



FC MIDTJYLLAND A/S

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FC Midtjylland Launches New Initiative to Prepare Talents for Life as Professionals

Interview training, media literacy and personal branding are just some of the elements that FC Midtjylland's young talents are working with as part of a new targeted development programme at the Dream99 Academy.

FC Midtjylland is strengthening its commitment to developing the club's young players and preparing them for a potential future as professional footballers.

As a new initiative this season, the club is offering an educational programme focused on communication, branding and media literacy. The programme is primarily aimed at selected players from the club's U19 squad as well as first-year senior players. Over the course of 20 sessions, participants receive hands-on training and practical tools to help them manage the attention that accompanies a career in professional football.

For FC Midtjylland, talent development is also about preparing players for the life that awaits them off the pitch if they fulfil their sporting ambitions. This is explained by Claus Steinlein, Chairman of FC Midtjylland.

"At FC Midtjylland, we have a clear ambition to develop well-rounded individuals and to provide our players with the best possible education - both on and off the pitch. If our players achieve success on the pitch, significant public attention inevitably follows. That is not something we leave to chance. We feel a strong responsibility to prepare them for that aspect of life as well, and this programme is an important part of that effort," says Claus Steinlein, who continues:

"The players have now been participating for six months, and the feedback has been extremely positive. They are challenged in ways that differ from their training on the pitch, they learn entirely new skills and develop remarkably quickly. It gives them an understanding of a world that can be highly beneficial later in their careers - and one that can support their development on multiple levels."

A Fundamental Part of Top-Level Football

The programme is delivered in collaboration with the communications agency Ulveman & Børsting, which is responsible for the training. Ulveman & Børsting has extensive experience advising some of Denmark's largest and most high-profile companies and individuals. Based on that experience, a tailored programme has been designed to prepare players for the situations they may encounter in relation to media, public exposure and communication.

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In practical terms, the players learn how to strengthen their careers through teaching that is primarily based on hands-on exercises. This is explained by Christian Hüttemeier, Partner at Ulveman & Børsting.

“We have brought in an actor to work on body language training. We have practised job interview scenarios. We simulate press conferences. And we have even invited an expert to evaluate the players’ performances in a U19 match and assign ratings, allowing them to experience what that feels like before it becomes a real and serious part of their careers,” says Christian Hüttemeier.

“We are fully aware that we sometimes throw the players in at the deep end by placing them in highly unfamiliar situations. But we truly commend their commitment and willingness to learn. For us, it is a privilege to help guide these talented players beyond the football pitch, where media, communication, social media and personal branding are unavoidable aspects of life. The encouraging part is how quickly they progress - and in doing so, they realise that, just like in football, knowledge and training can make a significant difference,” Christian Hüttemeier continues.

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Facts About the Programme

- The programme consists of 20 sessions
- Players receive training in media literacy, personal branding, body language and interview techniques
- The programme has been developed by Ulveman & Børsting, who also deliver the sessions
- External guest speakers contribute to the programme - including a former professional footballer, an actor and representatives from one of Denmark’s leading companies
- The programme concludes with a final assessment, where players deliver a speech in front of the club’s sponsors

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