

COURSE IN NAVIGATING CONFLICT OF INTEREST IN AGENT REPRESENTATION:

From Regulations to Practice

ONLINE

NAVIGATING CONFLICT OF INTEREST IN AGENT REPRESENTATION: From Regulations to Practice

Start

December 6th, 7th, 13th, 14th and 15th, 2023

Duration

10 hours
(5 X 2-hour sessions)

Language

English and Italian

Online

Price

€ 294.-
(inclusive of VAT)

Special conditions:

Discount for members of partner entities

Enrollment:

Registration open until the start of the course

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ACADEMIC CERTIFICATION:

Certificate for the Course on Navigating Conflict of Interest in Agent Representation: From Regulations to Practice from Johan Cruyff Institute.

INTRODUCTION

This specialised course is tailored for licensed football agents, particularly those by the Italian Football Association (FIGC), offering an in-depth exploration of the regulation of conflict of interest in football. It is designed to enhance your understanding and practical application of the agents regulations, with a special emphasis on effectively managing conflicts of interest including navigating complex scenarios of dual representation.

OBJECTIVES

- 1. Deepen Regulatory Knowledge:** Gain an in-depth understanding of regulations governing the conflict of interest in agent representation.
- 2. Enhance Decision-Making Skills:** Develop advanced decision-making skills crucial for navigating complex relationships with clubs and players through emphasising practical decision-making strategies to manage the conflicts of interest effectively and ethically in real-world scenarios.

By completing this course, you will be able to;

1. Understand regulations concerning the conflict of interest, with a specific focus on dual representation by recognising and interpreting these regulations, applying knowledge to real-world scenarios in football agency.
2. Enhance ability to critically assess and ensure compliance with the regulatory requirements concerning dual representation by applying regulatory knowledge to practical situations.
3. Gain insight into the broader operation and impact of the conflict of interest rules within the football industry.

AIMED AT

Licensed Football agents, particularly those licensed by the Italian Football Association (FIGC) under Italian National System.

ADMISSION PROCEDURE

Please complete the sign up form if you are interested in studying this program. Once we have confirmed payment, our academic department will contact you.

FACULTY EXPERTS

The teachers of the Johan Cruyff Institute are experts from the sports sector and combine research and consultancy with teaching. Through their experience and knowledge, they have developed a broad variety of cases and concepts to work with.

Dr Serhat Yilmaz (Lecturer in Sports Law, Loughborough University, UK)

Dr. Yilmaz is one of the leading academics in sports agent education. He developed and run Professional Certificate Programme for Sports Agents, a kitemark, specialist executive education for agents. As the founder of Sports Agents Hub, he created a pivotal online platform for the ongoing training and development of sports agents. He also designed and developed the training course on the FIFA football agent examination. His work has not only advanced the educational standards for sports agents but also enhanced their professional capabilities in the complex sports industry.

Dr Giambattista Rossi (Lecturer in Management, Birkbeck College, UK)

Dr. Rossi specialises in sport labour markets, with a keen focus on the economics and management of professional sports. His academic journey includes an undergraduate degree in economics from Università Cattolica del Sacro Cuore, Milan, and an MSc in Sport Studies from the University of Stirling, Scotland, culminating in a PhD from Birkbeck College. Dr. Rossi's expertise extends to the study of sport agents, third-party ownership in football, and athletes' remuneration, making him a leading figure in understanding the dynamics of football players' transfer market. Awarded the Joao Havelange Research Scholarship, his work provides invaluable insights into the activity of football agents in Europe's top leagues.

PROGRAM

The course consists of 5 X 2 hours sessions.

SCHEDULE OF SESSIONS

1 6TH DECEMBER — 18:00 - 20:00 CET

CONCEPTUAL UNDERSTANDING OF THE CONFLICT OF INTEREST

Legal concept of conflict of interest, conflict of interest in agent representation, representation contracts in the case of conflict of interest.

Tutors: Dr Serhat Yilmaz and Dr Giambattista Rossi

2 7TH DECEMBER — 18:00 - 20:00 CET

THE CONFLICT OF INTEREST UNDER THE NEW FIFA FOOTBALL AGENT REGULATIONS

Regulation of conflict of interest, regulatory restrictions, the service fee for dual representation, compliance with reporting obligations.

Tutor: Dr Serhat Yilmaz

3 13TH DECEMBER — 18:00 - 20:00 CET

CASE STUDY: CONDUCTING DUAL REPRESENTATION IN PRACTICE

Practical workshop on conducting dual representation.

Tutor: Dr Serhat Yilmaz

4 14TH DECEMBER — 18:00 - 20:00 CET

LABOUR MARKET ANALYSIS IN FOOTBALL AND DUAL REPRESENTATION

Market dimension of dual representation, financial structure of dual representation.

Tutors: Dr Giambattista Rossi and Dr Serhat Yilmaz

5 15TH DECEMBER — 18:00 - 20:00 CET

DISPUTE RESOLUTION IN THE CASE OF DUAL REPRESENTATION

Resolution of disputes involving conflict of interest situations..

Tutor: Dr Serhat Yilmaz

The program may be subject to change.

The institution reserves the right to cancel the edition of the program if it does not meet the minimum number of students.



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MORE INFORMATION

Johan Cruyff Institute is a member of the North American Society for Sport Management (NASSM), the European Association for Sport Management (EASM), the Catalan Sports Cluster (INDESCAT) and the initiative for higher education institutions, supported by the United Nations (PRME).

PRME Principles for Responsible
Management Education



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