



FIELD TRIP IN NYC

Behind the game, beyond the court

NOVEMBER 28TH TO DECEMBER 4TH



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1. GENERAL INFORMATION



LOCATION

NEW YORK CITY,
USA



PARTICIPANTS

GROUP OF UP TO
20 PEOPLE



LANGUAGE

ENGLISH AND
SPANISH



DURATION

NOVEMBER 28TH
TO DECEMBER 4TH
7 DAYS / 6 NIGHTS



2. INTRODUCTION

At Behind the Bench, we have always placed training at the core of our mission to offer you the best on-site experiences. This initiative was born from the idea of living a unique, insider experience in the basketball capital of the world: NEW YORK.

Our goal is for you to discover the industry from within, accessing key organizations like the NBA and connecting with top-level professionals.



Preparatory Online Session

An online meeting to introduce the ecosystem of professional basketball in the USA, review travel logistics, and provide networking opportunities among participants.

3. OBJECTIVES OF THE JOURNEY

1

EXPLORE THE PROFESSIONAL BASKETBALL ECOSYSTEM IN THE U.S.

Immerse yourself in the inner workings of the industry through real-life experiences, from professional leagues to university structures.

2

VISIT THE NBA, NBPA, FRANCHISES, AND UNIVERSITIES.

Get first-hand insight into the headquarters of the NBA and NBPA, and understand how major sports organizations are managed.

3

CONNECT WITH INDUSTRY EXECUTIVES

Take part in exclusive meetings with professionals who lead the industry, gaining practical advice and real networking opportunities.

4

ATTEND NBA GAMES

Experience basketball at the highest level from an educational perspective, analyzing fan engagement, event management, and the competitive environment.

5

360° NCAA EXPERIENCE

Participate in workshops to explore the U.S. college basketball ecosystem (NCAA), the international growth of the league, the NIL system, and the role of conferences such as the Big East.

6

ENGAGE IN PRACTICAL SESSIONS AND NETWORKING

Join live workshops to apply learnings, exchange ideas with other participants, and boost your professional development in a global environment.



4. FEATURED ACTIVITIES



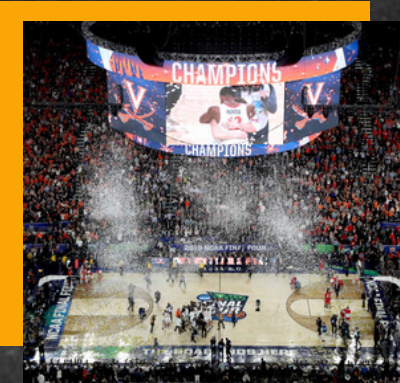
Visit the NBA, NBPA offices



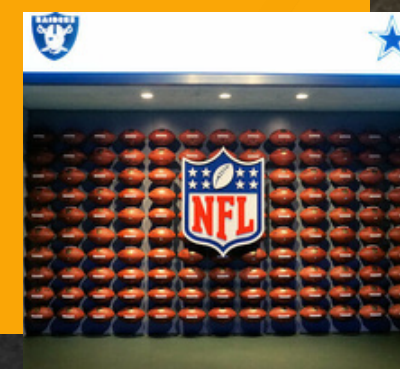
Visit a professional training facility



Attend NBA games (Knicks or Nets)



Attend an NCAA game and tour a university campus



Visit an NFL environment with a complementary experience



Participate in scouting workshops and networking sessions



5. WHAT'S INCLUDED?

Flight, hotel with breakfast, and transfers	Access to all visits and activities
Travel insurance	Preparatory online session
Exclusive polo and travel notebook	Complementary digital materials



6. MENTORS OF THIS EXPERIENCE



Íñigo de la Villa: Sports director, international scout, and basketball entrepreneur. His career spans Spain and Japan, combining the management of professional clubs with educational projects and sports innovation initiatives. He is the founder and CEO of Behind the Bench Institute.



Alex Requena: International consultant with experience in strategy and operations in the sports industry. He has held leadership roles at organizations such as Paris Basketball (former VP of Strategy), the NBA (Basketball Africa League), and Olympique de Marseille. He currently works as a consultant in the United States while pursuing a doctorate at Seton Hall University.



7. NEXT STEPS



Registration page
coming soon



Reserve your spot — because seeing it
is not the same as experiencing it from
the inside
info@behindthebench.institute



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