Inside Iran’s Road to Brazil World Cup 2014
By Dan Gaspar

• The Importance of Iran’s World Cup Qualification
  – Team Melli arrival to Iran after WC Qualification
  – Iran Dances in the Streets

• Politics and Sports
  – Sanctions
  – Visa’s and Military Clearance
  – Presidential Election
  – Lebanon Iran Embassy Bombings
  – Security

• Foreign Staff Acceptance and Cultural Adaption
  – Understanding Mode of Operations
  – How Culture effects Iran style of play and attitudes
  – Ramadan Challenges
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• Iran Professional League Assessment
  • Asian League Comparison
  • International league Comparison
  • IPL versus National Team Preparation of Players
• Iranian Player Profile
  • Technical
  • Tactical
  • Physical
  • Mental
  • National Team Player Attitude Adjustments
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- Key Infrastructure Implementations
  - Management Styles
  - Organizational Chart
  - Operational Manual
  - Code of Conduct
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IRIFF Procedures, Policies and Standards Manual
• Match Day Locker Room Set Up
• Team Meal Arrangements and Assignments
• Travel (Air/Bus) Standards
• Airport Check In Procedures
• Game Day Roster
• FIFA Player Release Protocol
• Training Equipment Needs
• Training Facility Standards
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- Rooming List Protocol
- Medical Procedures
- Hotel Requirements
- Delegation Gear Allocations
- National Staff Scouting Matrix System
- Press and Media Policies
- Training Camp Program Manual
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• Scouting Matrix System
  – Process and Evolution

• Pro Zone - Sports Code – Soccer Association
  – Impact of Technology

• National Team Training Academy Facilities
  – Home of the Iran National Teams
  – All Inclusive
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• Statistical Analysis
  – 16 Games Played
  – 696 Days (July 23rd, 2011 to June 18th, 2013)
  – 10 Wins (62.5%)
  – 4 Draws (25%)
  – 2 Loses (12.5%)
  – 22 Goals For
  – 5 Goals Conceded
  – 34 Points
  – Iran’s World Cup Record: 1 Win – 6 Losses – 2 Draws
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• Players Selections
  – Average Age 29.08
  – 22 Players from Perspolis & Esteghlal
  – 8 Foreign Clubs
  – 36 Total number of Players used in Qualifications
  – 13 Players Changed Clubs

• Scoring Analysis
  – 1.88 Average Goals per Game
  – 0.23 Goals Conceded per Game
  – 66.6% Goals Scored at Home
  – 33.4% Goals Scored Away from Home
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• Scoring Analysis
  • Forwards scored 7 Goals (23%)
  • Midfielders scored 20 Goals (66%)
  • Defenders scored 3 goals (10%)
  • 13 Different players scored for Team Melli
  • Only one team scored more than one goal (Qatar 2 Goals)

• Fans Support
  • Total Fans 660,340 Home and Away
  • 8 Home Games attracted 550,100 Fans
  • Home Game versus South Korea, 120,000 Fans
  • Female Fans
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• Qualification Defining Moments
  • (Qatar – Lebanon – South Korea)
• Team Above Individuals
• Tactical Modifications
• Key Performers
• Magical Moments
• Discovering Iran International Players
• 3 Consecutive Qualification Matches
• Coach Carlos Queiroz Standards of Excellence
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2014 World Cup Preparation

- Differences: Qualification vs World Cup Preparations
- Group F – Nigeria – Argentina – Bosnia Herzegovina
- Raise the Level of all aspects of Planning and Preparations
- Comprehensive Scouting Process
- Training Camp Objectives
- Friendly Matches Strategy
- Fifa and Asian Cup Conflicts