



27 – 28 NOVEMBER 2014

KISS Marketing

Best Practices & Trends Workshop - Programme

Programme

Workshop venue

Hotel Cascais Miragem

Avenida Marginal 8554, 2754-536

Cascais, Portugal

www.cascaismirage.com/

Thursday 27 November 2014

The workshop will start at **09:00** in **Sala I & II** on the Galeria level of the hotel (1st floor).

Agenda Day 1

27 November		
Time	Session/Description	Speakers/Moderators
09:00 – 09:05	Introduction	Mr Allan Hansen, UEFA ExCo Member
09:05 – 09:10	KISS Programme	Sara Williams, UEFA
09:10 – 09:25	UEFA Marketing Support – Review of 2014/Preview of 2015	Noel Mooney, UEFA
European Qualifiers Marketing Support Programme		
09:25 – 09:45	Review of NA Digital Marketing Strategy Support, Trends & Future	Richard Ayers, Seven League
09:45 – 10:05	Review of NA FRM Support, Trends & Future	Fiona Green, Winners FDD
10:05 – 10:30	Wales Marketing Process Incorporating EQ Marketing Support Programme	Ian Davis, FA of Wales
10:30 – 10:45	<i>Coffee Break</i>	
10:45 – 11:45	Group Discussion 1: Digital Marketing Strategy / FRM / Fan Engagement	All
11:45 – 12:15	Group Discussion 1: Present Back	All
12:15 – 13:15	<i>Lunch at Oasis Restaurant</i>	
NA Commercial Revenues		
13:15 – 13:25	Introduction to Pilot Marketing Support Programme	Noel Mooney, UEFA
13:25 – 13:55	Commercial Revenue Pilot	Aleksandra Pejkovska, FF of Macedonia & Sean McAuliffe, Sport Collective
Growing Participation		
13:55 – 14:30	Dutch Marketing Strategy & its Link to Participation	Maarten Hoffer, Royal Netherlands FA
14:30 – 14:45	<i>Coffee Break</i>	
14:45 – 15:50	Group Discussion 2: Growing Commercial Revenues & Role of Marketing in Growing Participation	All
15:50 – 16:20	Group Discussion 2: Present Back	All
16:20 – 16:30	Day 1 Review & Wrap-up	Noel Mooney, UEFA
17:55	Meeting in Hotel Lobby	All

18:00 / 18:05 / 18:10 Various departures to the KISS Marketing Awards

18:30 – 01:00 KISS Marketing Awards ceremony & dinner at *Arriba by the Sea*

Agenda Day 2

28 November		
Time	Session/Description	Speakers/Moderators
09:00 – 09:05	Introduction	Noel Mooney, UEFA
Marketing Strategy & Best Practices		
09:05 – 09:45	The View from the Top –Strategic Marketing & Activities	Steven Martens, Bob Madou and Filip Van Doorslaer Royal Belgian FA
09:45 – 10:15	The Marketing Story of Club Atlético de Madrid	Javier Martinez, Club Atlético de Madrid
10:15 – 10:30	<i>Coffee Break</i>	
10:30 – 11:00	Building the Platform for Marketing Danish Football	Katja Moesgaard, Danish FA
11:00 – 12:00	Group Discussion 3: The Role & Development of Marketing at your NA	All
12:00 – 12:15	Final Wrap-up	Noel Mooney & Sara Williams, UEFA
12:15	<i>Lunch at Oasis Restaurant & Departures*</i>	

Participant List

Albanian Football Association	Malo Cepele	Gazmend Erdis	Head of Marketing & PR Department Digital Media Specialist, Marketing & PR Department
Andorran Football Federation	Masobé Figueras	Xavier Teresa	Communication Department Head of International Department
Football Federation of Armenia	Manukyan Avanesyan	Arayik David	Head of Media Department Marketing & National Teams Manager
Austrian Football Association	Hollerer	Thomas	Director Legal & Administration
Association of Football Federations of Azerbaijan	Asgarova Piriyev	Arzu Tural	Marketing & Advertising Expert Marketing & Advertising Department Expert
Association of Belarus Football Federation	Aleinik	Aleksandr	Press Officer
Royal Belgian Football Association	Madou Van Doorslaer	Bob Filip	Business Director Marketing & Events Director
Football Federation of Bosnia and Herzegovina	Murtezić	Almir	Head of Marketing Department
Bulgarian Football Union	Stoycheva	Boriana	Administrative Secretary
Croatian Football Federation	Pacak Balén	Tomislav Alan	Media Officer Event Manager
Football Association of the Czech Republic	Pata Špaček	Tomáš Michal	Project Manager (Marketing & Media) Professional Competitions Senior Manager

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Danish Football Association	Moesgaard Lauesen	Katja Jacob	CEO of Commercial Department Event Manager (b2c)
The Football Association	Wishman Gynnild Hartley	Zoe Sissel	Senior Marketing Manager Marketing Manager - Women's Football
Estonian Football Association	Juks	Siim	Partnerships Manager
Football Association of Finland	Seire Ojala	Kalle Elina	Head of Sales & Marketing Account Manager
French Football Federation	Vasseur Soulez	François Florent	Assistant Marketing Manager Servicing Manager
Football Federation of the Former Yugoslav Republic of Macedonia	Popovski Pejkovska	Filip Aleksandra	Acting General Secretary Marketing Manager
Georgian Football Federation	Burduli Meladze	Tata Maia	Head of Marketing Department Public Relations Manager
German Football Association	Brause Knopp	Stephan Alexandra	Head of Public Relations & Media Services Sponsorship Manager
Gibraltar Football Association	Gonzalez	Steven	Communications Manager
Hellenic Football Federation	Korkodilos Tsogkani	Panagiotis Maro	Media Officer Marketing Assistant
Hungarian Football Federation	Csabai Nagyiványi	András Márton	Marketing Assistant Communications & Marketing Coordinator
Football Association of Iceland	Gudmundsson Smarason	Hilmar Omar	Media & Marketing Media & Marketing

Israel Football Association	Glasman	Ronit	Marketing Director
Italian Football Federation	Di Goia Blasetti	Vito Cristina	Promotion, CRM & Digital Media Social Responsibility
Football Federation of Kazakhstan	Gojuk	Galina	Head of Marketing & Commerce
Latvian Football Federation	Pukinsks	Edgars	CEO & Deputy General Secretary
Liechtenstein Football Association	Schneider	Andrea	Marketing/A-National Team
Lithuanian Football Federation	Pacevičius Eimontas	Andrius Edvinas	Head of Project Department General Director
Luxembourg Football Federation	Goergen	Gilbert	President of the FLF Marketing Committee
Malta Football Association	Saliba Cassar	Norman Joe	Head of Marketing Deputy General Secretary (International) & Head of International & Events Department
Football Association of Moldova	Berzoi Oprea	Ruslan Alexandru	Vice-President Deputy-Head of Marketing Department
Royal Netherlands Football Association	Hoffer	Maarten	Head of Marketing
Irish Football Association	Shields	Gregory	Director of Football Operations
The Football Association of Norway	Helmersen Fodstad	Erik Tom	Commercial Manager Commercial Director
Polish Football Association	Golos Brylski	Piotr Łukasz	Marketing Director Marketing Specialist

Portuguese Football Federation	Lucas Monteiro Araújo Gonçalves Anino	Carlos Fernando Francisca Ana João	Competitions & Events Unit Match Organisation Official Marketing Official Marketing Official Events & Competitions Division Administrative Assistant Events Manager	
	Poças	Cláudia		
	Football Association of Ireland	McDermott O'Shea	Gerard Orla	National Coordinator – FAI Camps Marketing Assistant
	Romanian Football Federation	Popescu	Bogdan	Commercial Director
	Football Union of Russia	Golunov	Petr	Head of Commercial Department
The Scottish Football Association	Thomson	David	Commercial Director	
	McGeever	Jules	Head of Marketing Services	
Football Association of Serbia	Soro	Margita	Marketing & Advertising Manager	
	Lazic	Branimir	Senior Marketing Associate	
Slovak Football Association	Jamriskova	Zuzana	Marketing Manager	
Football Association of Slovenia	Kitić	Ilija	Head of Marketing & Communications	
Swedish Football Association	Abelsted	Stefan	Key Account Manager	
	Johnsson	Matthias	Key Account Manager	
Swiss Football Association	Gelton	Peter	Head of Marketing	
Turkish Football Federation	Canbay	Elif	Sponsorships & Marketing Manager	
The Football Association of Wales	Davis	Ian	Head of Commercial & Marketing	

Guests

UEFA ExCo Member	Hansen	Allan	UEFA ExCo Member
Portuguese Football Federation	Gomes Craveiro	Fernando Tiago	President General Secretary
CONCACAF	Foti	Andrew	Manager, Strategic Planning & Services
Borussia Dortmund	Cramer	Carsten	Director of Sales & Marketing, Jury
Nissan Europe SAS	Dunsmore	Gareth	Marketing Communications General Manager, Jury
Lothar Böhm Associates Ltd.	Goldthorpe	Adrian	Managing Partner, Jury
AKQA	Wharton	Ian	Executive Creative Director, Jury
ESSEC Business School	Lardinois	Thierry	IOSC Director, Jury

Speakers

Club Atlético de Madrid	Martinez	Javier	Business Managing Director
Royal Belgian Football Association	Martens	Steven	General Secretary
Seven League	Ayers	Richard	CEO & Founder
Sport Collective	McAuliffe	Sean	Director
Winners FDD	Green	Fiona	Director

National Associations Marketing Experts

Albanian Football Association	Malo	Gazmend	Head of Marketing & PR Department
The Football Association of Wales	Davis	Ian	Head of Commercial & Marketing

UEFA Staff & Suppliers

UEFA	Epstein	Guy-Laurent	Marketing Director
	Favre	Thierry	Head of National Associations Development
	Willems	Peter	Head of Marketing Activities & Sponsorship
	Mooney	Noel	Marketing Manager
	Ruess	Manuel	Marketing & Research Assistant
	Williams	Sara	National Associations Assistant
	Holmgren	Sara	Education Programme Assistant
	Fischer	Ewald	Travel & Conferences Specialist
	Doncila	Alexandra	UEFA Assistant
Dell'Era GmbH	Dell'Era	Antonio	Production Manager Audiovisual
	Grädel	Mike	Audiovisual
	Raphael	Indorf	Audiovisual
Metasud	Jaumotte	Vincent	Cameraman



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