SPORTS XPERIENCES

THE SPANISH GAME

INTERNATIONAL FOOTBALL COACHING CONGRESS

THE SPANISH VISION OF FOOTBALL, FROM THEORY TO THE PITCH



ISTANBUL • ABU DHABI • MUSCAT • DAMASCUS

WHAT IS THE SPANISH GAME?

THE SPANISH GAME is an international training congress for football coaches. Spanish football professionals from different backgrounds share their experience, coaching methods and understanding of the game with coaches in the host country.



MORNING SESSIONS

The sessions take place in the morning. Through the talks, participants learn how Spanish coaches approach their work and can exchange ideas and questions with them. The aim is for each coach to find useful knowledge to apply at their own club or academy.



AFTERNOON: OPTIONAL SPORTS CAMPUS

The local partner can choose a format with an afternoon sports campus. In that case, participating coaches can observe on the pitch how the topics covered during the morning sessions are applied in practice.

WITHOUT THE CAMPUS

If the edition does not include the campus, there will be no practical sessions on the pitch. During the talks, we will aim to use videos to help illustrate the topics covered.

WHO IS IT FOR?

Football coaches, sporting directors, academy coordinators and other professionals involved in player development at clubs and academies.

THE SPANISH VISION OF FOOTBALL, SHARED WITH THOSE WHO TEACH IT EVERY DAY.

SPANISH FOOTBALL: A BENCHMARK

42 INTERNATIONAL TITLES

25 SEPTEMBER 2006 – 25 SEPTEMBER 2026

SPAIN MEN'S NATIONAL TEAM

2 WORLD CUPS
2010 · 2026

3 EUROPEAN CHAMPIONSHIPS
2008 · 2012 · 2024

SPAIN WOMEN'S NATIONAL TEAM

1 WORLD CUP
2023

2 UEFA WOMEN'S NATIONS LEAGUE TITLES
2024 · 2025

SPANISH CLUBS IN EUROPE

REAL MADRID CF	6	Champions League
FC BARCELONA	3	Champions League
ATLÉTICO DE MADRID	3	Europa League
SEVILLA FC	6	UEFA Cup / Europa League
VILLARREAL CF	1	Europa League

11 UEFA SUPER CUPS
Real Madrid 5 · FC Barcelona 3 · Atlético de Madrid 3

4 WOMEN'S CHAMPIONS LEAGUE TITLES
FC Barcelona Women: 2021 · 2023 · 2024 · 2026

THE SPANISH GAME was created to share Spanish football professionals' coaching methods, experience and ways of working with local coaches.

Sources: FIFA and UEFA.

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SAMPLE DAILY SCHEDULE

Coaches' congress and players' training camp

MORNING · COACHES' CONGRESS

09:00	Congress opens
09:15	First presentation
10:30	Second presentation
11:45	Break
12:15	Third presentation
13:30	Fourth presentation
14:45	Congress ends

AFTERNOON · PLAYERS' TRAINING CAMP OPTIONAL

17:00	Camp begins
17:15–18:30	First training session
18:30–19:00	Break
19:00–20:15	Second training session
20:15	Camp ends

The afternoon camp takes place only if the local partner chooses this option.



OUR SPEAKERS / 01

CARLOS ORTIZ

FORMER CAPTAIN OF SPAIN'S FUTSAL NATIONAL TEAM

Two decades at the top of Spanish futsal bring elite competition, leadership and team culture to The Spanish Game.



215 | SPAIN NATIONAL TEAM CAPS

1 | MOVISTAR INTER FS PROFESSIONAL FUTSAL PLAYER

2 | FC BARCELONA PROFESSIONAL FUTSAL PLAYER

4 | UEFA FUTSAL EURO TITLES

4 | UEFA FUTSAL CHAMPIONS LEAGUE TITLES

8 SPANISH LEAGUE TITLES • 2 WORLD CUP RUNNER-UP FINISHES

NATIONAL B FUTSAL COACHING QUALIFICATION • UEFA MIP 2025

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OUR SPEAKERS / 02

JOSELE GONZÁLEZ

FORMER REAL MADRID C.F. RECRUITMENT COACH

SPORTS DIRECTOR • YOUTH DEVELOPMENT & METHODOLOGY

His experience in talent identification, academy leadership and international development connects Spanish football methodology with practical club work.

2014 – 2017
COACH, RECRUITMENT DEPARTMENT

1	C.D. LEGANÉS	INTERNATIONAL AREA DIRECTOR
2	A.D. ALCORCÓN	METHODOLOGY DIRECTOR
3	C.F. FUENLABRADA	INTERNATIONAL AREA DIRECTOR
4	C.D. GUADALAJARA	SPORTS DIRECTOR

30+ TEAMS • 60 COACHES • 700+ PLAYERS AT C.D. GUADALAJARA

SPORTS DIRECTOR QUALIFICATION • MASTERS IN METHODOLOGY AND SCOUTING

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OUR SPEAKERS / 03

ALBERTO DEL AMO PARRA

FOUNDER & CEO • SPORTS XPERIENCES

Creator of the Torrevieja International Cup, Alberto connects sport, travel and international partnerships to turn a coaching congress into a scalable experience.



TORREVIEJA INTERNATIONAL

25+ YEARS BUILDING SPORTS EXPERIENCES

2009	TORREVIEJA INTERNATIONAL CUP FOUNDED
01	FOUNDER & CEO, SPORTS XPERIENCES
02	INTERNATIONAL EVENT DEVELOPMENT
03	SPORT • TRAVEL • CULTURE

TORREVIEJA INTERNATIONAL CUP • MADRID GIRLS CUP

MEDITERRANEAN WIND LEAGUE • GIPUZKOA VOLLEY CUP





OUR SPEAKERS / 04

NAUZET SANTANA

GENERAL DIRECTOR · TORREVIEJA INTERNATIONAL CUP

As General Director of the Torrevieja International Cup, Nauzet combines leadership of an international youth football event with his experience as a UEFA Pro coach and educator.

TORREVIEJA CUP INTERNATIONAL

GENERAL DIRECTOR
TORREVIEJA INTERNATIONAL CUP

01	UEFA PRO · FOOTBALL COACH
02	ED MORATALAZ · YOUTH COACH & ACADEMY COORDINATOR
03	MORATALAZ FEMENINO CF · CLUB PRESIDENT
04	COACH EDUCATOR · MADRID

DEGREE IN SPORT AND EXERCISE SCIENCE

YOUTH DEVELOPMENT · WOMEN'S FOOTBALL · COACH EDUCATION

WHAT WE NEED TO DELIVER THE SPANISH GAME

The Spanish Game is organized in collaboration with a local partner. Sports Xperiences provides the speakers, content and academic direction of the congress. The local partner handles sales and provides the spaces, services and resources needed in the host city.

01 | COACHES' CONGRESS · CORE PROGRAM

For the morning sessions, scheduled from 9:00 a.m. to 2:45 p.m., we need:

VENUE	An auditorium or conference room sized to the number of registered coaches, with clear sightlines, air conditioning, reception and accreditation area.
AUDIOVISUAL	Large screen, projector or LED display; microphones for four speakers; presentation computer; sound for videos; technical support throughout the session.
INTERPRETATION	Professional interpreting when speakers and attendees do not share a working language. The language, interpretation format and translated materials will be agreed with the local partner.
PARTICIPANTS	Promotion, registrations, attendee support, badges and onsite event staff.
SPANISH TEAM LOGISTICS	Flights, accommodation, local transfers and · meals during the stay, according to the terms set out in the commercial proposal.
FINAL AGREEMENT	Before the event, both parties will agree the final program, attendee profile, working language and materials to be provided to participants.

02 | AFTERNOON SPORTS CAMPUS · OPTIONAL

If the local partner chooses the campus, practical sessions run from 5:00 p.m. to 8:15 p.m. Coaches from the congress can observe on the pitch how the morning's concepts are applied.

PITCH	A football field available for the full session, with changing rooms, drinking water and suitable training conditions.
PLAYERS	Registered participants grouped by age and level, with local staff to coordinate arrival, allocation and departure.
TRAINING EQUIPMENT	Sufficient balls, cones, bibs, goals and any other equipment required for the planned drills.
LOCAL OPERATIONS AND MEDICAL SUPPORT	Parental authorizations, participant coverage and applicable requirements in the host country.
TRANSPORT	Transfers and scheduling between the congress venue and the training pitch.

IN CLOSING — The campus is planned around the congress content so the two sessions form one coherent experience. If it is not selected, the congress still takes place and morning presentations will be supported, where possible, by video and visual examples.

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COMMERCIAL PROPOSAL

Fees per city

COACHES' CONGRESS

€10,000

Morning programme

OPTIONAL AFTERNOON SPORTS CAMPUS

+ €4,000

CONGRESS + CAMPUS

€14,000 per city

The sports campus is optional. If selected, its €4,000 fee is added to the congress fee.

TRAVEL AND STAY FOR FIVE PEOPLE

In addition to the fees above, the local partner must provide travel and stay for four speakers and one accompanying team member.

- 5 business class airline tickets
- Accommodation in a hotel of at least 4 stars for all five people
- All transfers required during the stay
- All meals during the stay
- The fifth team member provides technical and digital marketing support throughout the event.

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POINTS TO CONSIDER

01 DURATION AND STAY

The coaches' congress will run for five days. If the sports campus is selected, it will also take place over those five afternoons. Congress participants must arrive one day before the start and depart one day after the end, so their stay must be planned for seven days in total.

02 CONGRESS REGISTRATION

We do not set a limit on registrations for coaches. The number of participants can be adapted to demand, provided that the venue has the capacity, visibility and facilities needed to welcome them in suitable conditions.

03 SPORTS CAMPUS CAPACITY

If the afternoon option is added, the campus will be limited to between 100 and 110 athletes. Registrations must be organized in advance by age and level to prepare the groups and training sessions.

04 ADVANCE COORDINATION

The local partner and SPORTS XPERIENCES will agree in advance on dates, venues, the expected number of prarticipants and the working language. For the campus, the availability of the pitch, sports equipment and local support staff must also be confirmed.

05 PARTICIPATION OF MINORS

The local partner will coordinate parental authorizations, the necessary information about the athletes and the medical assistance planned for the activity, in accordance with the host country's requirements.

06 CAMPUS CONTINGENCY PLAN

If the sessions are held outdoors, it is advisable to plan what to do if weather conditions prevent normal training. This plan will be agreed before the event starts.

07 REGISTRATION FEES

The local partner will set the price paid by coaches attending the congress and by athletes attending the afternoon campus, if that option is selected. SPORTS XPERIENCES will raise no objection to the prices set by the local partner.