 28, 2605 Brøndby - Denmark
www.internationalfootballconference.com

Welcome to the International Football Conference, hosted in the Michael Laudrup Lounge at the iconic Brøndby Stadium. Join us for three days of unparalleled insights and expertise in the world of football, from the 13-15th December 2024.

OUR EXPERT SPEAKERS



PREVIOUS CONFERENCE FEEDBACK



IT WAS A PLEASURE TO BE PART OF THIS DANISH FOOTBALL CONFERENCE. BRÖNDBY STADIUM IS A TOP ENVIRONMENT TO HOST A CONFERENCE AS THIS. SPEAKERS FROM DIFFERENT EUROPEAN COUNTRIES, WITH A SPECIFIC BACKGROUND, WITH A DIFFERENT POSITION IN THE CLUBS THEY ARE WORKING FOR. THAT MAKES IT DIFFERENT FROM OTHER CONGRESSES. THE OPENNESS TO SHARE IDEAS FROM BOTH SPEAKERS AND AUDIENCE MAKES THAT TIME FLIES OVER THE TWO DAYS.

PASCAL DE MAESSCHALCK
AS MONACO, YOUTH DEVELOPMENT DIRECTOR



BRILLANT EXPERIENCE ON AND OFF THE STAGE. HAVING THE OPPORTUNITY TO MEET SO MANY GREAT PEOPLE AMONGST THE OTHER SPEAKERS AND IN THE AUDIENCE HAS ALREADY OPENED UP SEVERAL GOOD OPPORTUNITIES FOR WORKING RELATIONSHIPS TO BE FORMED. AS A SPEAKER THE ORGANISATION WAS ULTRA-PROFESSIONAL BEFORE, DURING AND AFTER THE CONFERENCE. I WOULD RECOMMEND ATTENDING IN 2024 FOR ANYONE WHO IS A STUDENTS OF THE GAME

GREGG BROUGHTON
BLACKBURN ROVERS, SPORTS DIRECTOR



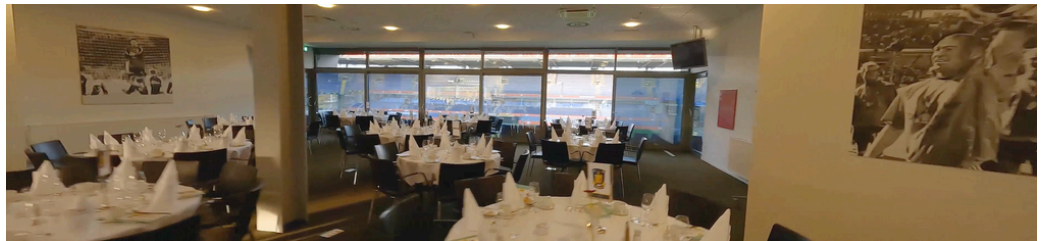
BRILLANT EXPERIENCE ON AND OFF THE STAGE. HAVING THE OPPORTUNITY TO MEET SO MANY GREAT PEOPLE AMONGST THE OTHER SPEAKERS AND IN THE AUDIENCE HAS ALREADY OPENED UP SEVERAL GOOD OPPORTUNITIES FOR WORKING RELATIONSHIPS TO BE FORMED. AS A SPEAKER THE ORGANISATION WAS ULTRA-PROFESSIONAL BEFORE, DURING AND AFTER THE CONFERENCE. I WOULD RECOMMEND ATTENDING IN 2024 FOR ANYONE WHO IS A STUDENTS OF THE GAME

DANIEL EBBERT
VFB STUTTGART, FOOTBALL SCOUTING MANAGER

ABOUT IFC 2024

MICHAEL LAUDRUP LOUNGE, BRØNDBY STADIUM, DENMARK

VENUE



PARTNERSHIP - SHOWCASES

CONFERENCE PARTNERSHIP



PACKAGES

CONFERENCE PARTNERSHIP



PACKAGES

CONFERENCE PARTNERSHIP

KR. 15.999, - / 2.145 EURO
-MAX 5 GOLD PARTNERS



- CONFERENCE STAND, 3 X 2 METERS, PRIME LOCATION, NEXT TO PRESENTATION AREA
- INCLUDING 2 DELEGATE PASSES (FULL CONFERENCE)
- COMPANY LOGO ON CONFERENCE WEBSITE, UNTIL END OF 2024.
- COMPANY LOGO ON IFC 2024 "ROLE UP WALLS" (PLACED NEXT TO PRESENTATIONS (1) & ENTRANCE (2) & DINING AREA (3) & NETWORKING AREA (4)).

KR. 9.999, - / 1.340 EURO
-MAX 12 SILVER PARTNERS



- CONFERENCE STAND, 2 X 2 METERS, LOCATED NEXT TO DINNER / NETWORKING AREA
- INCLUDING 1 DELEGATE PASS (FULL CONFERENCE)
- COMPANY LOGO ON CONFERENCE WEBSITE, UNTIL END OF 2024.
- COMPANY LOGO ON IFC 2024 "ROLE UP WALL" (PLACED NEXT TO PRESENTATIONS (1) & (ENTRANCE)).

KR. 4.999, - / 670 EURO
-MAX 20 BRONZE PARTNERS

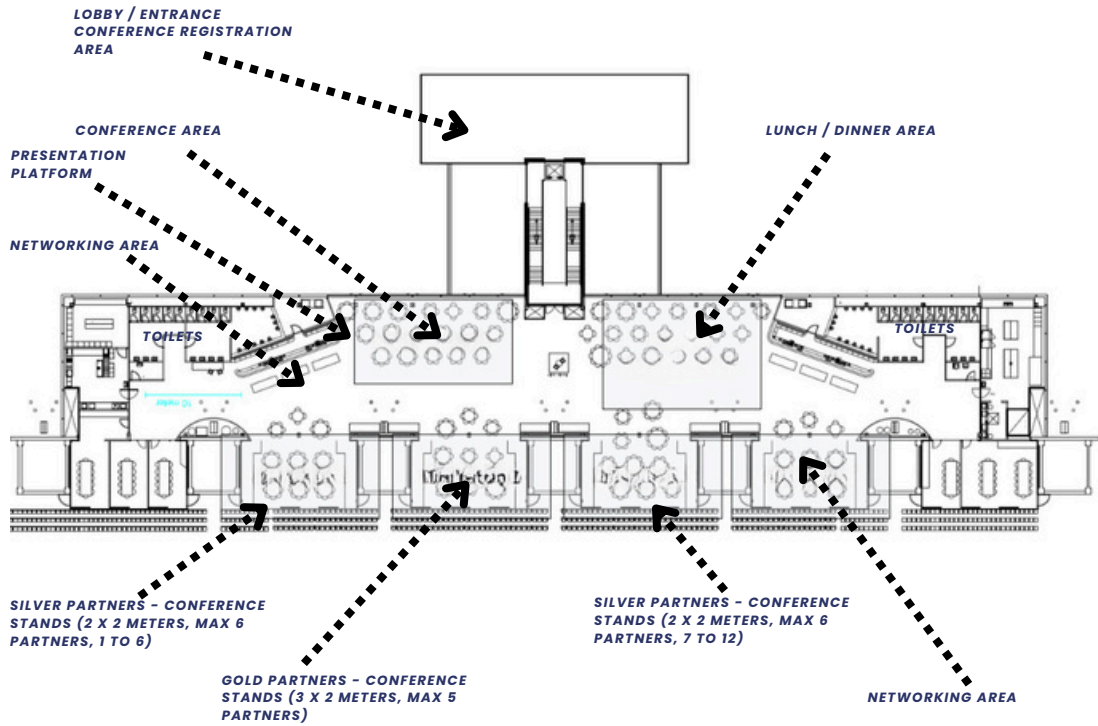


- INCLUDING 1 DELEGATE PASS (FULL CONFERENCE)
- COMPANY LOGO ON CONFERENCE WEBSITE, UNTIL END OF 2024.
- COMPANY LOGO ON IFC 2024 "ROLE UP WALL" (PLACED NEXT TO PRESENTATIONS).



MICHAEL LAUDRUP LOUNGE, OVERVIEW, PARTNERS

LOUNGE LAYOUT



- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12

CONFERENCE - ROLE UP'S - PARTNER WALL'S
1: PLACED IN LOBBY, NEXT TO REGISTRATION TABLE
2: PLACED NEXT TO CONFERENCE PRESENTATION STAND
3: PLACED NEXT TO DINING AREA
4: PLACES NEXT TO NETWORKING AREA

DAY 1 - 13TH DECEMBER

IFC 2024

Michael Laudrup Lounge, Brøndby
Stadion 28, 2605 Brøndby - Denmark



DAY 1 - INTERNATIONAL FOOTBALL CONFERENCE

16:30-17:00

Registration

17:00-18:00

***Adding structure for creativity & Innovations in Talent
Development at FC Twente / Heracles***

Bas Van Baar

FC Twente / Heracles

Head of Football Development

18:00-18:15 BREAK

18:15-19:00

***Building the world-leading Academy for individual
player and staff development***

Andy Goldie

Southampton F.C

Academy Director

19:00-19:45 DINNER

19:45-20:30

Presentation content to be announced

Jarno Verheye

Club Brugge

Academy Director

20:30-20:45 BREAK

20:45-21:30

***Insight into coach development at a Premier League
Academy***

Ryan Maye

Aston Villa Football Club

Head of Coaching & Development

CLOSING

**Subject to changes*

DAY 2 - 14TH DECEMBER

IFC 2024

Michael Laudrup Lounge, Brøndby
Stadion 28, 2605 Brøndby - Denmark



09:00-09:30

Registration

09:30-10:15

Presentation content to be announced

Koen Fleer

FC Twente/Heracles

Head of Academy Scouting

10:15-10:30 BREAK

10:30-11:15

A working week within the Wolves FC analysis department & empowering players through analysis

Tom Hocking

Wolverhampton Wanderers FC

1st Team Performance Analyst

11:15-11:30 BREAK

11:30-12:15

German training system & scouting in youth academies

Paul Tolasz

VFB Stuttgart

Head of Academy Scouting

12:15-13:15 LUNCH

13:15-14:00

Individual learning plans & Adam Wharton, journey from aged 9 to the England squad

John Prince

Blackburn Rovers F.C

Snr Youth Development Coach

14:00-14:15 BREAK

14:15-15:00

Gaining a competitive advantage in the worlds most competitive recruitment market

Andy Goldie

Southampton F.C

Academy Director

15:00-15:15 BREAK

15:15-16:00

Understanding your coaching brand

Ryan Maye

Aston Villa Football Club

Head of Coaching & Development

CLOSING

**Subject to changes*

DAY 3 - 15TH DECEMBER

IFC 2024

Michael Laudrup Lounge, Brøndby
Stadion 28, 2605 Brøndby - Denmark



09:00-09:30

Registration

09:30-10:15

Academy insights & Coach development at Blackburn Rovers F.C.

John Prince
Blackburn Rovers F.C
Snr Youth Development Coach

10:15-10:30 BREAK

10:30-11:15

Presentation content to be announced

Jarno Verheye
Club Brugge
Academy Director

11:15-11:30 BREAK

11:30-12:15

Overview of the analysis structure and roles & creating the connection between youth analysis & 1st team analysis

Tom Hocking
Wolverhampton Wanderers FC
1st Team Performance Analyst

12:15-13:15 LUNCH

13:15-14:00

Talent identification in a traditional German club

Paul Tolasz
VFB Stuttgart
Head of Academy Scouting

14:00-14:15 BREAK

14:15-15:00

Presentation content to be announced

Koen Fleer
FC Twente/Heracles
Head of Academy Scouting

CLOSING

**Subject to changes*

DELEGATE PASSES

(1 PERSON)

TICKETS ARE AVAILABLE ON THE CONFERENCE WEBSITE SHOP

DELEGATE PASSES



NB: ONLY 1ST AUGUST - 15TH AUGUST



INTERNATIONAL FOOTBALL CONFERENCE

13-14-15 December 2024

Michael Laudrup Lounge, Brøndby
Stadion 28, 2605 Brøndby - Denmark
www.internationalfootballconference.com

Conference, Head of Event
Kenneth Santa

ksa@internationalfootballconference.com
+45 61302002

Conference organiser
Ravnsborg Boldklub Køge (RB Køge)
Rådhusstræde 16H
4600 Køge
Denmark

CVR: 41646098

Bank: Sparekassen Sjælland Fyn
Iban: DK9198860000463417
BIC/Swift: SWESDK22