

# FOOTBALL AGENT SUMMER SCHOOL 2025



**TRANSFORMING PASSION INTO PROFESSION**

SUNDAY, JUNE 1 - SATURDAY, JUNE 7, 2025

POWERED BY THE FOOTBALL WEEK

# FOREWORD

Dear Aspiring Football Agents,

Welcome to the Sports Agent Academy: Summer School! This program is designed to equip you with the skills, knowledge, and confidence to succeed in the exciting and fast-paced world of football agency. Over the next 7 days, you'll learn from industry experts, engage in practical exercises, and connect with like-minded individuals from around the globe.

Whether you're just starting your journey or looking to refine your skills, this bootcamp is your stepping stone into the football industry. I look forward to seeing you thrive!

Dr Erkut Sogut  
Sports Agent Academy



## Football Agent Summer School

**The Football Agent Summer School is your gateway to turning a passion for football into a rewarding career. In just seven days, participants will gain practical expertise, learn from seasoned industry professionals, and leave with a certificate that highlights their readiness to tackle real-world challenges.**

Throughout the program, you'll engage in live, hands-on sessions that mirror the realities of a football agent's career. From role-playing contract negotiations to developing strategic plans for player recruitment and branding, every session is designed to provide actionable insights and experience. Participants will have the unique opportunity to learn directly from leaders in the industry, alongside legal experts specializing in FIFA regulations, marketing professionals, and club representatives offering insider knowledge of transfer processes.

Beyond skill-building, the Football Agent Summer School is a place to form meaningful connections. Networking with fellow participants and established professionals opens doors to a world of possibilities, laying the foundation for lasting professional relationships. To cap off the experience, participants will receive a certificate of completion during the program's graduation ceremony—a credential that demonstrates your commitment and capabilities in football management.

With a 100% online format, the program is accessible from anywhere, allowing you to participate from the comfort of your own home or on the move. It's more than just a course—it's a launching pad for those ready to embrace the business side of football and pursue their ambitions with confidence. Join the Football Agent Summer School and take the first step toward an exciting and impactful career in football.



### Who

Football Agents, Aspiring Football Agents, Football Parents, Students



### Starting in

June 2025



### How long

One Week



### Where

Online  
(fully virtual)



### Price

**General Admission:**  
\$1249

**Students:**  
\$995



### Academic certification

Certificate of completion awarded by the Sports Agent Academy



### Language

English



## Learning Resources

- Downloadable guides and templates (e.g., contract negotiation tips, scouting checklists).
- Access to a private alumni network after the bootcamp.
- Bonus: A resource list of tools and platforms for football agents.

## Programme overview

### DAY 1: ICE BREAKERS AND INTRODUCTION

#### Sunday, 1 June 2025 – Online

17:00 - 19:00 CET: Welcome Meeting and Ice Breakers

- Introduction to the program and participants
- Ice-breaking activities to foster a collaborative environment

### DAY 2: INTRODUCTION TO FOOTBALL AGENCY AND INDUSTRY OVERVIEW

#### Monday, 2 June 2025 – Online

17:00 - 18:30 CET: Introduction to the Football Industry

- Overview of the football ecosystem
- Key stakeholders and their roles

18:30 - 19:00 CET: Break

19:00 - 20:00 CET: The Role of a Football Agent

- Responsibilities and daily tasks
- Essential skills and knowledge areas

21:00 - 22:30 CET: Player Recruitment and Scouting

- Identifying talent
- Building a scouting network

22:30 - 23:00 CET: Break

23:00 - 00:00 CET: Legal and Regulatory Framework

- FIFA agent regulations
- Contract law basics

### DAY 3: BUILDING YOUR CLIENT BASE AND NETWORKING

#### Tuesday, 3 June 2025 – Online

17:00 - 18:30 CET: Client Acquisition Strategies

- Approaching potential clients
- Building trust and credibility

18:30 - 19:00 CET: Break

19:00 - 20:00 CET: Effective Networking

- Leveraging social media and online platforms
- Building industry connections

21:00 - 22:30 CET: Transitioning Players

- Managing career transitions (transfers, loans)
- Working with clubs and other agents

22:30 - 23:00 CET: Break

23:00 - 00:00 CET: Guest Session

## Programme overview

### DAY 4: MARKETING & BRANDING

**Wednesday, 4 June 2025 – Online**

17:00 - 18:30 CET: Personal Branding for Agents

- Building your professional brand
- Effective communication strategies

18:30 - 19:00 CET: Break

19:00 - 20:00 CET: Marketing Players

- Building the player's brand
- Media and public relations

21:00 - 22:30 CET: Digital Marketing Strategies

- Social media management
- Content creation and engagement

22:30 - 23:00 CET: Break

23:00 - 00:00 CET: Guest Session

### DAY 5: THE TRANSFER WINDOW

**Thursday, 5 June 2025 – Online**

17:00 - 18:30 CET: Understanding the transfer market

- Revenue streams and financial planning
- Budgeting and accounting basics

18:30 - 19:00 CET: Break

19:00 - 20:00 CET: Contract Negotiation

- Effective negotiation techniques
- Understanding contract clauses

21:00 - 22:30 CET: Legal Considerations

- Key legal aspects every agent must know
- Guest session with a legal expert

22:30 - 23:00 CET: Break

23:00 - 00:00 CET: Guest Session

### DAY 6: PRACTICAL APPLICATIONS & CASE STUDIES

**Friday, 6 June 2025 – Online**

17:00 - 18:30 CET: Real-World Scenarios

- Role-playing exercises
- Practical applications of learned skills

18:30 - 19:00 CET: Break

19:00 - 20:00 CET: Case Studies

- Analysis of successful football agent negotiations and deals
- Lessons learned from real cases

21:00 - 22:30 CET: Developing a Winning Strategy

- Putting it all together: Strategy development workshop
- Creating actionable plans for signing first clients

22:30 - 23:00 CET: Break

23:00 - 00:00 CET: Guest Session



## Programme overview

### DAY 7: GRADUATION DAY

Saturday, 7 June 2025 – Online

17:00 - 18:00 CET: Reflection and Feedback

18:00 - 19:00 CET: Certificate Ceremony

From 19:00 CET: Wrap-Up and Networking

## Register Now

<https://thefootballweek.org/course/football-agent-summer-school-2025/#>

## Resources



## Testimonials



// At first, the thought of representing my children was daunting and I had no idea where to start, however, this programme was hugely beneficial for me. Dr Erkut Sogut not only provided me with valuable insights and introduce me to many high-level professionals within the industry, but he also helped build my confidence to represent my children. //

■ Faheem Hamid, Father of two Cat 2 Academy Players, United Kingdom



// The Masterclass provided me with the perfect foundation to become a Football Agent, it gives you all the tools that you need to take the next steps in your career. The course also encouraged me to meet lots of great contacts and provided me with access to lots of likeminded students through the course alumni group pages. //

■ Jamie Khan, Head of Commercial Partnerships & Endorsements, SportsWorld



// Football networking opportunities in India can be limited. Through this programme I was able to work on deals with other students from around the world. At the same time, Dr Erkut Sogut introduced me to club owners, coaches, players, lawyers, and established agents, that I otherwise would not have been able to connect with. I have now built an excellent network within the football industry. //

■ Ali Sharabali, Chief Executive Officer, Triton Esporte

A group of graduates in dark gowns are celebrating, holding up their black mortarboard caps and white diplomas against a bright, slightly cloudy sky. The scene is captured from a low angle, looking up at the graduates.

*Learn. Network. Succeed.*

**TAKE THE FIRST STEP TOWARD  
YOUR DREAM CAREER**

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100% ONLINE