

LOS ANGELES SESSION AGENDA

14 - 23 June 2025







14 Day 1

SATURDAY

Los Angeles

15 Day 2

SUNDAY Los Angeles

16 Day 3

MONDAY

Los Angeles

17 Day 4

TUESDAY

Los Angeles

18 Day 5

Club Management

WEDNESDAY

Los Angeles

ARRIVAL DAY



Opening FCWC game viewing

FIFA Club World Cup game * PSG v

Atlético de Madrid



Club Management sessions



Club Management sessions



sessions



Club Management session



Welcome dinner

FIFA Club World Cup game

Monterrey v FC Inter Milan



19 Day 6

THURSDAY

Los Angeles

20

Day 7

Club visit

LAFC

FRIDAY

Los Angeles

21 Day 8

SATURDAY

Los Angeles

FREE TIME

22

Day 9

SUNDAY

Los Angeles

23

Day 10

MONDAY Los Angeles

Club visit

LA Galaxy

FIFA Club World Cup game

PSG v Botafogo



NBA franchise visit

LA Lakers



LAKERS

FIFA Club World Cup game

CA River Plate v Monterrey



Mastermind session



FIFA Club World Cup game Atlético de Madrid v Botafogo



DEPARTURE DAY

^{*}FIFA cannot guarantee that participants will receive tickets for this game as part of this session.

SATURDAY

Day 1 | Los Angeles



ARRIVAL DAY



SUNDAY

Day 2 | Los Angeles





FIFA Club World Cup game*

PSG v Atlético de Madrid

Rose Bowl Stadium







18:00 - 19:00

SESSION

Atlético de Madrid formula: our journey from 2005 to 2025



Miguel Ángel Gil CEO, Atlético de Madrid

20:00 - 22:00

NETWORKING ACTIVITY



Welcome dinner

Casa Madera



16:30 - 19:00 OPTIONAL ACTIVITY



Opening FIFA Club World Cup game viewing

Al Ahly v Inter Miami

Andaz West Hollywood Hotel





MONDAY

Day 3 | Los Angeles

10:00 - 11:00 **OPENING**

Introduction from FIFA



Ornella Desirée Bellia

Director of Professional Football Relations & Development, FIFA

Welcome address from the U.S. Soccer Federation



JT Batson

CEO and Secretary General, U.S. Soccer Federation

11:00 - 12:00 **SESSION**

Club management best practices at Excelsior Rotterdam



Daan Bovenberg CEO, Excelsior Rotterdam

12:00 - 12:30

12:30 - 13:30

SESSION

Inter Milan's business and sporting model



Giuseppe Marotta CEO, Inter Milan

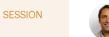


Piero Ausilio Sporting Director, Inter Milan

13:30 - 15:00

15:00 - 16:00

From the pitch to the community: football's power to drive social impact



Morad Fareed

Entrepreneur and Former Professional Player



Rachael Holt Consultant, FIFA Foundation USA

16:00 - 16:30

16:30 - 17:15 **SESSION**

Sports entertainment and sports AI



Founder, Shake and Bake Productions

TUESDAY

Day 4 | Los Angeles

10:30 - 11:00

SESSION



Maarten Paes

11:00 - 11:30

11:30 - 12:30

SESSION



Thairo Arruda CEO, SAF Botafogo

12:30 - 14:00

14:00 - 15:00 **SESSION**

From Liverpool FC to the U.S.: a perspective on club ownership and leadership

From rebuilding to glory: Botafogo's path to their first ever Copa Libertadores



Peter Moore

Former CEO, Liverpool FC and Founding Owner, Santa Barbara Sky FC

From the pitch to the boardroom: club management insights from a player

18:00 - 20:00 FOOTBALL GAME



FIFA Club World Cup game

Monterrey v FC Inter Milan

Rose Bowl Stadium







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WEDNESDAY

Day 5 | Los Angeles

10:30 - 10:45

SESSION

Brief overview of the European Club Association



Alban Pré
Head of Executive Office, European Club Association (ECA)

10:45 - 11:30 SESSION Paris Saint-Germain's business and sporting model



Victoriano Melero CEO, Paris Saint-Germain

11:30 - 12:00

OO COFFEE BREAL

12:00 - 13:00 SESSION Driving LAFC's growth: financial strategy, global expansion, and operational excellence



Stacy JohnsCBO, LAFC
President, Grasshopper Club Zurich

13:00 - 14:30

14:30 LUNC

14:30 - 15:00 SESSION The inner game: the secret ingredients to success



Francesco Bellomo Executive Coach

15:00 - 15:45

River Plate's sporting and business model



Ignacio Villarroel Vice President, River Plate

15:45 - 16:00

COFFEE BREAL

16:00 - 16:30 SESSION The football revolution in the Pacific



Frank Castillo General Secretary, OFC

16:30 - 17:00

CLOSING

 ${\bf Takeaways\,from\,the\,session\,and\,conclusion}$



Ornella Desirée Bellia Director of Professional Football Relations & Development, FIFA 19

THURSDAY

Day 6 | Los Angeles

11:00 - 13:00 CLUB VISIT



Los Angeles Galaxy visit

Dignity Health Sports Park
Club Management Talks





13:30 - 15:30

LUNCH

18:00 – 20:00FOOTBALL GAME



FIFA Club World Cup game

PSG v Botafogo Rose Bowl Stadium







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FRIDAY

Day 7 | Los Angeles

11:00 - 13:00 CLUB VISIT



LAFC visit

BMO StadiumClub Management Talks





13:30 - 15:00

LUNCH

15:30 - 17:30

CLUB VISIT



LA Lakers visit

Training Facilities

Club Management Talks. NBA session





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SATURDAY

Day 8 | Los Angeles

FREE TIME

18:00 – 20:00FOOTBALL GAME









22

10:00 - 18:00

ACTIVITY FOR A

GROUP OF

PARTICIPANTS

SUNDAY

Day 9 | Los Angeles



Mastermind session*

The inner game - The secret ingredients to greatness

The Inner Game Mastermind is the first global gathering of elite sports executives and athletes from football to the NBA and NFL committed to exploring what truly drives sustainable success. Beyond tactics and talent, this immersive experience dives into the human aspects of leadership, performance, and impact. In a world where pressure is constant and burnout is rising, success must be redefined. This is a space for leaders who want to build legacy, not just trophies. It's about human-first performance and leadership that uplifts everyone and create a positive impact in society.





Colin Ellis Executive Coach and Author



Francesco Bellomo Executive Coach



Michael Urban
Director of Mental Performance,
LA Clippers (NBA)



Kim Hollingdale
Athlete Mental Health and Mental
Performance Consultant, Los Angeles
Sparks (WNBA)



Vicki Tomlinson

Mental Performance Coach,
I AFC



Morad Fareed
Entrepreneur in the Health Sector and Former Professional Player



Mina Ciric Mental Coach



Alicia Pérez-Hervada
PhD in Neurolinguistic Programming
and Mindfulness-Based Stress Relief,
Lecturer and Writer

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MONDAY

Day 10 | Los Angeles

12:00 – 14:00 FOOTBALL GAME





Rose Bowl Stadium









DEPARTURE



Los Angeles, USA



