

# **SOCCEREX EUROPE**

# **2025**

# **AGENDA**

## Total Football in 2025

Examining how Johan Cruyff's philosophy continues to shape European football, from tactics to player development.

This panel will explore how Cruyff's tactical principles fluid positional play, technical excellence, and relentless pressing are being adapted by modern managers and academies to shape the next generation of footballers.

With Total Football "coming home" to the Johan Cruyff Arena for Soccerex Europe, this panel will be an unmissable tribute to one of football's greatest thinkers and his lasting impact on the beautiful game.

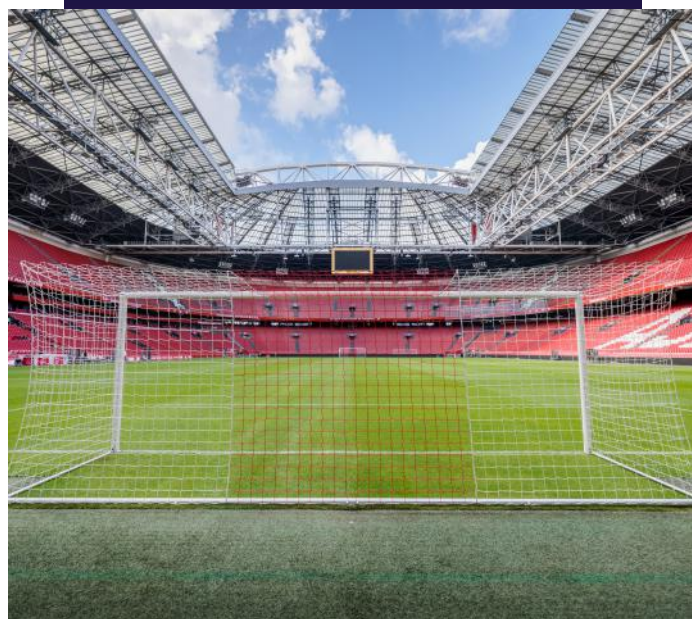
## Leading from the Front: The Evolving Role of Football Club Leadership

How are clubs balancing financial pressures with on-pitch success? What does the future of revenue generation look like? And how can strong leadership drive innovation and long-term growth?

In an era of rapid change, effective leadership is more critical than ever for football clubs striving for both sporting and commercial success. This panel brings together club executives, presidents, and senior decision-makers to explore the evolving demands of football leadership and the strategies required to navigate an increasingly complex industry.

## When your unique feature becomes a viral global trend

Branimir Karačić, CMO at Sofascore, shares how the Sofascore Rating evolved from a performance metric into a global trend embraced by fans, media, and players alike — and how smart features and storytelling helped shape Sofascore's position in the world of football.



## Johan Cruijff Arena

High-tec Turf management

## Fan Engagement 3.0: The Digital Days

Exploring how clubs and leagues are leveraging AI, social media, and immersive technologies to deepen connections with supporters.

The way football clubs connect with their supporters is evolving faster than ever. In the era of AI, social media, and immersive technology, clubs and leagues are using cutting-edge innovations to create personalized, interactive, and global fan experiences.

This panel will explore how the digital revolution is reshaping fan engagement, from AI-driven content creation and virtual matchday experiences to NFTs, digital collectibles, and Web3 communities.



## The Women's Game: Building on the Momentum

A look at the commercial and sporting growth of women's football and the roadmap for long-term success.

Women's football is experiencing unprecedented growth, both commercially and on the pitch, but how can the industry ensure long-term success? This panel will bring together club executives, league officials, investors, and former players to discuss the strategies driving the sport's rapid rise and the roadmap for sustained development.

With record-breaking viewership, sponsorship growth, and increasing club investment, women's football is at a defining moment. This session will provide key insights into how stakeholders can capitalize on this momentum to ensure the sport thrives for generations to come.

## Licensed to thrill

From official kits and collectibles to gaming, NFTs, and lifestyle collaborations, this session will provide a deep dive into the evolving world of football licensing and its role in shaping the sport's commercial future.

Football clubs are more than just teams; they are global brands with immense commercial potential. This panel will explore how clubs, leagues, and governing bodies are leveraging licensing strategies to expand their reach, generate new revenue streams, and strengthen fan engagement worldwide.

## Opening the Game - in association with Special Olympics

Driving Diversity and Inclusion in Football.

Football is the world's game, but ensuring equal opportunities for all on and off the pitch remains a critical challenge. This panel will bring together leaders from clubs, governing bodies, and advocacy organizations to discuss the progress made in fostering diversity and inclusion across all levels of the sport.



## LaBella Associates presents

Stadiums as a Community Hub: Unlocking Year-Round Value for Clubs, Cities, and Fans

## Stadium Sustainability & Smart Venues

The role of technology, environmental responsibility, and fan experience in the next generation of football stadiums.

This panel will explore how football clubs and venue operators are embracing sustainability and smart technology to create the next generation of stadiums. Industry leaders, including stadium architects, club executives, and sustainability experts, will discuss innovative solutions such as renewable energy, water conservation, zero-waste initiatives, and carbon-neutral stadiums.

## Owning the game

How can clubs balance profitability with ambition? What are the key risks and rewards of investing in football? And how is the financial structure of club ownership evolving in the modern era?

Football club ownership has become more complex than ever, with financial sustainability, investment strategies, and regulatory challenges playing a crucial role in long-term success. This panel will bring together club owners, financial experts, and industry insiders to explore the evolving landscape of football club ownership and the financial dynamics behind it.

## From Pele to Present: Sports Illustrated's Next Chapter in Football

This panel explores the evolution of football storytelling through the lens of a 70 year iconic brand that is Sports Illustrated.

Panelists discuss SI's legacy & evolution, the rising influence of football in the Americas, and the launch of Sports Illustrated FC. Key themes include athlete-driven narratives, global fan engagement, and the commercial growth of the sport in the U.S. and around the world.

## Grassroots to Greatness

How academies and federations are nurturing the stars of tomorrow.

Developing the next generation of elite footballers requires a unified approach from academies, leagues, and federations. This panel will explore how the football ecosystem is identifying, nurturing, and transitioning young talents from grassroots to the professional game.

With input from academy directors, youth coaches, technical directors, and former players, this session will highlight best practices in player development and discuss what's needed to produce the superstars of tomorrow.

## Know your visitor: What's happening in the world of Identity Based Access?

Know Your Visitor / Identity-Based Access Solutions

## Transforming the beautiful game

How artificial intelligence is transforming scouting, performance analysis, and fan engagement.

### Sports.com

A presentation and Q and A with event partner Sports.com



## Fan Engagement; Tech revolution or basic evolution

Exploring the latest trends in how organisations are leveraging technology to connect with fans and grow audiences.

## We Play For Peace - promoted by Pope Francis

We Play For Peace is an interfaith and solidarity initiative promoted by Pope Francis since the beginning of his pontificate.

Its goal is to spread, together with the greatest players and legends of football, the values of peace and brotherhood among peoples.

## Whats in a name?

Building a Global Football Brand: Strategy, Identity & Growth

In an increasingly competitive and digital-first world, clubs, leagues, and players must think beyond the pitch to build powerful, recognizable brands.

This panel will explore the key elements of brand identity, marketing strategy, and global expansion, featuring insights from club executives, branding experts, and commercial leaders in the football industry.

With football brands now extending into fashion, lifestyle, entertainment, and technology, this discussion will provide a blueprint for success in a rapidly evolving

## The Future of Scouting: Evolving Talent Identification in European Football

In an era where data-driven decision-making and global scouting networks are revolutionizing football, how are clubs, academies, and federations refining their talent identification strategies?

This panel will explore the latest innovations in scouting, from AI-powered analytics to traditional on-the-ground scouting, and how they are shaping the future of European football.

Attendees will gain invaluable insights into how clubs are building sustainable pipelines of elite players and staying ahead in an increasingly competitive talent market.





## **Fashion Forward:**

### **The Fusion of Football and Style**

This panel will explore the dynamic intersection between football and fashion, examining how the sport's influence extends beyond the pitch into global style trends.

### **Navigating the Future of Broadcasting & Streaming**

How football content consumption is changing and what it means for clubs, leagues, and media rights holders.

The way fans consume football is evolving at an unprecedented pace. With the rise of streaming platforms, direct-to-consumer models, and immersive viewing experiences, the traditional broadcasting landscape is undergoing a revolution.

This session will explore the next frontier of football broadcasting, offering expert insights into how the sport will be watched, monetized, and experienced in the years to come.

How are clubs and leagues adapting to shifting viewer habits? What role will AI, augmented reality, and personalized content play in enhancing fan engagement? And how can broadcasters and streaming platforms maximize revenue while ensuring accessibility for global audiences?

### **Beyond the Pitch: Prioritising Player Care and Wellness in Modern Football**

From managing burnout and injury recovery to supporting mental health, life after football, and financial literacy, player care is now a critical part of club culture and success. With a growing recognition that performance is directly linked to wellness, this discussion will spotlight best practices and future strategies for safeguarding the people at the heart of the game.