ATLÉTICO DE MADRID

Online Coaches Experience Program

Atlético de Madrid

Founded in 1903, Atlético de Madrid has more than 117 years of history and 37 titles

4th Club in Europa (UEFA Clubs Ranking)

UEFA Champions League
- 16/17: Semifinalist
- 15/16: Finalist
- 13/14: Finalist

Tri-Champion UEFA Super Cup (2010-2012-2018)

Tri-Champion Europa League (2010-2012-2018)

2nd Club in LaLiga (2017-2018-2019)

Atlético de Madrid Academy

1608
PLAYERS

4
SPORTS COMPLEXES

TEAMS

67
MALE

17
FEMALE

RESIDENCE

119
PLAYERS

52
INTERNATIONAL PROJECTS

ATLÉTICO DE MADRID
ACADEMIA

Unique E-learning opportunity

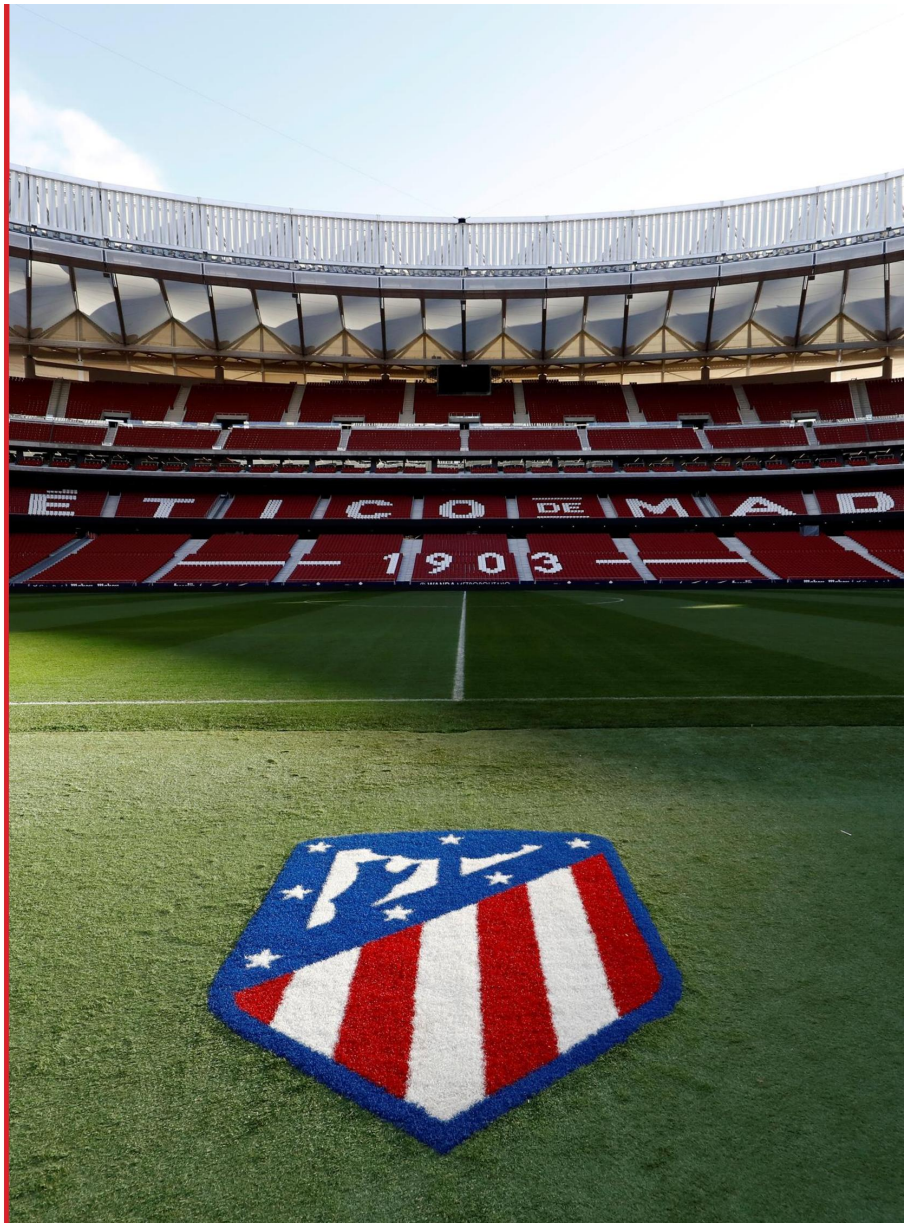
The Atlético de Madrid Academy offers international coaches the possibility to learn online the successful methodology and philosophy of Atlético de Madrid.

Our mission is to make our participants feel like part of the Academy through a set of presentations and analysis of training sessions developed by Atlético de Madrid.

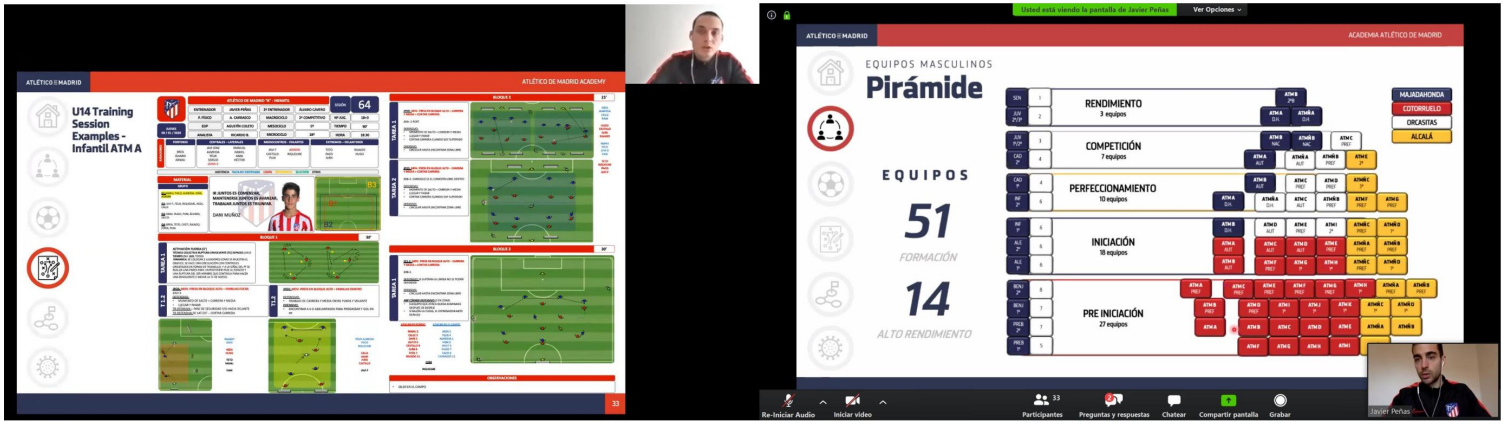
Our participants will receive comprehensive presentations on the concepts of physical, technical, tactical, psychological, and organizational structure.

Share live insights from our experts

- Access to privileged and exclusive content of our Academy model.
- Have the opportunity to learn from the most prepared professionals of the Academy of our club.
- Receive theoretical training through online talks about the different sports areas of the club.
- Observe and analyze training sessions of teams of the Atletico Madrid Academy led by our professionals.
- Participate in discussions with Academy coaches and get answers to all your questions.



e-Learning with Atlético de Madrid



Benefits of Online Coaches Experience

- The privilege of receiving an Official Atletico Madrid Certificate
- Discount at the ATM online store
- Sorteo de mercancía del Atlético de Madrid
- International online networking event
- Limited groups

360º Online Programs

ATLETICO WAY I

For those professionals with the desire to discover and experience the proven success of the Atletico Madrid Academy and thus improve their current knowledge.

- Duration: 6 hours (Pre-determined Calendar)*
- Theoretical sessions
- Video sessions
- Q&A Sessions
- Small groups
- Atlético Certificate
- Discount in the ATM Online Store

*Months of August and July by exclusive request by groups. From September, a system of specific daily calls will be used for each of the programs.

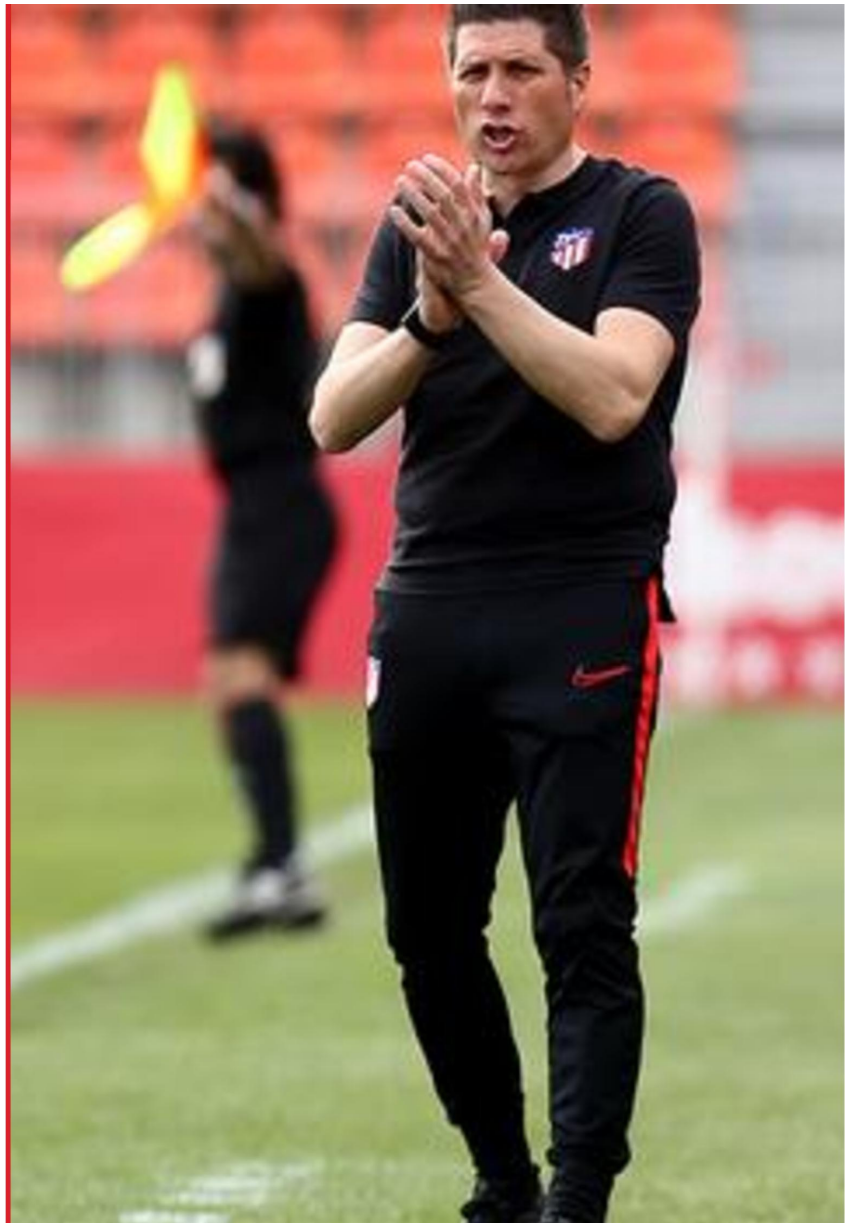
ATLETICO WAY I
Atlético football content

- Methodology
- Physical Preparation
- Goalkeeper Training
- Coaching

ATLETICO WAY II

Immerse yourself in the football content of the Atletico Madrid Academy and become a top rated professional within the industry.

- Duration: 14 hours (Pre-determined)*
- Theoretical sessions
- Video sessions
- Q&A Sessions
- Small groups
- Atlético Certificate
- Discount in the ATM Online Store



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ATLETICO WAY II

Atlético football content

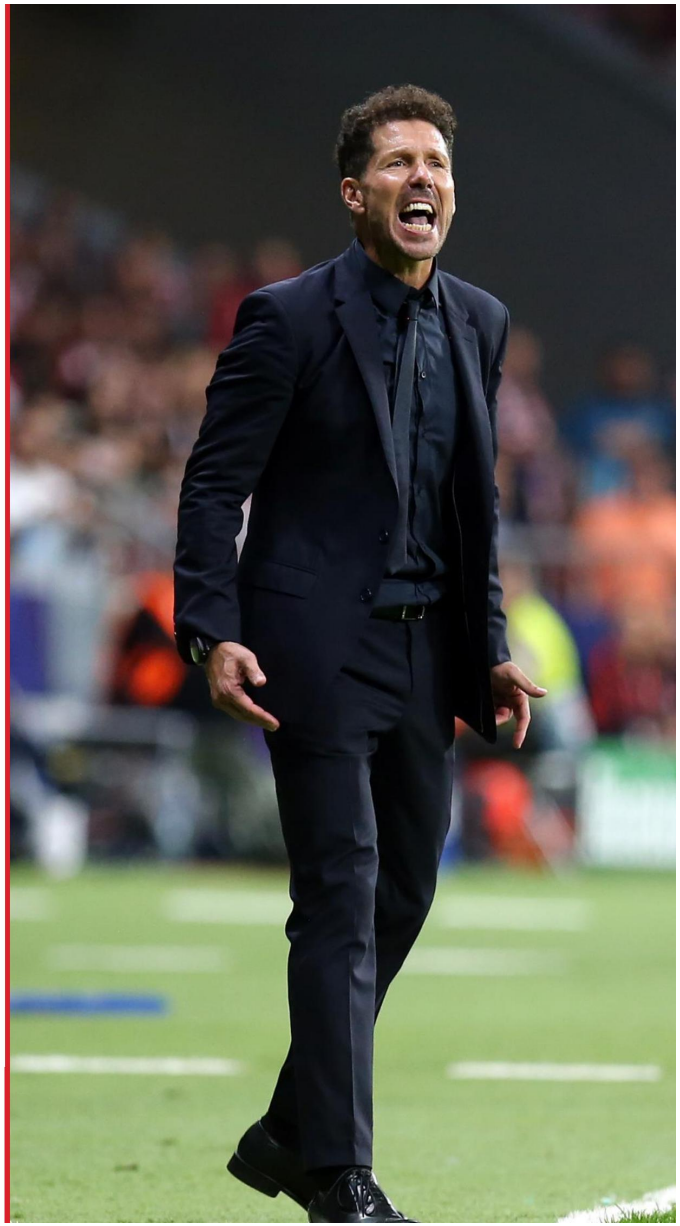
- Methodology
- Physical Preparation

ATLETICO WAY III

The comprehensive program for those coaches who want to have a complete immersion and a 360º vision of Atletico Madrid.

- Duration: 20 hours (Pre-determined Calendar)*
- Theoretical sessions
- Video sessions
- Q&A Sessions
- Small groups
- Atlético Certificate
- Discount in the ATM Online Store & merchandise raffle
- Online Networking Event
- Multiple speakers in specific talks

*Months of August and July by exclusive request by groups. From September, a system of specific daily calls will be used for each of the programs.



ATLETICO WAY III

Atlético football content

- Methodology
- Physical Preparation

OUR SPEAKERS

ANGEL DONATO

- Responsible Stage Juvenil (u-17 to u-19)
- Coach Atletico de Madrid Juvenil u-18
- +10 years of experience at the Academy

IVAN PAZ

- Responsible Stage Infantil (u-13 to u-14)
- Coach Atletico de Madrid Cadete u-15
- +4 years of experience at the Academy

JAVIER PEÑAS

- Coordinator Stage Alevín (u-11 to u-12)
- Coach Atletico de Madrid Infantil u-14
- +10 years of experience at the Academy

*These are some of the speakers who will participate in the programs, their attendance cannot be confirmed as it depends on the content to be given and the schedule and sports agenda of the Academy

Programs & Prices

Details	ATM WAY III	ATM WAY II	ATM WAY I
Duration *	20 hours	14 hours	6 hours
Theoretical Sessions	✓	✓	✓
Video Sessions	✓	✓	✓
Q&A Sessions	✓	✓	✓
Small Groups	✓	✓	✓
Atlético Certificate	✓	✓	✓
Discount in the ATM Online Store	✓	✓	✓
Online Networking Event	✓	-	-
ATM Merchandise raffle**	✓	-	-
Multiple speakers in specific classes	✓	-	-
Price***	449€	279€	149€

*Approximate time of educational sessions.
**Depending on the selected program, the discount and/or merchandise to be circumvented will vary
***The price indicated is per person and all prices include 21% VAT

Alpha Football Academy

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COACHES EXPERIENCES ONLINE PROGRAM