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**9th UEFA Conference for
European National Coaches**

20-22 September 2010
Madrid

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**THE FUTURE OF INTERNATIONAL
FOOTBALL**



***Futuristic football is on the menu
(R. Michels)***

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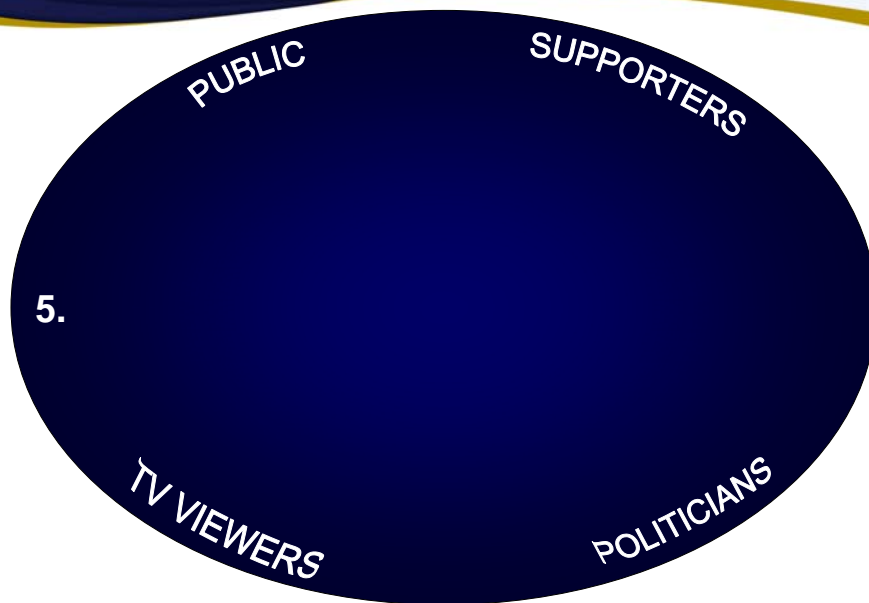
THE NATIONAL COACHES UNIVERSE



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FUTURE FOOTBALL

5. THE FANS

- More Discerning
- More Choice
- More Comfort
- More Quality
- More Excitement
- More Success
- More Safety
- More Information
- More Critical



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FUTURE FOOTBALL

5. THE FANS



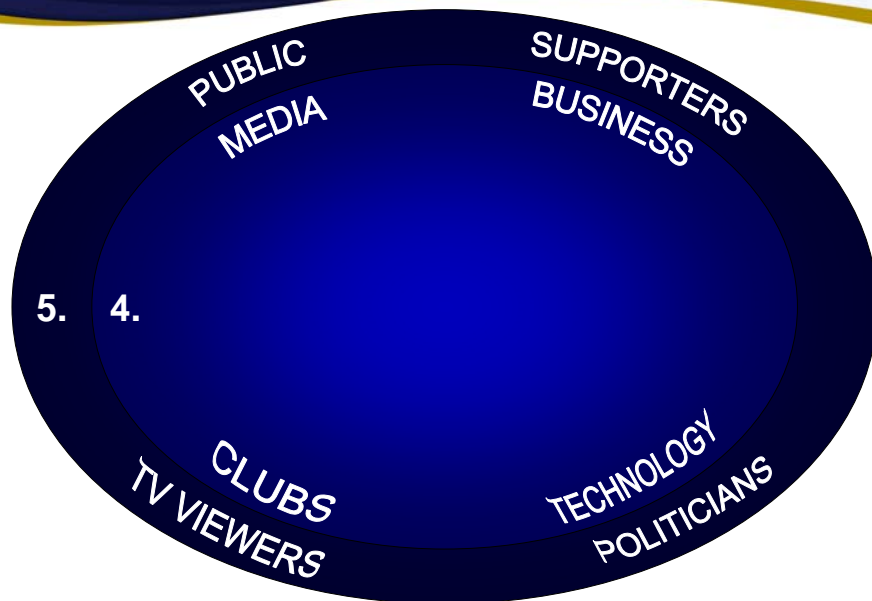
A) Do you agree with this and if so, how will it affect national teams in the future?

B) Is the audience for international matches different? If so, how might that influence the promotion of the game?

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4. CLUBS

- Release of Players
- Influence of Club Coaches
- Insurance
- Player Power
- Agents



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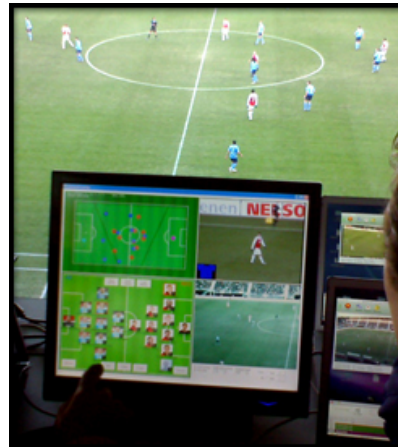


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4. TECHNOLOGY

- Tracking Systems
- Internet
- Computers
- Sat. TV / DVDs
- Artificial Turf / Lighting



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4. MEDIA



- Sound Bytes
- Flash Interviews
- 24 Hour News
- Phone-ins
- Multiple TV Cameras
- Press Demands

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4. BUSINESS

- TV Money
- Sponsorship
- Manufacturers
- Branding



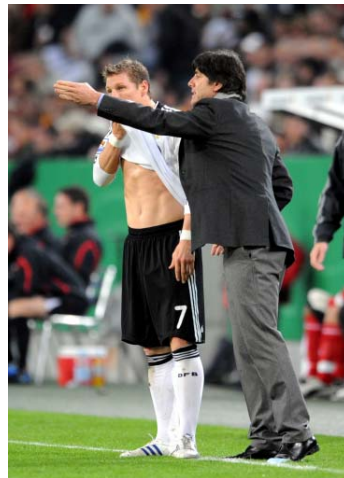
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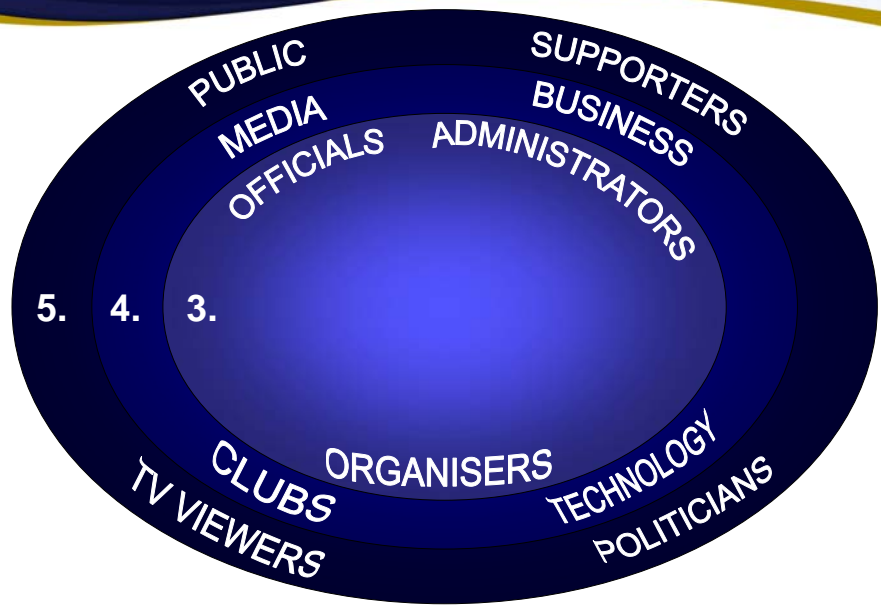
How will the increasing power of the clubs and the developments in new technology, the media & business influence national coaches in the future?



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FUTURE FOOTBALL OFFICIALS



- DECISION MAKERS
- GUARDIANS OF THE GAME

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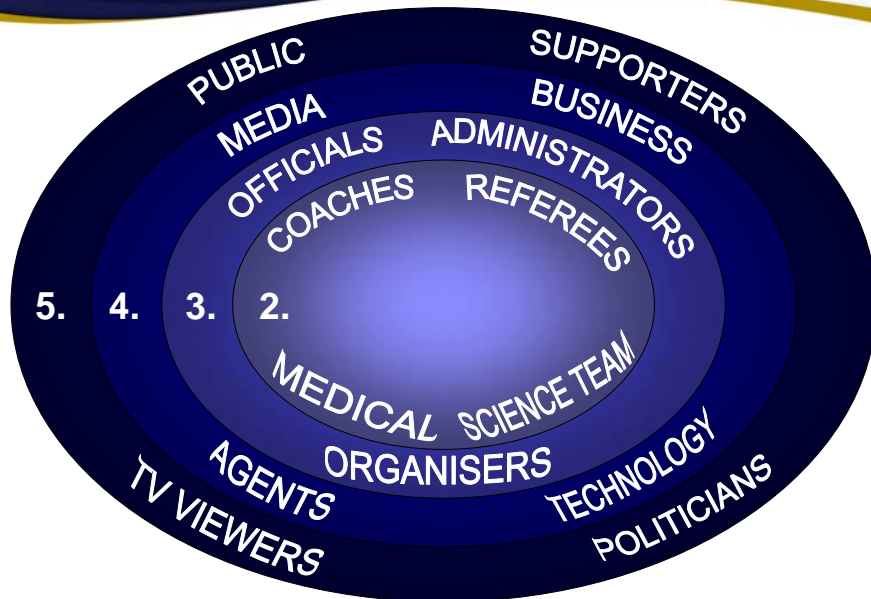


In the future, what can be done to improve the relationship between the officials, the administrators, the organisers (FIFA/UEFA) and the national coaches?

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FUTURE FOOTBALL THE NATIONAL COACH



- COACHING ROLE
- PROFESSIONAL STATUS
- FURTHER DEVELOPMENT
- RELATIONSHIP WITH OTHER COACHES

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FUTURE FOOTBALL THE MEDICAL TEAM



- INJURY PREVENTION
- TREATMENT OF STARS
- SPORTS SCIENCE

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FUTURE FOOTBALL THE REFEREES

- ADDITIONAL REFEREES
- IMPROVED RELATIONSHIP WITH COACHES



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What can be done in the future to help the national coach with his demanding role?

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FUTURE FOOTBALL **THE GAME**



FOOTBALL

- **QUICKER, MORE TECHNICAL/
TACTICAL**
- **GLOBALISATION**

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FUTURE FOOTBALL **THE PLAYERS**

ELITE YOUTHS

- **FOOTBALL ATHLETES/ LIFE SKILLS**
- **INTERNATIONAL PERSPECTIVE**



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FUTURE FOOTBALL THE PLAYERS

PRO PLAYERS

- RICH
- FAMOUS
- HIGH EXPECTATIONS



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What can be done in the future to improve the quality of the game?

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