



Growing participation through Data, Digital and Technology

A 5-webinar series highlighting the WHO, WHAT and HOW of the digital world to Grow football participation. Featuring case studies from several NAs.

Tuesday, 29.09.2020 Introduction

Episode 1 will provide an overview of the webinar series and a tool to help identify which of the following webinars are applicable and valuable to your country's specific situation and needs.

Thursday, 08.10.2020 Focus on: **Club Players**

Episode 2 will focus on club players, offering best practices and recommendations for how to improve data quality, get more players registered, and use digital initiatives to build relationships with more players. You will learn about the value to NA both in growing participation and the potential to grow commercial revenue.

Tuesday, 13.10.2020 Focus on: **Non-Club Players**

Episode 3 will focus on current players who do not play in traditional clubs, for example those who play in commercial leagues. The episode will use case studies from NAs who have successfully grown participation in this area, and will help you understand the potential opportunity for your NA.

Wednesday, 21.10.2020 **Don't Play Football- Connected to Players**

Episode 4 will discuss another important group in the football family – those who don't currently football play but have a connection to amateur players. This might be friends or family of club and non-club players. This episode will show how NAs have worked successfully to engage these people, to increase the participation of those around them and even get them into playing themselves.

Tuesday, 27.10.2020 **Don't Play Football – (latent) Interest in Playing Football**

Episode 5 will talk about another big group of potential players – those who don't currently play but might like to do so. In this session we will discuss the potential offers for introducing new players to the game and getting former players back into playing. This episode will also contain a recap and summary of the whole series.

All webinars kick-off at 11am CET.

Registration

Please use [this link](#) to sign up and receive the invitation for the first episode and let us know your interest for the upcoming webinars.

Please contact UefaGrow@uefa.ch with any questions.

TRANSLATION POSSIBLE

The webinars will be held on **zoom** as we would like to offer you the opportunity to invite your regions and clubs and to bring your **translator** to the call. Please contact us if this is of your interest so we can explain the process.