

Date of the event:

On Thursday, 13th October, 2011
From 01:00 PM to 2:00 PM

Location:

Luxembourg School of Finance
University of Luxembourg
4 Rue Albert Borschette
2nd Floor
Modigliani Miller Auditorium (E02-003)
L-1246 Luxembourg

Registrations:

- Free seminar (with lunch included)
- Registrations by email before October 10th, 2011
- At the following address : lsf-events@uni.lu

Information:

Ms Martine Zenner
Tel : +352 46 66 44 6335

<http://www.lsf.lu/eng/Research/Seminars-and-Workshops>



The LSF is pleased to invite you to the following
lunch seminar:

***Reporting Football Club
Performance***

*By Professor Stephen Morrow
School of Sport, University of Stirling*

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From 01:00 PM to 2:00 PM**

Reporting Football Club Performance

By Stephen Morrow

The **Luxembourg School of Finance**

Is pleased to invite you to the

LSF Seminar

Over the last two decades, elite level European football leagues have earned unprecedented levels of income. Unsurprisingly one narrative accompanying this trend, usually presented by these leagues themselves, is of a vibrant and successful industry. Yet at the same time, traditional approaches to measuring and communicating the performance of clubs have presented a less positive picture, focusing particularly on escalating salary costs, unsustainable levels of debt, and clubs going out of business or being placed in corporate rescue situations like administration. This paradoxical situation has also influenced football policy, most notably in the introduction of Financial Fair Play Regulations (FFPR) by UEFA, designed to encourage a level playing field across European football and to encourage transparency.

Notwithstanding the emphasis and interest on matters financial, both positive and negative, football clubs are also recognised as valuable social and community institutions, this notion being reinforced by the prominence clubs are now giving to Corporate Social Responsibility. Moreover the recognition of expenditure on community development activities as being a relevant cost in determining the break even requirement in the FFPR provides a clear link between these two presentations of football clubs.

In this context, the purpose of the paper is to begin to explore whether it is possible and beneficial to provide a more inclusive or holistic picture of the activities of clubs; one which presents a broader understanding of their performance and value and widening the number and type of 'stories' that are told about them.

