



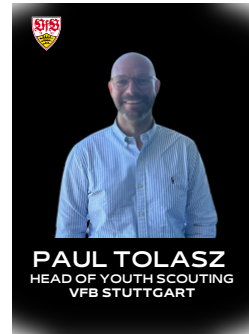
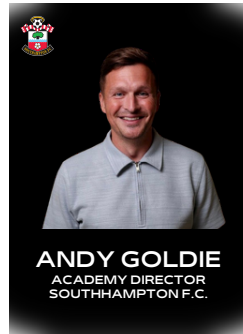
# INTERNATIONAL FOOTBALL CONFERENCE

**13-14-15 December 2024**

Michael Laudrup Lounge, Brøndby  
Stadion 28, 2605 Brøndby - Denmark  
[www.internationalfootballconference.com](http://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

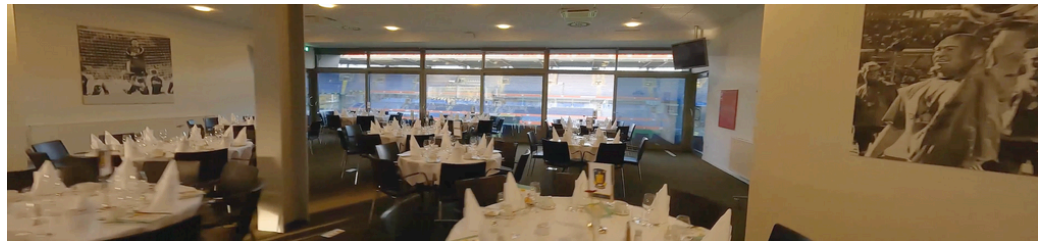


*BRILLANT EXPERIENCE ON AND OFF THE STAGE. HAVING THE OPPORTUNITY TO MEET SO MANY GREAT PEOPLE AMONGST THE OTHER SPEAKERS AND IN THE AUDIENCE HAS ALREADY OPENED UP SEVERAL GOOD OPPORTUNITIES FOR WORKING RELATIONSHIPS TO BE FORMED. AS A SPEAKER THE ORGANISATION WAS ULTRA-PROFESSIONAL BEFORE, DURING AND 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

# 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**

***Developing an independent youth academy***

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**

***Youth scouting in a small country and small city***

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](http://www.internationalfootballconference.com)

Conference, Head of Event  
Kenneth Santa

[ksa@internationalfootballconference.com](mailto: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