SERVICES E EDUCATION BROCHURE CONSULTANCY E ONLINE E PHYSICAL WORKSHOPS





WHO ARE WE?

Our Introduction

Harcus Consultancy Group are a football consultancy company, based in Asia, working in football education & development. With several decades of experience in football across Asia and Europe, working with players, coaches, scouts, agents, clubs, associations and more, Harcus Consultancy Group are able to create and develop education programs and deliver workshops, events & pathway programs that are tailor made to address specific challenges faced across the diverse cultures and opportunities across the Asian continent. We understand the market, we know the challenge, we embrace the opportunity.

Richard Harcus is the CEO of Harcus Consultancy Group, he has a Masters Degree in Sport Management, AFC Football Management Diploma (with Distinction), EFL Business of Football, UEFA Financial Training Module, as well as a UEFA B coaching license & a series of elite scouting qualifications. Richard Harcus is also Safeguarding qualified to the AFC highest Safeguarding award "Level 4 Essentials" and also holds the highest FIFA Guardian level of "Platinum". Additionally, he has acted as the agent, and educational and career advisor, to many football players, coaches, football clubs, leagues and associations, most famously Manchester City FC & FC Barcelona player, Yaya Touré. He assists in delivering coach education courses with the Welsh FA & partners with several Football Associations to deliver coach & club education workshops/clinics as well as scouting courses and player care.

Premier Football Solutions for Emerging Football Markets





















WHAT SERVICES DO WE PROVIDE?



Our Client Consultancy Services & Educational Workshops

Harcus Consultancy Group provides a consultancy service for clients, as well as online and physical in-person football workshops designed to elevate clubs, academies and organisations across key operational and strategic domains. Our expertise spans critical areas including stadium & training facility management, offering essential advice on facility safety and commercial monetisation. We deliver specialised Football Coaching & Scouting Workshops, covering crucial aspects like in-game strategy and talent identification.

Furthermore, our services extend to an overall comprehensive Club Administration, Academy Development and Fan Engagement, ensuring robust internal structures and vibrant fan communities. We also emphasise crucial off-field matters through workshops on Safeguarding, Inclusion, Diversity & Mental Health. The flexibility of our offerings — delivered both physically and digitally — allows us to tailor programs to meet the unique needs of any football organisation, promoting and fostering sustainable growth and professional excellence.

The Four Ways We Deliver Our Services

CONSULTANCY SERVICE

ONLINE WORKSHOPS

PHYSICAL ONSITE WORKSHOPS

ONSULTANCY SERVICE WITH WORKSHOPS HYBRID





WHAT? WHO? WHY? WHERE??



The Impact of Our Services Defined

Harcus Consultancy Group's services will benefit your club, academy, league or association in many ways. Let us explain how we can assist you in multiple ways.

WHAT?

What we can bring to you:

- Elite Consultancy Services
- Online Education Workshops
- Physical Classroom Delivery/
 Workshops
- Staff Education
- Qualified Expert Advice
- Regional Knowledge
- Cultural Understanding

WHO?

Who we can help:

- Players
- Coaches
- Soccer Schools
- Professional Academies
- Football Clubs
- Leagues
- Football Association

WHY?

Why you need our assistance:

- Ability to Enter More Lucrative AFC/UEFA Competition
- Drive Revenue to the Club
- Protecting the Welfare of your Club
- Protecting the Growth, Welfare & Safety of your Fans
- Promoting the Club Brand
- Better Club Licensing Level
- Increased Match Attendance
- Stay ahead of the curve

WHERE?

Where we can provide assistance

- Consultancy Service (both Online & Onsite)
- Online Workshops
- Physical Onsite Workshops









How We Deliver Our Services

Harcus Consultancy Group delivery our services in two main methods. These are through a direct club consultancy service (as contracted consultants) and the other in a series of educational workshops, with clients working on "practical" projects.

These delivery methods are created in such a way to help clubs, leagues and associations, of varying financial means. These delivery methods also help clubs, leagues and associations that may be deemed to be "remote". By that, we mean clients who may be difficult to travel to.

Clients are asked to chose if they want solely our consultancy services, or do they want our educational workshops? If indeed clients require our educational workshops, they have the option to have online or classroom workshops. Finally, we have a hybrid service where we can work directly with a client (and their staff) to deliver workshops relevant to the current needs of the client. These can be identified by having detailed discussions with the client, which in some cases, require initial onsite visits.

Our delivery methods are as follows:

CLIENT CONSULTANCY SERVICES

Harcus Consultancy Group deliver our Client Consultancy Services to our clients in the following manner:

As Hired consultants

*Working with the client & client staff on particular identified services in a consultancy capacity (no workshops).

CLIENT EDUCATIONAL WORKSHOPS

Harcus Consultancy Group deliver our workshop services to our clients in the following manner:

- Online Workshops
- Physical Workshops (on site)
- Hybrid (Consultancy & Workshops)

*Working with the client & client staff on particular identified services through delivering workshops relevant to the clubs needs.







The Process

Below is a very simple breakdown of how our services are delivered so that clients can better understand the process.

STEP 1 STEP 2 STEP 3 STEP 4 STEP 5 STEP 6 **FILL IN THE** DATES PAYMENTS MADE FOR THE DOCUMENT PROVIDED TO **FEEDBACK REQUESTED BY DELIVERY OF THE SERVICE &** SERVICE **APPLICATION DISCUSSED & CLIENT & PRESENTATION CONSULTANCY SERVICE** ANY TRAVEL/ HARCUS CONSULTANCY REQUESTING **AGREED FOR DELIVERY DELIVERED IN PERSON OR** ACCOMO DATIO N ARRANGED **GROUP OUR SERVICES DELIVERY** ONLINE REQUIRED **FILL IN THE** DATES FEEDBACK DELIVERED **PAYMENTS MADE FEEDBACK REQUESTED BY SERVICE APPLICATION DISCUSSED & TO CLIENT & ONLINE WORKSHOPS FOR THE DELIVERY** HARCUS CONSULTANCY **REQUESTING AGREED FOR DELIVERY SUMMARY OF OF THE WORKSHOP GROUP OUR SERVICES DELIVERY** WORKSHOP **FILL IN THE DATES** FEEDBACK DELIVERED PAYMENTS MADE FOR THE **FEEDBACK REQUESTED BY SERVICE DISCUSSED & APPLICATION** DELIVERY OF THE WORKSHOP **TO CLIENT &** PHYSICAL ONSITE WORKSHOPS **HARCUS CONSULTANCY REQUESTING AGREED FOR** & ANY TRAVEL **DELIVERY SUMMARY OF** /ACCOMO DATION ARRANGED GROUP **OUR SERVICES DELIVERY WORKSHOP FILL IN THE** DATES **PAYMENTS MADE FOR THE DOCUMENT PROVIDED TO FEEDBACK REQUESTED BY SERVICE APPLICATION DISCUSSED & DELIVERY OF THE SERVICE & CLIENT & PRESENTATION HARCUS CONSULTANCY** ANY TRAVEL REQUESTING **AGREED FOR DELIVERY** ASSISTANCE TO STAFF TO /ACCOMODATION ARRANGED **GROUP DELIVERER TO STAKEHOLDERS OUR SERVICES DELIVERY**









Our Services

Our Client Consultancy Services & Client Educational Services are as follows (but not limited to):

CLIENT CONSULTANCY SERVICES



CLIENT EDUCATIONAL WORKSHOPS

We deliver both these as Client Consultancy Services & Client Educational Workshops. We can deliver these courses online, or physically in person.



Stadium & Training Facility **Health & Safety**



Stadium & Training **Facility Activities**



Stadium & Training Facility mportance of layout & structure



Stadium & Training Facility



Football Operations Team Travel, Friendly Fixtures & Brand Awareness



Football Operations Club Licensing



Football Operations Safeguarding, inclusion, Diversity & **Mental Health**



Football Operations Player Care



Football Operations



Football Operations Sustainability & CSR



Football Operations Football Club/Client Structure, Strategy &



Football Operations Football Coaching &



Football Operations Football Fan **Engagement**



Football Operations Gub/Glent Resources & **Equipment**



Football Operations



Football Operations



Football Operations





CONSULTANCY SERVICE

CLIENT CONSULTANCY SERVICES



Stadium & Training Facility Health & Safety Advice

Harcus Consultancy Group can use its expertise to assist clients to better develop strategies, opportunities for football club's, leagues and associations focusing on "Stadium & Training Facility Health & Safety."

Our consultancy service outlines new revenue streams and opportunities to share specialist knowledge with a global audience for football clubs, federations and facility managers. Our expertise where we deeply look into Health and Safety requirements can be brought to your organisation, on a consultancy basis, to ensure the wellbeing of your organisation.

- Emergency Preparedness: "Developing & Implementing Stadium Evacuation Plans."
- Crowd Management: "Effective Crowd Control & Risk Mitigation Strategies."
- First Aid & Medical: "Essential First Aid & Medical Provision at Sports Venues."
- Pitch & Facility Safety: "Maintaining Safe Playing Surfaces & Training Facilities."
- Legislation: "Navigating Football Stadium Health & Safety Regulations."
- * For a full breakdown of this service, contact us for more information.
- ** This service can be run alongside a series of workshops that enables the clients staff to also be educated in the service that we are delivering, as consultants.





ONLINE WORKSHOPS

CLIENT EDUCATIONAL (PHYSICAL & ONLINE) WORKSHOPS



PHYSICAL ONSITE WORKSHOPS

Stadium & Training Facility Health & Safety Advice

Harcus Consultancy Group can enhance its service portfolio by offering both Online & Physical (in-person) workshops on "Stadium & Training Facility Health & Safety."

Health and Safety is hugely important and we can assist in educating your staff, at your organisation, to ensure that it remains of paramount importance across your stadium and training facility. These workshops provide a practical, hands-on learning environment for clients, such as football clubs, academies, leagues and federations. Workshops can be hosted online or at the clients facilities. Physical workshop deliveries allow for tailored training at the clients facility. The physical workshop delivery provides a more direct, interactive and engaging delivery allowing for better on-site demonstrations and thus more tangible learning outcomes.

Example workshop topics and titles include:

- "On-Site Risk Assessment and Emergency Response Drills."
- "Practical Crowd Management and Safe Evacuation Procedures."
- "First Aid Provision and Medical Planning for Live Events."
- "Maintaining and Inspecting Training Pitch Safety."
- "Navigating Football Stadium Health & Safety Regulations."





CONSULTANCY SERVICE

CLIENT CONSULTANCY SERVICES



ONSULTANCY SERVICE WI

Stadium & Training Facility Commercial Advice

Harcus Consultancy Group can deliver its consultancy service by providing expert support, advice and delivery. This is intended to create, or in some cases better, our clients Stadium & Training Facility Commercial opportunities.

By hiring Harcus Consultancy Group, to deliver our consultancy services, the client will be able to reach a wider, international audience to financially and visually assist football clubs/academies, leagues and federations, providing an accessible and cost-effective way to share and learn from our expertise. Our consultancy services focus on providing clients with fact finding and creating strategies for maximising revenue and commercial opportunities.

- "Monetizing Matchday: Ticketing and Hospitality Strategies."
- "Maximizing Venue Revenue: Match Day & Non-Matchday Events and Lettings."
- "Sponsorship and Partnership: Attracting and Retaining Key Sponsors."
- "Retail and Merchandising: Driving Profitability from Club Shops."
- * For a full breakdown of this service, contact us for more information.
- ** This service can be run alongside a series of workshops that enables the clients staff to also be educated in the service that we are delivering, as consultants.





ONLINE WORKSHOPS

CLIENT EDUCATIONAL (PHYSICAL & ONLINE) WORKSHOPS



PHYSICAL ONSITE WORKSHOPS

Stadium & Training Facility Commercial Advice

Harcus Consultancy Group can expand its offerings by delivering Online & Physical (in-person) workshops on Stadium & Training Facility Commercial Advice.

These workshops provide a hands-on, interactive learning experience tailored to the specific needs of clients such as football clubs/academies, leagues and federations. While Online may be more cost effective, Physical workshops allow for direct engagement and practical, on-site problem-solving, creating a highly impactful educational experience for participants.

Example workshop topics and titles include:

- "Maximizing Matchday Revenue: A Practical Guide to Hospitality & Ticketing."
- "Commercial Audits: On-Site Analysis of Venue Revenue Streams."
- "Driving Sponsor Engagement: Creating Value for Commercial Partners."
- "Matchday & Non-Matchday Event Planning & Commercialisation."
- "Sponsorship and Partnership: Attracting and Retaining Key Sponsors."





CONSULTANCY SERVICE

CLIENT CONSULTANCY SERVICES



Stadium & Training Facility Importance of layout & structure

Harcus Consultancy Group can offer consultancy services focused on the Importance of Stadium & Training Facility Layout & Structure.

Our consultancy service is designed to provide information to educate club/academy/league/association on best practices for designing and optimising spaces. This consultancy service provides crucial knowledge on creating efficient, safe, and commercially viable projects. Visiting, investigating and reporting (and in some cases project managing), this service offers a financially viable way us to share with clients specialised knowledge and create new revenue streams.

- "Optimal Player Flow: Designing Efficient Training Facilities."
- "Fan Experience & Circulation: Strategic Stadium Layout."
- "Maximizing Space: Multi-Purpose Venue Design."
- "Accessibility & Compliance: Creating Inclusive Facilities."
- * For a full breakdown of this service, contact us for more information.
- ** This service can be run alongside a series of workshops that enables the clients staff to also be educated in the service that we are delivering, as consultants.







ONLINE WORKSHOPS

CLIENT EDUCATIONAL (PHYSICAL & ONLINE) WORKSHOPS



PHYSICAL ONSITE WORKSHOPS

Stadium & Training Facility Importance of layout & structure

Harcus Consultancy Group can deliver impactful Online & Physical (in-person) workshops on the Importance of Stadium & Training Facility Layout & Structure.

These workshops provides a unique, hands-on opportunity for participants to engage directly with experts. Additionally, by conducting these workshops physically (on-site) at a dedicated venue, clients can gain practical insights into optimising their facilities for safety, operational efficiency, and commercial success. This service offers a high-value, bespoke solution for football clubs, academies, leagues and federations.



- "Operational Efficiency: A Practical Guide to Player & Staff Flow."
- "Fan Journey Mapping: Designing for Enhanced Matchday Experience."
- "Revenue-Generating Spaces: Auditing Your Facility Layout."
- "Safety First: Facility Design for Crowd Management."





CONSULTANCY SERVICE

CLIENT CONSULTANCY SERVICES



ONSULTANCY SERVICE WI

Stadium & Training Facility Buying, Selling & Investing

Harcus Consultancy Group provide a series of consultancy services focused on Stadium & Training Facility Buying, Selling & Investing.

These consultancy services provide invaluable expert guidance on complex financial transactions in the football industry. Consultancy advice requested by clients and associations can be provided by ourselves, given to clients looking for solutions to the topics given below. The services we provide give assistance to clients to help them gain a better insight as to how to attract potential investors, new club owners and strengthen ties to current stakeholders, while creating new ones. Our crucial knowledge on valuation, due diligence, and deal negotiation is invaluable to help clients better understand their value in the current global football climate, while creating a opportunity to expand revenue and solidify the clients worth.

- "Financial Due Diligence in Stadium Acquisitions."
- "Valuation and Appraisal of Sports Facilities."
- "Investment Opportunities in Football Infrastructure."
- "The Process of Selling a Football Stadium or Training Ground."
 - * For a full breakdown of this service, contact us for more information.
- ** This service can be run alongside a series of workshops that enables the clients staff to also be educated in the service that we are delivering, as consultants.





CLIENT EDUCATIONAL (PHYSICAL & ONLINE) WORKSHOPS



ONLINE WORKSHOPS

PHYSICAL ONSITE WORKSHOPS

Stadium & Training Facility Buying, Selling & Investing

Harcus Consultancy Group can deliver expert Online & Physical workshops on Stadium & Training Facility Buying, Selling & Investing.

Our Online & Physical sessions offer a high-touch, hands-on experience, fostering direct networking and confidential discussions among participants. By holding Physical workshops in key locations, we can help you to target specific markets and to[pics (in real time and generic to your needs) and provide a premium, bespoke service that builds stronger client relationships. This new offering capitalises on the demand for a greater, specialised, in-depth knowledge and presents a significant opportunity to secure high-value contracts and bolster the clients market reputation.

Example workshop topics and titles include:

- "Due Diligence and Legal Frameworks for Facility Acquisition."
- "Advanced Financial Models for Sports Venue Investment."
- "Navigating the Market: A Guide to Selling a Football Club's Assets."
- "Syndicated Investment Opportunities in Training Ground Development."



^{*}For a full breakdown of this service, contact us for more information.



CONSULTANCY SERVICE

CLIENT CONSULTANCY SERVICES



Team Travel, Friendly Fixtures & Brand Awareness

Harcus Consultancy Group offers a series of consultancy services focused on Team Travel, Friendly Fixtures & Brand Awareness. These services assist clients (such as clubs and academies) through our extensive network and experience.

Our consultancy service is designed to deliver and/or assist football clubs, academies, leagues and associations with the planning and execution of services such as Team Travel, Friendly Fixtures and the associated commercial opportunities that will arise from these events. Our consultancy service provides an in-depth dialogue with our clients to allow us to provide our clients practical insights, project management, planning, delivery and execution, and maximising a client's global footprint.

- "Planning & Delivering: Travel & Fixtures."
- "Logistics & Budgeting: The Art of Seamless Team Travel."
- "Strategic Fixtures: Maximising Brand Exposure Through Friendlies."
- "Club & Fan Engagement: Building a Global Brand on the Road."
- "Risk Management: Navigating International Travel & Security."
- * For a full breakdown of this service, contact us for more information.
- ** This service can be run alongside a series of workshops that enables the clients staff to also be educated in the service that we are delivering, as consultants.





ONLINE WORKSHOPS

CLIENT EDUCATIONAL (PHYSICAL & ONLINE) WORKSHOPS



PHYSICAL ONSITE WORKSHOPS

Team Travel, Friendly Fixtures & Brand Awareness

Harcus Consultancy Group delivers expert Online and Physical workshops teaching and assisting clubs, academies and associations how to successfully plan and execute Team Travel, Friendly Fixtures & Brand Awareness programs.

This service is designed to assist football clubs, academies, leagues and associations on how to strategically leverage these activities for both logistical efficiency and commercial gain. Our consultancy services, given through in-depth dialogue with our clients, allow us to provide our clients practical insights. These workshop, both physically and online, offer a premium, tangible experience that fosters online and direct/indirect networking and confidential planning and discussions among its stakeholders. By holding workshops in key global locations, we can provide bespoke, hands-on guidance to football clubs, staff, regarding commercial opportunities, travel protocols. These workshops provide specialised, in-depth knowledge and presents a significant opportunity to secure high-value opportunities and bolster the company's reputation as a leader in football operations.

Example workshop topics and titles include:

- "Advanced Logistics: In-Person Planning for International Tours."
- "Negotiating High-Value Friendly Fixtures."
- "Leveraging Physical Events for Brand Activation."
- "On-the-Ground Risk Assessment for Team Travel."
- *For a full breakdown of this service, contact us for more information.





CONSULTANCY SERVICE

CLIENT CONSULTANCY SERVICES



Club Licensing

Harcus Consultancy Group can offer bespoke expert consultancy services to professional football clubs (and leagues and associations looking to help their clubs) on club licensing.

Our consultancy service outlines our service designed to guide clubs through the complex, multi-faceted process of obtaining and maintaining their club license. Our approach provides clubs with the specialised knowledge and strategic support needed to ensure compliance with financial, legal, and sporting criteria. We will provide a direct, hands-on service that helps clubs navigate regulations, optimise operations and successfully meet all licensing requirements and criteria. Due to the fact this is a huge topic, this service cannot be delivered in a short space of time. Please contact us to receive more information. We will be able to give you a full detailed breakdown of our delivery options.

- Financial Fair Play: "Achieving Financial Compliance for Club Licensing."
- Operational Readiness: "Best Practices for Club Licensing Documentation."
- Youth Development: "Meeting AFC/UEFA & FIFA Youth Development Criteria."
- Infrastructure Audits: "Ensuring Stadium & Training Facility Licensing Compliance."
- * For a full breakdown of this service, contact us for more information.
- ** This service can be run alongside a series of workshops that enables the clients staff to also be educated in the service that we are delivering, as consultants.





ONLINE WORKSHOPS

CLIENT EDUCATIONAL (PHYSICAL & ONLINE) WORKSHOPS



PHYSICAL ONSITE WORKSHOPS

Club Licensing

Harcus Consultancy Group can offer expert consultancy services on club licensing through a dual-delivery model of Online or Physical workshops.

These workshops provide a flexible approach to educate professional football clubs (and leagues and associations looking to help their clubs) on club licensing. on the intricacies of obtaining and maintaining their licenses. Online workshops provide accessibility and a new revenue stream, while physical, on-site classroom sessions offer a premium, tailored experience. This blended strategy ensures clubs receive comprehensive guidance on compliance with financial, legal, and sporting criteria, helping them navigate regulations and optimise operations. Due to the complex and lengthy nature of this service, this service takes more time to deliver fully. Please contact us to receive more information.

Example workshop topics and titles include:

- "Navigating AFC/UEFA Club Licensing & Financial Fair Play." (Federation determined by region).
- "On-Site Workshop: Auditing Your Club for Licensing Compliance."
- "Online Primer: Best Practices for Club Licensing Documentation."
- "Player & Youth Development ."





CONSULTANCY SERVICE

CLIENT CONSULTANCY SERVICES



Safeguarding, Inclusion, Diversity & Mental Health

Harcus Consultancy Group can deliver expert consultancy services on Safeguarding, Inclusion, Diversity & Mental Health.

Our consultancy service outlines a vital service designed to help clients, specifically professional football clubs and associations, to create safe, inclusive, and supportive environments. Our services will guide clubs in developing comprehensive policies, implementing best practices, and ensuring compliance with modern ethical and legal standards. This initiative is crucial for protecting all club stakeholders, from players to fans, and for enhancing the club's reputation. We will provide a direct, hands-on approach to ensure positive cultural change.

- "Creating a Safe Space: Best Practices in Youth Safeguarding."
- "Safeguarding Across Organisations: Grassroots to Professional Safeguarding."
- "From the Boardroom to the Pitch: A Framework for Diversity & Inclusion."
- "Player & Staff Well-being: Implementing a Mental Health Strategy."
- "Reporting and Response: Handling Safeguarding Concerns."
- * For a full breakdown of this service, contact us for more information.
- ** This service can be run alongside a series of workshops that enables the clients staff to also be educated in the service that we are delivering, as consultants.







ONLINE WORKSHOPS

CLIENT EDUCATIONAL (PHYSICAL & ONLINE) WORKSHOPS



PHYSICAL ONSITE WORKSHOPS

Safeguarding, Inclusion, Diversity & Mental Health

Harcus Consultancy Group can offer expert workshops on Safeguarding, Inclusion, Diversity & Mental Health, delivered through both online and physical classroom environments.

These workshops provides a flexible approach to help clients and in particular, professional football clubs, to create safe, inclusive, and supportive cultures. This service ensures clubs have accessible options for training, whether through interactive online sessions or premium, on-site classroom workshops. Our services provide the critical knowledge and practical tools to develop comprehensive policies, implement best practices, and ensure compliance, thereby protecting all club stakeholders and enhancing brand reputation.

Example workshop topics and titles include:

- "Creating a Safe Space: Best Practices in Youth Safeguarding."
- "From the Boardroom to the Pitch: A Framework for Diversity & Inclusion."
- "Player & Staff Well-being: Implementing a Mental Health Strategy."
- "Reporting and Response: Handling Safeguarding Concerns."



^{*}For a full breakdown of this service, contact us for more information.



CONSULTANCY SERVICE

CLIENT CONSULTANCY SERVICES



Player Care

Harcus Consultancy Group can offer expert Player Care protocols to educate clients the importance of Player Liaison, through Player Care and more.

Our consultancy service delivers a flexible approach to help clients, in particular professional football, to clubs create a holistic support and protection system for their players. We can write club policy and help set up protocols for the client to follow. Our services provide critical knowledge and practical tools to develop comprehensive policies, implement best practices, and ensure the well-being, safety and peak performance of all players, from academy to first team.

- "Building the Player Support Team: A Holistic Approach."
- "The Player Transition: Managing Career Milestones and Life After Football."
- "Mind & Body: Nutrition, Mental Health, and Performance."
- "Navigating the Modern Game: Social Media and Player Brand Management."
- * For a full breakdown of this service, contact us for more information.
- ** This service can be run alongside a series of workshops that enables the clients staff to also be educated in the service that we are delivering, as consultants.







CLIENT EDUCATIONAL (PHYSICAL & ONLINE) WORKSHOPS



ONLINE WORKSHOPS

PHYSICAL ONSITE WORKSHOPS

Player Care

Harcus Consultancy Group can offer expert workshops on Player Care, delivered through both Online and Physical classroom environments.

This dual-delivery workshop model provides a flexible approach to help clients, in particular professional football clubs, to create a holistic support system for their players. The Online and/or Physical workshop options ensures clubs have accessible options for educational training, whether through interactive online sessions or premium, on-site classroom workshops. Our services provide critical knowledge and practical tools to develop comprehensive policies, implement best practices, and ensure the well-being and peak performance of all players, from academy to first team.

Example workshop topics and titles include:

- "Building the Player Support Team: A Holistic Approach."
- "The Player Transition: Managing Career Milestones and Life After Football."
- "Mind & Body: Nutrition, Mental Health, and Performance."
- "Navigating the Modern Game: Social Media and Player Brand Management."



^{*}For a full breakdown of this service, contact us for more information.



CONSULTANCY SERVICE

CLIENT CONSULTANCY SERVICES



ONSULTANCY SERVICE WITH WORKSHOPS HYBRID

Football Academy & Soccer School Development

Harcus Consultancy Group can deliver expert consultancy services and programs focused on Football Academy & Soccer School Development.

Our consultancy services are designed to help clubs, academies, leagues, and associations establish and optimise their youth development pathways. Our programs provide a strategic framework for nurturing young talent, from grassroots soccer schools to elite academies. We will cover all aspects of development, including curriculum design, talent identification, and facility management, to ensure organisations can build a sustainable, world-class youth system.

- "Building a Future: Establishing a High-Performance Youth Academy."
- "The Grassroots Blueprint: Developing a Successful Soccer School."
- "Talent ID: Best Practices in Youth Player Scouting."
- "Curriculum Design: Creating a Player-Centric Development Plan."



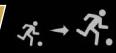
^{*} For a full breakdown of this service, contact us for more information.

^{**} This service can be run alongside a series of workshops that enables the clients staff to also be educated in the service that we are delivering, as consultants.



ONLINE WORKSHOPS

CLIENT EDUCATIONAL (PHYSICAL & ONLINE) WORKSHOPS



PHYSICAL ONSITE WORKSHOPS

Football Academy & Soccer School Development

Harcus Consultancy Group can deliver expert programs on Football Academy & Soccer School Development through a blended approach of online and physical workshops.

This dual-delivery workshop model allows us to provide flexible, accessible training globally while also offering immersive, inperson sessions tailored to a club's specific environment. Our programs are designed to help clubs, academies, leagues, and associations build and optimise their youth development pathways, ensuring they create a sustainable, world-class system for nurturing talent.

Example workshop topics and titles include:

- "The Blended Blueprint: Developing an Academy with Online & In-Person Learning."
- "Hybrid Talent ID: Scouting and Nurturing Talent Remotely & On-Site."
- "Modern Curriculum Design: Crafting a Development Plan for a Digital Age."





CONSULTANCY SERVICE

CLIENT CONSULTANCY SERVICES



Corporate Social Responsibility & Sustainability

Harcus Consultancy Group can deliver expert consultancy services and programs on Corporate Social Responsibility (CSR) & Sustainability. We can assist in the process of being a FIFA Sustainability listed club.

Our consultancy service outlines a vital service designed to help professional football academies, clubs, leagues and associations develop and implement impactful initiatives. Our services will guide clubs in creating ethical, sustainable, and socially responsible operations that benefit their communities and enhance their brand reputation. By providing a structured framework and practical guidance, we will help clubs navigate complex issues and demonstrate their commitment to positive change, fostering stronger fan loyalty and a sustainable future for the sport.

- "Building an Ethical Foundation: A Guide to Club CSR Strategy."
- "The Green Pitch: Implementing Sustainable Stadium Operations."
- "Community Impact: Driving Social Change Through Football."
- "Sustainable Sourcing: Responsible Supply Chain Management.
- * For a full breakdown of this service, contact us for more information.
- ** This service can be run alongside a series of workshops that enables the clients staff to also be educated in the service that we are delivering, as consultants.







ONLINE WORKSHOPS

PHYSICAL ONSITE WORKSHOPS

CLIENT EDUCATIONAL (PHYSICAL & ONLINE) WORKSHOPS

Corporate Social Responsibility & Sustainability

Harcus Consultancy Group can deliver expert programs on Corporate Social Responsibility & Sustainability through a blended approach of online and physical workshops.

This dual-delivery workshop model provides a flexible and comprehensive training solution for clubs, academies, leagues, and associations. Our programs will guide organisations in developing authentic and impactful initiatives that build brand reputation, strengthen community ties, and meet modern environmental and social standards. This service allows for broad online reach combined with tailored, in-person sessions to address specific club needs.

Example workshop topics and titles include:

- "Building a Sustainable Club: From Strategy to Action."
- "Community Engagement: Creating Impactful Social Programs."
- "The Green Goal: Minimizing Environmental Footprint."
- "Ethical Partnerships: Navigating Supply Chains & Sponsorships."





^{*}For a full breakdown of this service, contact us for more information.



CONSULTANCY SERVICE

CLIENT CONSULTANCY SERVICES



Football Club Structure, Strategy & Hierarchy Services

Harcus Consultancy Group can deliver expert consultancy services covering Football Club Structure, Strategy & Hierarchy.

Our consultancy service outlines a comprehensive service designed to help football clubs, academies, leagues, and associations optimise their organisational frameworks. Our services provide a structured approach to enhance efficiency, align strategic goals, and foster a high-performance culture across all levels. By analysing current operations and providing tailored solutions, we can help organisations build a solid foundation for sustainable success, from grassroots to the professional game.

- "Building for Success: A Blueprint for Club Organizational Structure."
- "Strategic Planning: Aligning Vision and Operations."
- "The Player Pathway: Optimizing Academy to First Team Integration."
- "Driving Performance: Governance and Leadership in Football."
- * For a full breakdown of this service, contact us for more information.
- ** This service can be run alongside a series of workshops that enables the clients staff to also be educated in the service that we are delivering, as consultants.







ONLINE WORKSHOPS

CLIENT EDUCATIONAL (PHYSICAL & ONLINE) WORKSHOPS



PHYSICAL ONSITE WORKSHOPS

Football Club Structure, Strategy & Hierarchy Workshops

Harcus Consultancy Group can deliver expert programs on Football Club Structure, Strategy & Hierarchy through a blended approach of online and physical workshops.

This dual-delivery workshop model provides clubs, academies, leagues, and associations with flexible training to build sustainable, high-performing organizations. Our workshops will guide leadership in designing effective organisational structures, defining clear roles and responsibilities, and developing a cohesive strategy that aligns every department, from the boardroom to the training pitch.

Example workshop topics and titles include:

- "Building a Winning Structure: Defining Key Roles and Responsibilities."
- "Strategic Alignment: Unifying the Boardroom, Management, and Coaching Staff."
- "Growth & Sustainability: Implementing a Long-Term Club Strategy."
- "Operational Hierarchy: Creating an Efficient and Collaborative Club."





CONSULTANCY SERVICE

CLIENT CONSULTANCY SERVICES



CONSULTANCY SERVICE WIT WORKSHOPS HYBRID

Football Coaching & Scouting

Harcus Consultancy Group can deliver expert consultancy services, specifically football coaching, scouting programs focused on Football Coaching & Scouting. This is ideal for smaller clubs, as well as academies to help them develop and make the most of community they operate in.

This service is designed to help professional football clubs, academies, leagues, and associations enhance their technical and recruitment operations. Our programs offer a structured framework for adopting modern coaching methodologies and implementing sophisticated, data-driven scouting networks. By providing tailored strategies and expert guidance, we can help organisations optimise player development and talent identification, creating a significant competitive advantage and building a sustainable pathway to success on the pitch.

- "Building the Modern Coach: Advanced Methodologies & Player Development."
- "The Scouting Advantage: A Data-Driven Approach to Talent Identification."
- "Local to Global Recruitment: Navigating Transfer Windows & Player Marketplaces."
- "The Academy Blueprint: Developing an Elite Youth Football Program."





^{*} For a full breakdown of this service, contact us for more information.

^{**} This service can be run alongside a series of workshops that enables the clients staff to also be educated in the service that we are delivering, as consultants.



ONLINE WORKSHOPS

CLIENT EDUCATIONAL (PHYSICAL & ONLINE) WORKSHOPS



PHYSICAL ONSITE WORKSHOPS

Football Coaching & Scouting

Harcus Consultancy Group can deliver expert programs on Football Coaching & Scouting through a blended approach of online and physical workshops.

This dual-delivery workshop model provides clubs, academies, leagues, and associations with flexible training to enhance their technical operations. Our workshops will provide comprehensive programs on modern methodologies, from data-driven player identification to advanced coaching techniques, ensuring a cohesive and effective development pathway. This approach allows for both accessible theoretical learning and practical, hands-on sessions tailored to the client's specific environment.

Example workshop topics and titles include:

- "Modern Scouting: A Data-Driven Approach to Talent ID."
- "Building a Coaching Philosophy: From Youth to Senior Team."
- "Advanced Tactical Analysis & Match Preparation."
- "Player Pathway Development: A Holistic Approach."





CONSULTANCY SERVICE

CLIENT CONSULTANCY SERVICES



ONSULTANCY SERVICE WIT WORKSHOPS HYBRID

Football Fan Engagement

Harcus Consultancy Group can deliver expert consultancy services and programs focused on Football Fan Engagement.

Our consultancy service is designed to help clubs, academies, leagues, and associations deepen their connection with their most important asset: their fans. Our services will provide a strategic framework for enhancing the fan experience, building brand loyalty, and leveraging digital and physical platforms to create a vibrant community. By implementing innovative engagement strategies, we can help organizations increase revenue, grow their global brand, and foster a lifelong relationship with their supporters.

- "Digital Engagement: Building Your Brand on Social Media."
- "Matchday Experience: Creating Unforgettable Moments for Fans."
- "Data-Driven Engagement: Understanding and Segmenting Your Audience."
- "Community and Loyalty: Fostering a Dedicated Fan Base."





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CLIENT EDUCATIONAL (PHYSICAL & ONLINE) WORKSHOPS



ONLINE WORKSHOPS

PHYSICAL ONSITE WORKSHOPS

Football Fan Engagement

Harcus Consultancy Group can deliver expert programs on Football Fan Engagement through a blended approach of online and physical workshops.

This dual-delivery workshop model provides clubs, academies, leagues, and associations with flexible online training while also offering immersive, on-site sessions tailored to their unique needs. We will guide organisations in developing and implementing modern fan engagement strategies to build stronger communities, increase matchday attendance, and drive new revenue streams.

Example workshop topics and titles include:

- "Digital Engagement: Building Your Online Community."
- "Enhancing the Matchday Experience: From Arrival to Final Whistle."
- "Data-Driven Fan Strategies: Understanding Your Audience."
- "Monetizing Engagement: Leveraging Your Fanbase for Revenue.







CONSULTANCY SERVICE

CLIENT CONSULTANCY SERVICES



Club Resources & Equipment

Harcus Consultancy Group can deliver expert consultancy services and programs focused on Club Resources & Equipment.

Our consultancy service is designed to help professional football clubs, academies, leagues, and associations optimise their procurement, management, and use of resources. Our programs offer a strategic framework for ensuring all equipment—from training gear to sports science technology—is managed efficiently and sustainably. By providing expert guidance, we can help organisations maximize their investment, enhance player performance and ensure operational excellence.

- "Strategic Procurement: Sourcing Equipment for Performance."
- "The Kit Room: Effective Equipment Management & Logistics."
- "Sustainable Resources: Implementing Eco-Friendly Practices."
- "Sports Technology: A Guide to Data-Driven Equipment."
- * For a full breakdown of this service, contact us for more information.
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CLIENT EDUCATIONAL (PHYSICAL & ONLINE) WORKSHOPS



ONLINE WORKSHOPS

PHYSICAL ONSITE WORKSHOPS

Club Resources & Equipment

Harcus Consultancy Group can deliver expert programs on Club Resources & Equipment through a blended approach of online and physical workshops.

This dual-delivery workshop model provides clubs, academies, leagues, and associations with flexible and comprehensive training to optimize their resource management and procurement processes. Our programs are designed to guide organisations in making strategic decisions on everything from playing kit and training gear to essential administrative resources, ensuring they operate efficiently, cost-effectively and with a performance-first mindset.

Example workshop topics and titles include:

- "Strategic Procurement: Maximizing Your Equipment Budget."
- "Operational Excellence: Best Practices for Resource Management."
- "Beyond the Kit: Essential Resources for Club Success.







CONSULTANCY SERVICE

CLIENT CONSULTANCY SERVICES



ONSULTANCY SERVICE WI WORKSHOPS HYBRID

Club Revenue through Residential Education

Harcus Consultancy Group can deliver expert consultancy services and programs focused on Club Revenue through Residential Education.

Our consultancy service is designed to help clubs generate new income streams by leveraging their facilities for educational programs and residential camps, clinics and year long fulltime education with football. We can help clubs develop comprehensive programs that utilise existing infrastructure, such as training facilities and accommodation, to create an appealing offering for young athletes and international students. Our services will cover program design, marketing, and operational logistics, ensuring a sustainable and profitable model that enhances the club's brand and community engagement.

- "Developing a Football & Academic Residential Program."
- "Monetizing Your Facilities: Hosting International Youth Camps."
- "Creating a Summer Football School: From Concept to Kick-off."
- "Maximizing Off-Season Revenue: Strategic Camp Scheduling."



^{*} For a full breakdown of this service, contact us for more information.

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CLIENT EDUCATIONAL (PHYSICAL & ONLINE) WORKSHOPS



ONLINE WORKSHOPS

PHYSICAL ONSITE WORKSHOPS

Club Revenue through Residential Education

Harcus Consultancy Group can deliver expert programs on Club Revenue through Residential Education via a blended approach of online and on-site physical workshops.

This dual-delivery workshop model provides clubs, academies, leagues, and associations with flexible training to develop new revenue streams. Our programs will guide organisations in designing, marketing, and managing successful residential education initiatives, such as football camps, international tours, and educational scholarships, to maximize both financial returns and brand value.

Example workshop topics and titles include:

- "Building the Business Case: Residential Education for Profit."
- "Operational Excellence: Managing Residential Camps and Programs."
- "Global Recruitment: Attracting International Students and Players."



^{*}For a full breakdown of this service, contact us for more information.



CONSULTANCY SERVICE

CLIENT CONSULTANCY SERVICES



ONSULTANCY SERVICE W

Football Sponsorship Development

Harcus Consultancy Group can deliver expert consultancy services and programs focused on Football Sponsorship Development.

Our consultancy service is designed to help clubs, academies, leagues, and associations build sustainable and profitable commercial partnerships. We will provide a strategic framework for identifying, attracting, and retaining key sponsors, turning sponsorship assets into valuable long-term relationships. Our services will cover everything from valuation and inventory management to negotiation and activation, ensuring organisations maximise their commercial potential and enhance their brand equity.

- "Sponsorship 101: Creating a Marketable Sponsorship Inventory."
- "Identifying and Attracting Brand Partners."
- "Negotiation and Contract Management for Sponsorship Deals."
- "Sponsorship Activation: Maximizing ROI for Your Partners."
- * For a full breakdown of this service, contact us for more information.
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ONLINE WORKSHOPS

CLIENT EDUCATIONAL (PHYSICAL & ONLINE) WORKSHOPS



PHYSICAL ONSITE WORKSHOPS

Football Sponsorship Development

Harcus Consultancy Group can deliver expert programs on Football Sponsorship Development through a blended approach of online and physical workshops.

This dual-delivery workshop model provides global access to flexible online training while also offering immersive, on-site sessions tailored to a club's specific needs. We will help clubs, academies, leagues, and associations build and optimize their sponsorship strategies, from identifying and attracting key partners to managing and activating agreements. This initiative offers a new revenue stream and an opportunity to share specialised knowledge with a global audience.

Example workshop topics and titles include:

- "Building a Sponsorship Strategy: The Blended Approach."
- "Hybrid Negotiation: Securing Deals On-Site and Online."
- "Activating Sponsorships for Maximum ROI."







CONSULTANCY SERVICE

CLIENT CONSULTANCY SERVICES



ONSULTANCY SERVICE WIT

Football Expansion

Harcus Consultancy Group can deliver expert consultancy advice regarding the opportunities for clients in both Asia and Europe and how they can benefit from the educational, operational and commercial opportunities in each others region.

This consultancy service is designed to help clubs, academies, leagues, and associations understand and benefit from working with clients similar to themselves across Asia and Europe. The benefits can be seen through commercial opportunities and operational opportunities through education and general knowledge sharing.

Our consultancy service will cover a breakdown of the many opportunities operationally and commercially, showing the clear potential to clients.

- "Sponsorship Sharing: Allowing brands to enter a New Territory."
- "Player Swaps, Loans and creating a miniature Multi-Club Model."
- "Knowledge Sharing between Partners."
- "Social Media and Fan Engagement."





^{*} For a full breakdown of this service, contact us for more information.

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CLIENT EDUCATIONAL (PHYSICAL & ONLINE) WORKSHOPS



ONLINE WORKSHOPS

PHYSICAL ONSITE WORKSHOPS

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COSTS

Our Club Consultancy Services & Educational Workshops Costs

Below are the costs for Harcus Consultancy Group delivering the services required by clients. As well as this, we have also provided the timeframe to deliver them, the medium in which we can deliver them and also, finally, how we will provide the results/conclusions to our clients.

CONSULTANCY SERVICE

SERVICE PROVIDED:

1 Service chosen by the client. We provide discounts for more services selected.

• SERVICE DELIVERED:

Full digital PDF Proposal provided along with either online presentation or in person presentation TBD.

• SERVICE LENGTH:

5 Weeks

SERVICE COST:

\$1400 (No Site Visit) \$1000 (Site Visit of 2-3 Days)

DISCOUNTS:

20% if booking 3 - 4 Services 25% if booking 5+ Services

- *Onsite requires travel costs & accommodation to be covered by client.
- **For CLUB LICENSING please contact us for more information.

ONLINE WORKSHOPS

- SERVICE PROVIDED:
 - 1 Service chosen by the client. We provide discounts for more services selected.
- SERVICE DELIVERED: Online workshop, delivered remotely.
- SERVICE LENGTH:

4 x 2 Hour Sessions (Over 2 – 4

weeks)

• SERVICE COST: \$1200

DISCOUNTS:

20% if booking 3 - 4 Services 25% if booking 5+ Services

*For CLUB LICENSING please contact us for more information.

PHYSICAL ONSITE WORKSHOPS

- SERVICE PROVIDED:
 - 1 Service chosen by the client. We provide discounts for more services selected
- SERVICE DELIVERED:

Physical, classroom, onsite delivery.

- SERVICE LENGTH:
 - 2 Days Sessions (6 hours per day)
- SERVICE COST:

\$1000

DISCOUNTS:

20% if booking 3 - 4 Services 25% if booking 5+ Services

- *Onsite requires travel costs & accommodation to be covered by client.
- **For CLUB LICENSING please contact us for more information.

All Costs are in USD

CONSULTANCY SERVICE WITH WORKSHOPS HYBRID

SERVICE PROVIDED:

1 Service chosen by the client. We provide discounts for more serves selected.

SERVICE DELIVERED:

Assisting clients staff to create & present a Full digital PDF Proposal along with either assisting them in a presentation to client hierarchy.

- SERVICE LENGTH
 - 5 Weeks
- SERVICE COST

\$1500

DISCOUNTS

20% if booking 3 - 4 Services 25% if booking 5+ Services

*Onsite requires travel costs & accommodation be covered by client.

For CLUB LICENSING please contact us for mor information.

CONTACT DETAILS







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