



Collaborative Task III

WOMENS FOOTBALL – Practical Session

Case Scenario 3: Women's Football Standalone/freedom VS Association/Brand

WinterLeagues 2024 | Antalya | January 2024

Objective: Preserve a standalone team or join a well established men's team

- Your group will act as the board of directors of a Ece Football Association commonly known as "EFA" a women's football club that is currently bottom of the top division. The club has the choice to either accept a men's team fusion allowing a stronger brand but to be relegated to division 4, or reject the offer and fight to stay in the top division.

Participants are divided into few groups, each acting as a board of directors of the EFA.

Role Assignment and Strategy Development (30 minutes)

Objective: Each group will decide the roles that each member will take and develop a strategy to navigate the sporting/financial situation but most importantly decide on EFA fate.

1. Assign roles: Each group must decide who will play the roles of the club secretary, sports director, finance director, and fan representative.
2. Develop a strategy: Keeping in mind the club's financial situation and the two options available, the group must come up with a strategy to navigate the challenge.

Scenario Analysis and Preparation (30 minutes)

Objective: To analyse the implications of both scenarios and prepare for the decision-making process.

1. Scenario Analysis: Each group will analyse the implications of accepting the fusion and being relegated to division 4, and rejecting the offer and fighting to stay in the top division. Consider factors like fan reactions, financial stability, future prospects, etc.
2. Preparation: Based on their analysis, each group must prepare arguments for and against both scenarios to facilitate the decision-making process.

Discussion and Decision Making (30 minutes)

Objective: To decide on the best course of action and justify their choice.

1. **Deliberation:** Each group will deliberate and decide on their preferred course of action. They should consider all aspects including the long-term sustainability of the club and the fans' reactions.
2. **Justification:** Each group must prepare a rationale for their decision to present to the other groups.

Presentation and Feedback (15 minutes)

Objective: Each group will present their decision and receive feedback from the rest of the participants. One ultra fans speaking on behalf of the group that offered 3 years ago a second hand bus for the EFA youth will join to ask questions.

- Each group will present their decision and their rationale to the rest of the participants.

Wrap up (15 minutes)

LTT Sports will draft a summary of the discussion provide further tips