

## Exclusive Behind-the-Scenes Access

### Unique Insights from Spain's 3rd-5th Leagues and top U19 teams

Join an 8-day journey into the heart of Spanish football.

This experience is designed for **ambitious coaches** from Swedish Division 1 and 2 and top division coaches of U19 and U17 teams.

We are not selling a methodology or a way to work. We are opening the doors for you to see how different clubs, at your level, train and work.

You will get ideas, and insights and speak with colleagues and coaches. Then you apply it.

**It is a full football trip. Expect intensity.**

#### Highlights

- Exclusive access to three clubs during their week microcycle
- Education from top Spanish experts in three tailored-for-you masterclasses
- Attend training sessions from top academies
- Watch games from the teams we will follow and top U19 games + La Liga game

#### What You Get

- **Direct connection with Spanish Football Coaches:** Gain insights into the methodologies and training strategy. Ask questions and watch first-hand how they train and how they make decisions on the spot.
- **Expand Your Coaching Toolkit:** Acquire new strategies and ideas to implement in your club, improving your team's performance and competitiveness.
- **Build Valuable Networks:** Connect with like-minded coaches and football experts in an environment fostering knowledge exchange and camaraderie.
- **Receive Elite Education:** Benefit from monographic sessions led by top Spanish educators, covering cutting-edge topics and most importantly, applicable topics in football coaching and management.

## Club Immersion

We will follow three clubs during their week microcycle (1-week training plan)\*

**Training Ground Access:** You'll stand right next to the field during at least two training sessions during the week, observing their decision-making process in real-time. This is your chance to see firsthand why certain drills are chosen and how tactics are communicated to the players.

**Direct Conversations with the Coach:** Engage in in-depth conversations with the head coach and their team. These discussions are invaluable, offering insights into the strategic planning for the week, the nuances of preparing for the upcoming opponent, and the tactical adjustments tailored for the game.

**Different approaches to the microcycle:** By following 3 different clubs during the week, we will see the different approaches in the workload during the different sessions, methodologies, and strategies to get different ideas and approaches that you can apply right the week after the trip

**Expert creating the group dynamic:** Comment from the sideline what you think and what you see. Be challenged by one of our experts who will travel with you to the training fields and ask the group questions about the session and go deep into the details.



**Match Day Experience:** After a week of detailed preparation, you'll attend the club's match, witnessing the execution of the strategies you discussed. Following the game, a debrief session with the coach will allow you to analyze the match's outcomes, offering a comprehensive view of how the week's work translates into match-day performance.



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### Theoretical Education

#### Expert-Led Monographic Sessions

Embark on a learning journey with sessions on:

- Implementing your game model into daily training using experience design
- Position-specific roles. How to design an individual project for every position and player
- Plus, an additional session tailored to the latest trends and interests in football coaching (Early birds will get the chance to vote to decide what the last topic will be)

#### Speakers:

##### Juan Luis Martinez - UEFA-Pro

Methodology Director for Real Madrid (2015-2017)  
Methodology Director for RCD Espanyol (1999-2007)  
First team coaching staff RCD Espanyol (2007-2010)  
Methodology Director for Dynamo Moscow (2010-2015)



## Gerard Font - UEFA- Pro

Teacher for UEFA Pro, A & B

at Catalan Football Federation courses (2011-now)

Methodology and Studies Director at SmartFootball (2015-now)



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## Professional Academy Visits

Experience exclusive behind-the-scenes access to renowned clubs. Engage in:

- Observing live training sessions from other teams
- Interactive discussions with first-team coaches
- Insights into session planning and problem-solving of different clubs





## Live Match Experiences

Feel the thrill of Spanish football firsthand by attending:

- Top U19 and U16 matches
- 1era, 2a, and 3a RFEF league matches (from the teams we followed)
- La Liga match, experiencing the pinnacle of Spanish football



## Cultural and Networking Opportunities

- **Networking Dinners:** Enjoy evenings filled with engaging conversations and a taste of Spanish cuisine, fostering connections that extend beyond the pitch.
- **Shared Experiences:** Stay in twin rooms at a 4-star hotel in Salou, promoting camaraderie and open-minded discussions. (Possibility of a single room for extra price)
- **Cultural Immersion:** Dive into the essence of Spanish football with a La Liga match, division 3 to 5 matches, and U19 top division matches. Feel the Spanish football atmosphere.



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## Accommodations and Logistics

Relax in the comfort of a 4-star hotel in Salou, where double room accommodations and all meals are included.

All local transportation is arranged through private buses, ensuring a seamless experience as you travel to training sessions, matches, and cultural activities.





## Pricing and Registration

- **Price: 2550€ per coach.**

Includes:

- Accommodation in a double room at a 4-star hotel
- All meals at the hotel including one Spanish dinner at a Restaurant
- Local transport by bus to all events and airport

Flights not included

- **Early Bird Incentive:** Participate in selecting the topic for the undecided monographic session.
- **Secure Your Spot:** Register with a 1000€ deposit, with the remaining balance due October 1st 2024

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## Register Now to Secure Your Spot

For more information or to register, contact us with your details.

Space is limited, ensuring a personalized and impactful experience for every participant.

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DECEMBER 2024							
MONDAY 2	TUESDAY 3	WEDNESDAY 4	THURSDAY 5	FRIDAY 6	SATURDAY 7	SUNDAY 8	MONDAY 9
 ARRIVAL & CHECK IN	 PRO - TEAM VISIT DIVISION 3-5	 MONOGRAPHIC / LECTURE / WORKSHOP	 PRO - TEAM VISIT DIVISION 3-5	 PRO - TEAM VISIT DIVISION 3-5	 U19 PROFESSIONAL GAMES	 DIVISION 3-5 GAMES	 CHECK OUT & DEPARTURE
 MONOGRAPHIC / LECTURE / WORKSHOP	 PRO ACADEMY VISIT TOP DIVISION	 MONOGRAPHIC / LECTURE / WORKSHOP	 PRO - TEAM VISIT DIVISION 3-5	 PRO - TEAM VISIT DIVISION 3-5	 LA LIGA GAME	 DIVISION 3-5 GAMES	
	 SPANISH DINNER						

★★

Disclaimers:

*\* In this competitive landscape, it is hard to plan which specific teams we will follow during the week.*

*As you well know, if a team has a series of bad results they will not be happy to have 15 Swedish coaches looking at their training, that's why we need to be flexible and adapt to the situation.*

*We have direct contact with clubs from divisions 3-5 in Catalonia.*

*We will also attend and talk to coaches of top teams U19 and U16 in the region.*

*\*\* Please note that the schedule outlined is subject to change based on team availability, match timings, and unforeseen circumstances that are beyond our control.*

*While we will do our best to adhere to the planned program, adjustments may be made to ensure the best possible experience for all participants.*

*We appreciate your understanding and flexibility*

Antonio Guiu

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