

Geneva, 11th June 2020

Press Release

The FBA to Collaborate with PTI as part of Educational Partnership

The Football Business Academy and PTI have entered into an agreement that will see the Swiss educational institution and the UK-based digital and technology agency collaborate.

“At PTI we are often in a position to educate our clients through our advisory practice. We are delighted to be working with The FBA to extend this education in the opposite direction, to those aspiring to work in the industry. Bringing FBA Candidates into our business will enable them to gain first-hand experience with major sporting organisations and help PTI to stay fresh through the challenger thinking mentality they’ll bring.”

- *Mike Bohndiek, Chief Executive Officer, PTI*

“We are excited to partner with PTI. Their digital and commercial expertise, together with their impressive client-base, will give our Candidates a chance to work with some of the leading clubs and venues across the UK, including Premier League and EFL clubs. Being part of this fast-paced and constantly evolving industry requires football organisations to look for new and innovative digital services that enable their business to grow. That is why we wanted to collaborate with PTI in order to equip our Candidates with the necessary knowledge and experience to be able to work across top level sports stadiums and entertainment venues. FBA Candidates will have an amazing opportunity to work with PTI’s team on expanding their international presence and maintaining their already existing portfolio of clients.”

- *Marcin Chmielewski, Partnerships Manager, The FBA*

The FBA is delighted to partner with PTI, a company that manages the largest media and advertising estate across the sporting and entertainment industry in the United Kingdom. Holding these rights allows them to work with some of the leading brands to deliver brand awareness campaigns to targeted audiences.

PTI help football organisations to utilise digital technology to generate operational efficiency and drive bottom line revenues. They work with over 75 clubs and venues across the UK and Ireland, covering 40% of the Premier League and 70% of the EFL Championship, among others.

This partnership will give FBA Candidates an opportunity to support PTI’s team delivering innovative digital offerings. The global and diverse profile of people completing the Professional Master in Football Business at The FBA will help expand the international portfolio of PTI in this industry, as well as manage their existing relationships.

It provides a chance for FBA Candidates to study and understand all facets of PTI's digital media products and services offered across their portfolio of clubs and venues. They will get a chance to work with some of the leading sports stadiums and key industry stakeholders in the UK to assist in building their campaign plans and developing their digital and data strategies.

ABOUT PTI

PTI are an integrated digital and technology agency, helping over 75 global sports clubs and entertainment venues activate digital engagement through consultancy, deployment services and commercialisation offerings.

PTI are comprised of three divisions, each providing expert solutions that are specifically focused on the sports and entertainment industry:

- PTI Digital & Media: Activating Digital Media, Delivering Fan Engagement
- Venue Tech: Activating Smart Venues, Driving Technical Insight
- Advertisers & Sponsors: High Impact Brand Activation, Delivering Targeted Audiences

Follow PTI on [LinkedIn](#), [Instagram](#), [Twitter](#), [Facebook](#).

ABOUT THE FBA

The Football Business Academy is a Swiss-based high level international educational institution whose goal is to professionalize the management of the football industry and facilitate the insertion of qualified professionals and future leaders in the game. Its flagship program, a Professional Master in Football Business, was codeveloped with international football industry experts from around the world around one foremost objective: to provide Candidates with all the necessary tools and an optimal learning environment in order to succeed in this passionate and dynamic industry. Other partners of The FBA include Brighton & Hove Albion, Benfica, Common Goal, Entourage Sports & Entertainment, Fnatic, Galatasaray, Girona FC and Olympique Lyonnais.

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