

LaLiga Week Nigeria



Day 1

Morning

- LaLiga lecture I *Introduction*
- Coffe Break
- LaLiga lecture II *Economic control*
- LaLiga lecture III
Compliance/ Legal Department
- Lunch

Afternoon & Evening

- Visit
- Football Club A.D. Alcorcón (LaLiga Club)
- Football Club Getafe CF (LaLiga Club)
- Free time in Madrid

Day 3

Morning

- LaLiga lecture IV
Sports Projects/ Competitions
- Coffe Break
- LaLiga lecture V
The Brand management
- Lunch

Afternoon & Evening

- Visit
- Football Club Rayo Vallecano de Madrid (LaLiga Club)
- Free time in Madrid

Day 5

Morning

- LaLiga lecture VI *Digital Strategy*
- Coffe Break
- LaLiga lecture VII *Sports Industry at Nigeria*
- Lunch

Afternoon & Evening

- Visit
- Football Club Atlético de Madrid (LaLiga Club)
- Free time in Madrid

Day 2

Morning

- Visit
- Madrid Tennis Federation
(Youth Tennis)
- Ciudad de la Raqueta *(one of the largest tennis and padel facilities in Europe)*
- Lunch

Afternoon & Evening

- Visit
- Caja Mágica *(Mutua Madrid Open Tournament)*
- Free time in Madrid

Day 4

Morning

- Visit
- High Performance Centre Madrid
(Olympic facility)
- Wizink Center & ACB *(Spanish Basketball League Lecture)*
- Lunch

Afternoon & Evening

- Visit
- GSIC - Global Sports Innovation Center
(Microsoft)
- Free time in Madrid

Day 6

Morning

- Tour
Bernabéu Stadium

Afternoon & Evening

- Sports Event Attendance



Data Sheet

Date:

From 19 April to 25 April 2022

Mode:

On-site

Accommodation:

Hotel Ilunion Atrium Madrid

Price:

- 4,000 USD for Lagos Business School Students

- 4,500 USD for Non Lagos Business School Students

This price includes:

- Hotel (4 star good quality hotel) in double room + breakfast included
- Group coordinator
- Lunch
- Coffee break
- Daily bus to transportation in Madrid
- Bus transfers to airport
- Santiago Bernabéu Stadium tour ticket
- Wanda Metropolitano Stadium tour ticket
- LaLiga match ticket
- Lecturers fees
- LaLiga Business School professional to coordinate everything

The price doesn't include:
Flight tickets, VISA fee and dinners (it is free time in Madrid)

Location:

LaLiga's Headquarters
Calle Torrelaguna 60
28043 Madrid

Vacancies:




Maximum 30

In collaboration with:





Target Group and Student Profile

-  Experienced professionals from the world of Sport Business who wish to complete, promote and redirect their professional skills and sports career.
-  Students graduating in areas related to Sports.
-  People who wish to begin their professional career in the field of football.



Madrid

Madrid, the capital of Spain, hosts the main institutions of the country as well as the official residence of the Spanish Kings and the Head of the Spanish Government.

Inhabiting more than 6.5 million citizens, Madrid is the most populated city of Spain and the fourth richest city of Europe.

Thanks to its International Airport, Madrid is well connected to the main cities of Spain as well as to other European capitals.

A hub of considerable cultural diversity, it offers a rich variety of internationally acclaimed museums including: Museo del Prado, Museo Nacional Centro de Arte Thyssen-Bornemisza.

Madrid is home to the most important sporting facilities of Spain, which include: the Spanish Olympic Committee, the Superior Sport Council and LaLiga.

Within the Spanish Soccer League, the Community of Madrid holds a total of 7 Teams; Real Madrid C.F., Club Atlético de Madrid, Rayo Vallecano de Madrid, Getafe C.F., A.D. Alcorcón, C.D. Leganés, C.F. Fuenlabrada.



Visits to LaLiga Football Clubs

- > Club Atlético de Madrid
- > Getafe C.F.
- > Rayo Vallecano de Madrid
- > A.D. Alcorcón
- > Real Madrid C.F.
- > C.D. Leganés
- > C.F. Fuenlabrada

Speakers

- > LaLiga's employees
- > Sports industry professionals



CONTACT

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