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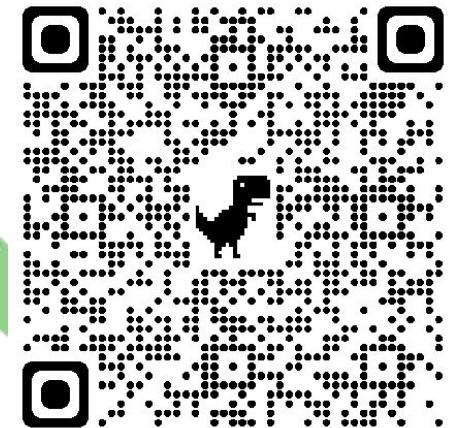
The Messi Effect



Presented by: Susanna Pierce McConnell

Email: Susanna.Pierce.McConnell@gmail.com

Date: October 19, 2023





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About Me

Susanna McConnell



AP Microeconomics Teacher, Master Teacher

Susanna Pierce McConnell is a curriculum consultant, Master teacher for the Council of Economics Education and the Foundation for Economic Education, and an AP Economics at Westlake High School. She strives to make teaching and learning meaningful for teachers and students. In her past 15 years in education, she has taught social studies in the US and abroad, participated in Harvard’s Globalizing the Classroom Fellowship, and has traveled with US teachers to schools in Japan and South Africa on two remarkable Study Tours. Susanna founded the Teacher Innovation Academy on her high school campus where she facilitated PD for 6 years for 30 educators who strive to share best practices through innovation. Susanna earned degrees in Spanish and International Economics and her Master of Arts in Teaching from Trinity University in San Antonio. Her greatest joys are finding the many connections of economics to the real world, traveling, speaking Spanish, and spending time with her family.

Fun Fact: Susanna taught in Barcelona for 2 years, and didn’t know who Messi was when she arrived. Her students made certain she knew who he was! A student’s family got her tickets to an FC Barca game in La Liga Championship.

Guest Speaker



Florencia Gabriele

Professor,

Dr. Florencia Gabriele is an award-winning educator with a Ph.D. and M.A. from Northeastern University, an M.A. in International Economics and Finance from Brandeis University, and a B.A. in Economics and Management from Emmanuel College. Dr. Gabriele is a highly sought-after professor and consultant who has taught at the undergraduate and graduate level, presented at conferences and hosted workshops on three continents. She is the recipient of the first prize of the Best in Class award, given by the National Economics Teaching Association. Her expertise in pedagogical practices and the integration of technology in the classroom distinguishes her as a highly sought-after educator and consultant.

Master

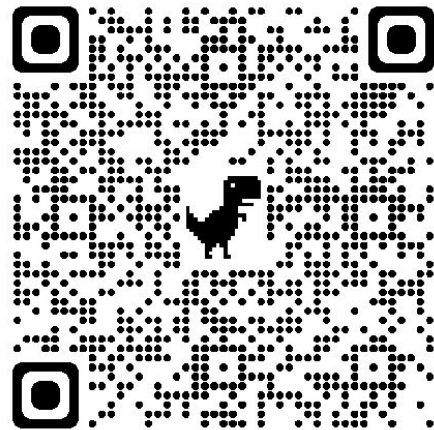
Teacher

Fun fact related to today's workshop, Lionel Messi and Florencia are proud to have been born in Rosario, Argentina.



Agenda

- Participant Insights + Trivia
- Background: Messi's Rise (Florencia)
- Classroom Integration (Susanna)
 - Warm Ups: Media
 - Individual Task
 - Group Task
- Reflect
- Questions



Objectives

- Participants will:
 - learn how incentives influenced the rise of Messi.
 - discover digital media that can facilitate student learning about the effects of Messi on economic systems.
 - learn social emotional strategies to connect the content to students' lives.
 - learn relevant tasks to use with tools in their classrooms.
 - reflect on the implementation into their own classroom.

National Standards

- **Standard 2:** Effective decision making requires comparing the additional costs of alternatives with the additional benefits. Many choices involve doing a little more or a little less of something: few choices are “all or nothing” decisions.
- **Standard 4:** People usually respond predictably to positive and negative incentives.
- **Standard 7:** A market exists when buyers and sellers interact. This interaction determines market prices and thereby allocates scarce goods and services.



Messi's Remarks



What's your comparative advantage?

Goalie: Stopping problems.

Defender: Protecting others.

Midfield: Being a team player.

Striker: Checking off goals.

Let's Connect:
SEL

Add your
response in the
Chat box!





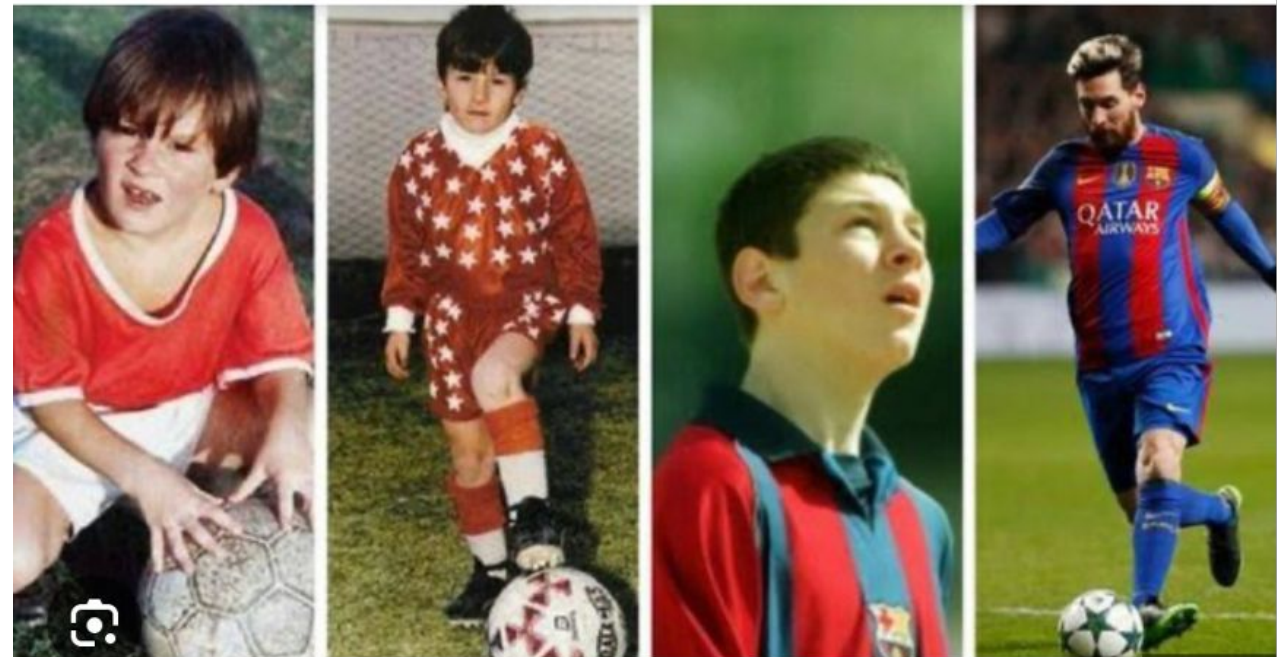
Messi Trivia

As you join: What do you know about Messi currently? Add in the chat box.



Background: How did incentives and cost-benefit analysis shape the rise of Messi? Florencia

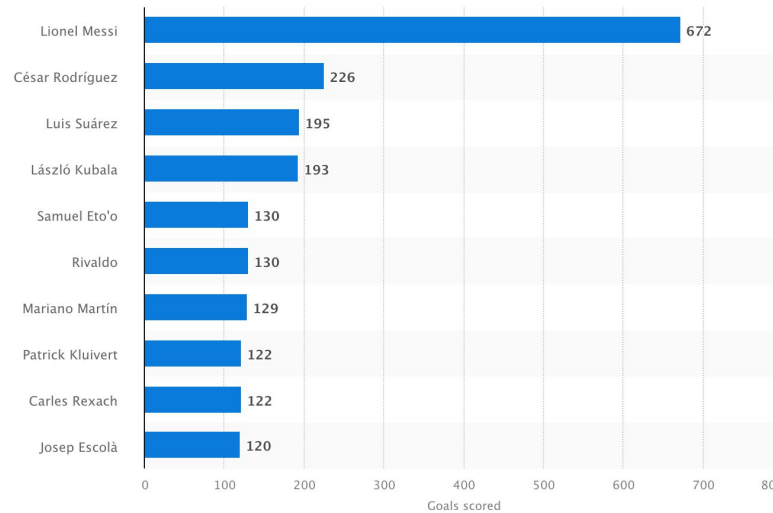
Background: Messi as a Child



Messi's talent and medical condition incentivized him to leave Argentina.

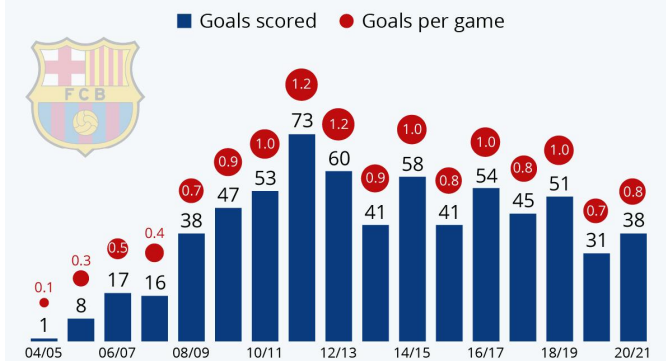
Background: Messi in Europe

FC Barcelona Posts Highest Revenue In The History Of Sports At \$770 Million



Irreplaceable Messi Scored 672 Goals for Barcelona

Goals scored by Lionel Messi for FC Barcelona in all competitions



Source: StarPlayerStats



statista

Messi's continued successes on FC Barcelona increased his popularity in the sport and gave benefits of extra revenue to FC Barcelona.

Background: Messi in the World Cup



FIFA earns \$7.5 bn in revenue from ticket sales, rights during Qatar World Cup 2022: Report

This is an increase of \$1 billion from what FIFA earned from the previous World Cup in Russia in 2018

Messi economics

November 30, 2022 · 9:14 PM ET

Jasmine Garsd



Messi's performance in the World Cup positively impacted his image, his team, and FIFA. He added large benefits to global markets.



FC Barcelona News: 20 May 2013

Bostjan Cernisek · May 20, 2013, 2:39pm CEST



David Ramonone

The Messi Effect – How One Single Player Will Impact Soccer In America

The Messi Effect: New Miami star brings big business to MLS

How can you add Messi's rise and impact into your classroom? The Messi Effect

Susanna

Course Connections: Superstar Impact

The Shifters of Demand

- **Trends or Tastes**
- Related Goods' Prices
- Income
- Buyers (# of buyers)
- Expectations



Thankful
FOR
my Tribe
»» ♥ ««



These factors change consumer behavior to demand more or less at ALL prices.

Messi's "Trending" in Saudi Arabia



Messi's Can't-Miss Sights



The Red Sea

Don't let its name fool you: The Red Sea is actually a super clear blue-green, and it's a must-see during any trip to Saudi. Jeddah is nicknamed "The Bride of the Red Sea," an...

Messi's Essential Experiences



Shop at a Souq in Jeddah

While Saudi offers world-class shopping and brand-name boutiques if you want to bring home unique souvenirs, head to a souq. These markets offer the best of what's loc...

The contract is specific about Messi's obligations, and about the money to be paid for fulfilling each one:

- About \$2 million, nearly 1.8 million euros, for a minimum of one family vacation annually lasting five days, or alternately two annual vacations of three days each. The travel expenses and five-star accommodations were to be paid by the Saudi government for Messi and up to 20 family members and friends.
- Another \$2 million for promoting Saudi Arabia on his social media accounts 10 times a year, separately from the promotion of his vacations to the kingdom.
- About \$2 million more to participate in an annual tourism campaign. (He and the Saudi authority shared the first campaign, an elaborately shot desert video, in November.)
- Another \$2 million for charitable work and appearances.

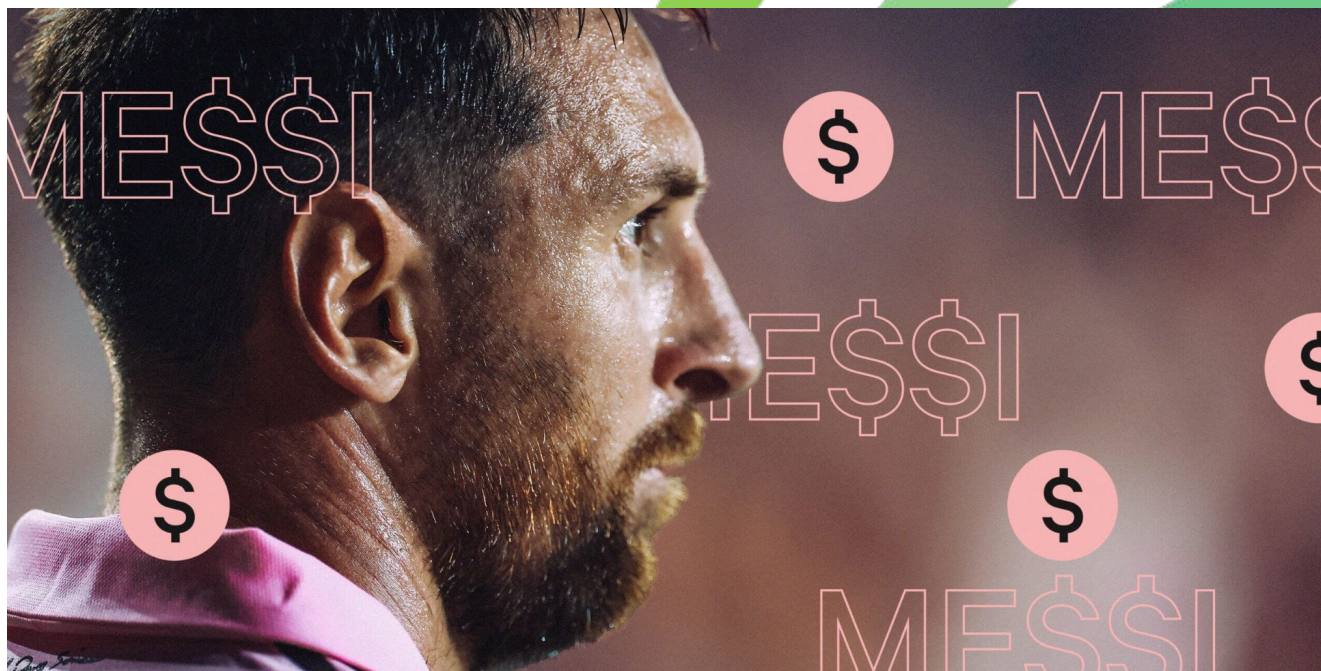
Messi as a Saudi Arabia Ambassador

Lionel Messi wants you to unleash your inner thrill seeker and uncover the unimaginable. Whether you travel to discover new things, old things, or just to awaken

something new inside yourself, Saudi satisfies on all fronts. So what are you waiting for? Plan your adventure now!



"We made this decision to bring Leo to Miami, not just for us, not just for our fans," Beckham said. "But we did it for the league, we did it for the sport and we did it for America."



Implementation #1: Hooks and Warm-Ups

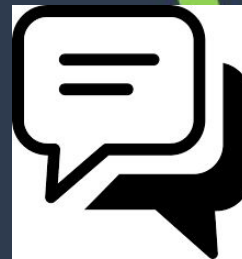
Time Required: 10-15 minutes



Add your
response in the
Chat box!

SEL Hook

**Why are one major
league's ticket prices
increasing by > 1,700%?**



Warm Up #1 CNBC News: Messi Effect



DURATION:
10 minutes

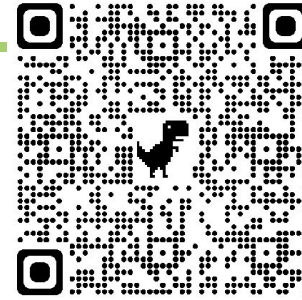
1. What's something significant you heard in the video?
2. So what impact does he have on markets?
3. Now what will be Messi's impact on future businesses, cities, and larger regions?

Warm Up #2: CNBC Ticket Price Changes

+ Create

- Assignment
- Quiz assignment
- Question
- Material
- Reuse post

Overview



1. Explain the non-price determinants of demand.
2. Post the article and question into to Google Classroom.
3. Give students 8 minutes to answer their responses.
4. Debrief.

1. What's something you see?
2. What do you think this means?
3. Now what do you wonder?

DURATION:
15 minutes

Question
What do you see? What do you think this means?
What do you now wonder?

Short answer

Instructions (optional)
Go to the attached article, and then answer the 3 questions.
Pull out 3 pieces of data in your "see" portion of the question.

B *I* U **≡** ✕

Lionel Messi joins the MLS, single-game tic...
<https://www.cnbc.com/2023/08/20/lionel-messi-joir> ✕



The Messi effect

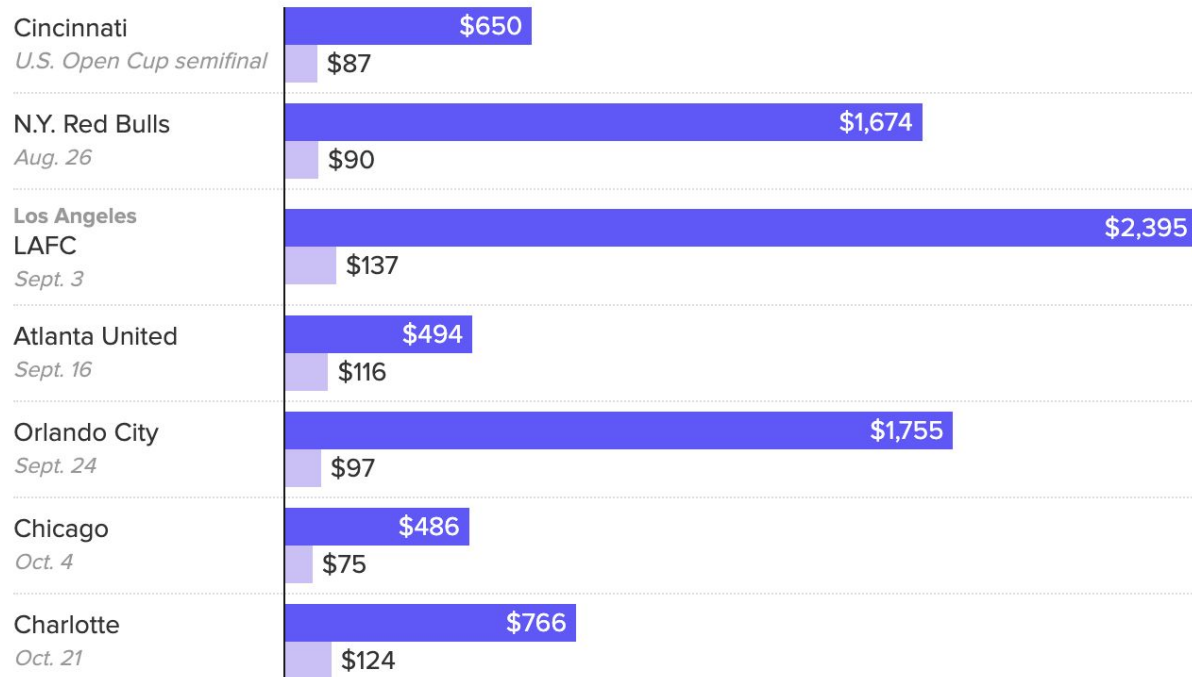
Inter Miami CF average ticket prices on the secondary market for away games are as much as 18 times their 2022 levels now that Lionel Messi plays on the team.

The Messi effect

Inter Miami CF average ticket prices on the secondary market for away games are as much as 18 times their 2022 levels now that Lionel Messi plays on the team.

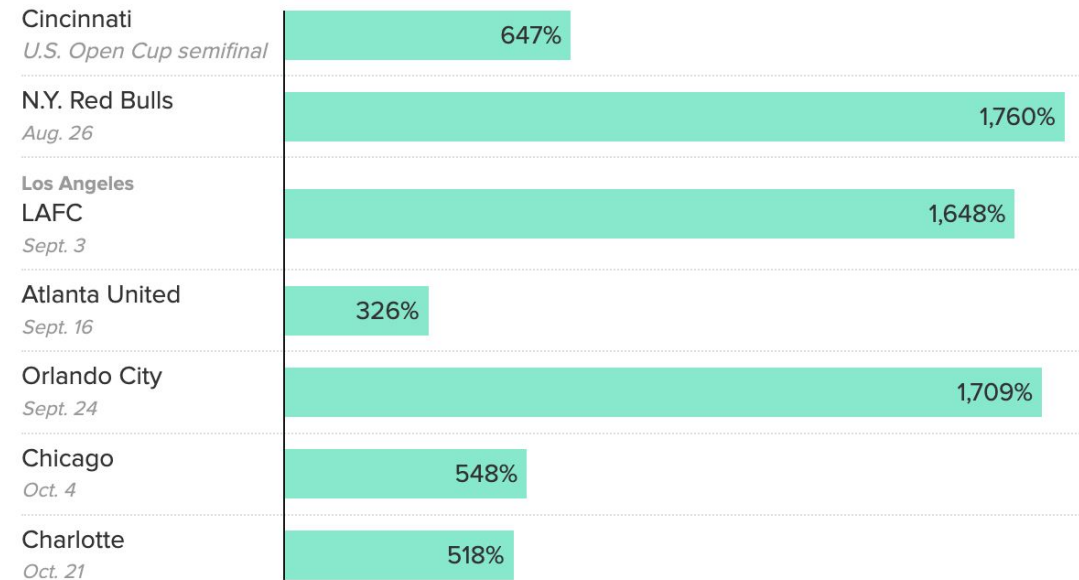
PRICES

2022 2023



What's something you see?
 What do you think this means?
 Now what do you wonder?

PERCENT INCREASE



Note: The Cleveland match in 2022 was a regular season game. All dates are for 2023.



Messi economics

November 30, 2022 · 9:14 PM ET

 Jasmine Garsd



05:15: And for Dr. Schwartzstein, all of these things mattered a lot, in part because during this time, he was Leonel Messi's doctor.

05:23: And Messi needed some of those medications.

05:27: Let me give you a little bit of background here.

05:30: In the early stages of his soccer career, Messi was in fact very small for his age.

05:37: He wasn't growing like the other boys.

05:40: Messi first went to see Dr. Schwartzstein when he was 11, and the doctor found that Leo

05:45: had a hormone deficiency, which for an aspiring athlete was super problematic.

05:51: This could have derailed his dreams.

10:42: And then at some point, European clubs, they start to think, well, why not bring younger players for cheaper?

10:50: Cooper, who has written a lot about Messi, says Messi's dad knew.

10:55: He's sounding brilliant.

10:57: It doesn't take business genius to realize the goal is in Europe and not here.

11:06: Messi's dad started talking to one of the biggest teams in Spain,

11:11: Barça Football Club in Barcelona.

11:14: So Messi's dad is a big football man.

11:16: This again is Guillion Balaghe.

11:18: and he realized the potential of Leo.

11:21: And they went for it.

11:23: So Messi got on a plane to do a tryout.

11:26: He was only 13.

Implementation #2: Real World Fridays (Individual)

Real World Fridays: #1 Podcast



Overview

1. Explain how incentives impact decision-making (micro).
2. Explain how economic downturns impact individuals in economic systems (macro).
3. Post template to GC for students to take notes.
4. Let students listen and take notes.

**DURATION:
30 minutes**

What important or significant question does your podcast address?	What major assumptions does the podcast make about this topic and/or question?	How can you apply this information to what we have studied? Explain at least one relevant economic term and/or a model it connects to.
What is most significant or interesting about your selected medium and why?		

What 6 interesting facts did you hear? Use bullet points.	What <u>questions</u> might an economist ask about this topic?
	Question #1 (Micro): Question #2 (Macro):
How would you summarize the economic forces within this topic?	



Is the cost of bringing Lionel Messi to MLS falling on fans?

The profile of Inter Miami - and the league itself - have been boosted by the Argentinian's arrival. But it's led to an increase in prices for some



Some Inter Miami season ticket prices will double next season. Photograph: Sam Navarro/USA Today Sports

It's difficult to overstate the impact [Lionel Messi](#) has had on Inter Miami and MLS since he joined the club in July. But there are some concerning signs underneath the veneer of Messi Mania.

"Soccer in North America will never be the same," Camilo Durana, the executive vice-president of Apple partnership, properties and events at MLS, told [Forbes](#) in June, days after the announcement that Messi was moving to the league.

Subscribe to newsletters Forbes

The Messi Effect – How One Single Player Will Impact Soccer In America

Isaac Mizrahi Contributor [Follow](#)
I write about multicultural marketing and its impact on business.

Jun 20, 2023, 12:22pm EDT

Listen to article 10 minutes

SEARCH FORTUNE [Subscribe Now](#)

SUCCESS · LIONEL MESSI

Lionel Messi is bringing an absolutely enormous pile of money into American soccer and MLS

BY PAOLO CONFINO August 21, 2023 at 3:37 PM CDT

Lionel Messi, Saudi Arabia and the Deal That Paid Off for Both Sides

A contract between Messi and Saudi Arabia's tourism authority offers a glimpse at the details of their multimillion-dollar relationship.

Messi is having a whale of a time in Miami. CHANDAN KHANNA—AFP/GETTY IMAGES



Lionel Messi has parlayed his global sports stardom into a lucrative deal as a spokesman for Saudi tourism. Thomas Peter/Reuters

Real World #2: Messi Current Event

DURATION: 30 - 45 minutes

Link to Article and Date	# of paragraphs	Unit 2 Connection: Demand, Supply, Market Price, Shortage, Surplus

Overview

1. Have students bring in headphones.
2. Post the task to Google Classroom.
3. Explain the task.
 - a. Find an article within the last year.
 - b. Answer the questions.
 - c. Create an instagram post.

Economics in the News: Mega Celebrity Impact

B. Application and Impact: Answer the following question with regards to the effects of this article on your understanding of economics.

4. How can you connect your article to the market graph?

Graph:

Component:

P	Q

5. Create an Instagram [post](#) that shows the impact of this event on the markets. Include a subtitle, image, and text with a hashtag.

Put a link to your copy of this template here:

B. Application and Impact: Answer the following question with regards to the effects of this article on your understanding of economics.

4. How can you connect your article to the market graph?

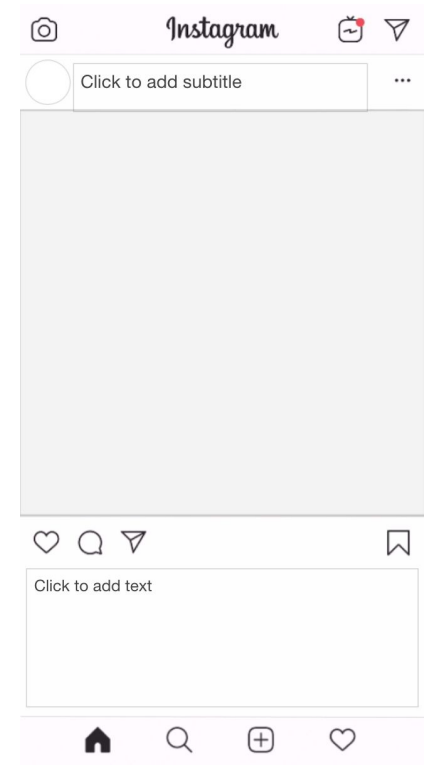
Graph:

Component:

P	Q

5. Create an Instagram [post](#) that shows the impact of this event on the markets. Include a subtitle, image, and text with a hashtag.

Put a link to your copy of this template here:





Example: Background

A. Terminology and Analysis: Answer the following with regards to your article in 2-3 sentences.

1. What is the main idea of your article?

Messi's move to Inter Miami has caused team ticket sales to skyrocket. Inter Miami's has never been more packed or expensive.

2. Explain how this article connects to an economic term we've studied in this unit.

Messi has brought a major rightward shift in demand for Inter Miami games. While the supply (available seats and games) has remained the same, the shift in demand has caused quantity and price to increase the market price of Inter Miami tickets.

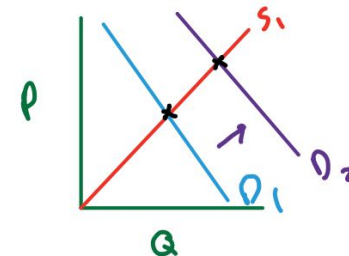
3. Why does the issue discussed in this article matter? Explain in 2-3 sentences.

The issue matters because it reflects why the Inter Miami ticket market is increasing so rapidly. The Messi effect has given the MLS a blueprint of how to increase league revenue: bring a global superstar to the league and watch the demand for games and related merchandise to soar.

B. Application and Impact: Answer the following question with regards to the effects of this article on your understanding of economics.

4. How can you connect your article to the market graph?

Graph:

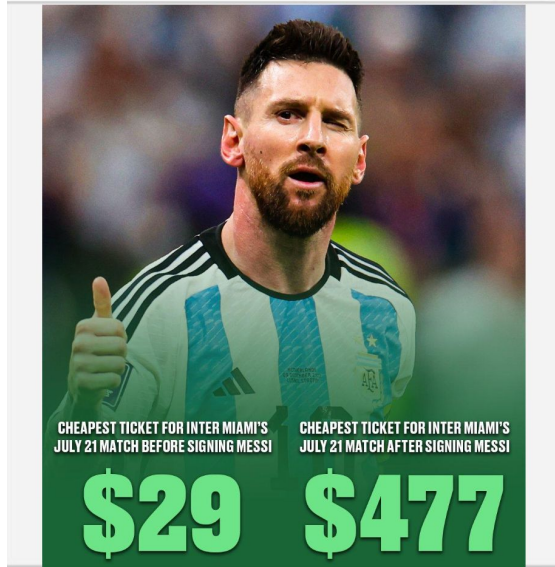
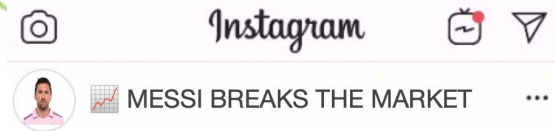


Component:

Trend

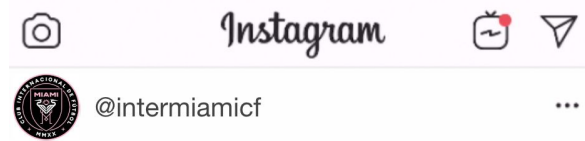
P	Q
↑	↑

Example: Instagram Posts



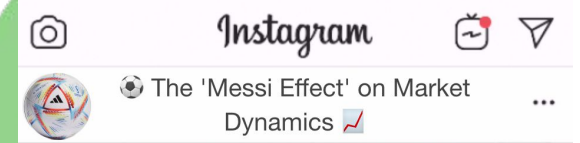
Inter Miami tickets have gone up by over 1000% post Messi's arrival. The demand to come to see Messi is truly absurd! More people are buying tickets, and those people are spending WAY more than they had before. Messi is single handily increasing the market price for Inter Miami tickets!

#MESSI_EFFECT #MarketShifter



📣📣 Announcing Lionel Messi's addition to the Inter Miami soccer team. We are thrilled for his addition to this rapidly growing community! In our first few games, we've already witnessed a major impact with the cost of tickets increasing by over 1,700% 😱😱

#messi #intermiami #majorleaguesoccer



This phenomenon highlights the power of superstar influence on market demand and streaming trends. From the pitch to the stock market, Messi's impact is undeniable. 🇺🇸🔥

Stay tuned for more updates on how the world's greatest soccer player continues to change the game, both on and off the field! ⚡🔥



Here are Four Ways Lionel Messi's Move to MLS is Boosting the US Economy

By [TERRY LANE](#) Published September 16, 2023

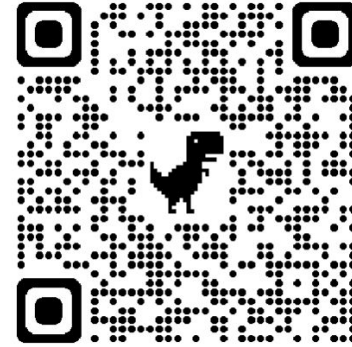


What's Apple doing reportedly paying for part of Lionel Messi's deal to come play in the U.S.? Well, let's start with the fact that Apple TV+ streams MLS soccer games and follow the money from there.

**Give
students a
voice and
choice.**

Real World #3: Choice Board

DURATION: 30 - 45 minutes



Overview



The Messi Effect: Resource Exploration

1. Have students bring in headphones.
2. Post the task to Google Classroom.
3. Explain the task.
 - a. Choose a source from the choice board.

Resources + Articles	Videos	Podcasts (25 mins)
Business Today: Messi and Fifa Fortune: Messi Bringing Money Into MLS Forbes: The Messi Effect on US Soccer The Guardian: Is Consumer Paying For Messi Market Place: What Messi Means For Apple TV The Athletic: Lionel Messi Life Investopedia: 4 Ways Messi is Booming US NYTimes: Messi + Saudi Arabia Deal	The Messi effect: How adding 'the ... Bloomberg: Messi and Chicago YouTube: CNBC Could Messi Supercharge MLS? YouTube: Messi Effect on MLS Soccer YouTube: NewsNation Messi Effect on InterMiami Why is the World Cup important to ...	NPR Podcast: Messi Economics NPR Podcast: La Ultima Copa

Resource Exploration (15 mins): Select 1 resource. Fill out the table as you explore. Resource Selected: _____

What interesting information did you read/see/hear?	How can you connect these ideas to the impact of Messi on economic systems?	What are you now wondering about this topic?

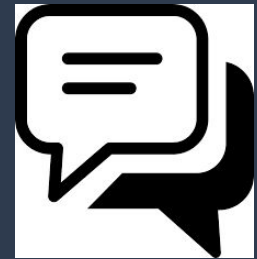
What is most significant or interesting about your selected medium, and why?



What is significant or interesting that you read/saw?



Group Exploration (8 mins)





Implementation #3: Group Task (Headlines)




DURATION (1 class): Group: 45-60 minutes




Overview

1. Go over the shifters of demand and supply and market equilibrium.
2. Post the slides template to Google Classroom.
3. Students copy the template and share with their groups.
4. Students come up with scenarios.
5. Students draw the impact.



**Mega
Celebrity
Effect**

Add a picture of your whole group here.

This template features a placeholder for a group photo in the top left corner, a title 'Mega Celebrity Effect' in bold, and a small instruction below it.

Messi Effect

Keep if you're focus is Messi.

This template features a placeholder for a photo of Lionel Messi in the top left corner, a title 'Messi Effect' in bold, and a small instruction below it.


Swift Effect

Keep if you're focus is T. Swift.

This template features a placeholder for a photo of Taylor Swift in the top left corner, a title 'Swift Effect' in bold, and a small instruction below it.

Team Members

Person 1 Person 2 Person 3 Person 4

This template features a title 'Team Members' at the top, followed by four labels 'Person 1' through 'Person 4', each with a corresponding placeholder for a person's portrait.

Market Systems: Add Original Photos

Headline 1
Add a caption that describes a component that increases demand.

Headline 2
Add a caption that describes a component that decreases demand.

Headline 3
Add a caption that describes a component that increases supply.


Headline 4
Add a caption that describes a component that decreases supply.

Headline 5
Add a caption that explains a double shift.


The diagram shows five small photos of people in a classroom setting. Arrows point from each photo to a corresponding headline above it, which describes a market component.

Graphs of Impact: Add the Photo


Increase of Demand
Price
Quantity




Increase of Supply
Price
Quantity



Decrease of Demand
Price
Quantity

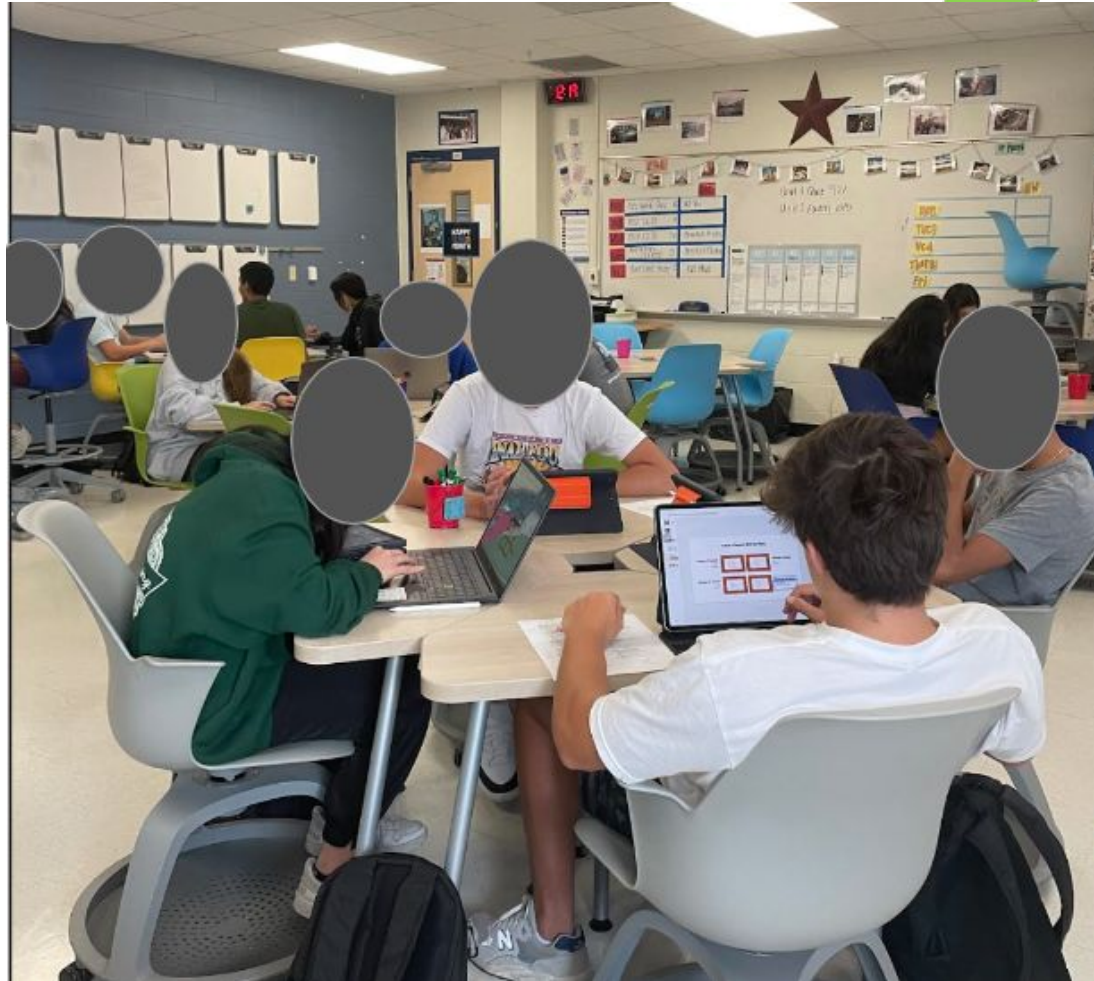


Decrease of Supply
Price
Quantity

This section contains four graphs, each with a title and a placeholder for a photo. The titles are 'Increase of Demand', 'Increase of Supply', 'Decrease of Demand', and 'Decrease of Supply'. Each graph has 'Price' on the vertical axis and 'Quantity' on the horizontal axis.



Group Work



Group Headline Example



Trend

Messi is very popular and his joining MLS makes more consumers want to purchase tickets



Related Goods

Messi jerseys dominate sales over every other soccer jersey



Production

More companies are making Messi shirts for MLS



Taxes

Taxes on the materials for Messi jerseys increase



Expectations

Sellers expect to make more money when Messi plays, and consumers expect prices of tickets to rise



Group Headlines

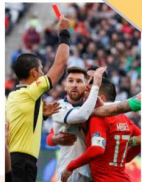


Market Systems:

Logan Paul partners PRIME Inter Miami
Increases demand for PRIME and Inter Miami



Lionel Messi gets a red card, will miss the next match
Demand decreases because Messi will be unavailable to play for a match.



MLS announces that Miami will play 5 extra friendlies
More opportunities for Messi to play and for fans to see him.



Messi brings more manufactures to Gatorade
An increase of workers allows for more productivity creating more supply.



Messi expected to partner with Nike
Expectations rise for Nike so they start supplying more gear and demand for Nike rises



Market Systems

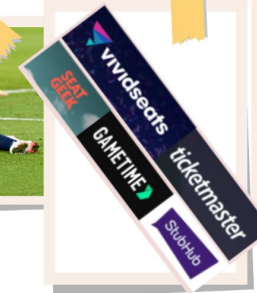
MLS Tickets Soar
Messi Transfer to Miami causes ticket sales to soar



Messi Suffers a Season Ending Injury
Inter Miami's team performance declines without their star.



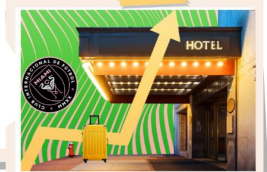
New Ticketing Services Available
There are more competing sellers for MLS soccer since Messi started.



Ticketmaster Bankrupt
TicketMaster goes into severe bankruptcy, causing fans to lose their tickets



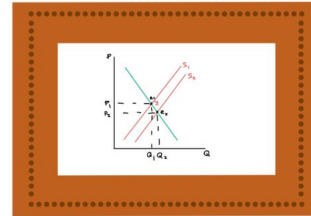
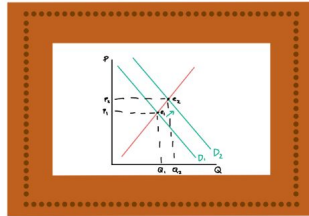
New Wave of International Fans Double Hotel Prices in Miami



Graphs of Impact: Add the Photo

Increase of Demand

Price goes up
Quantity goes up

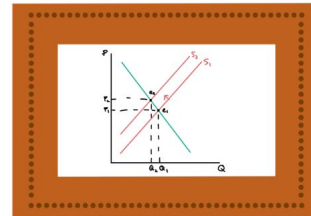
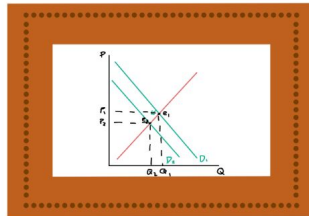


Increase of Supply

Price goes down
Quantity goes up

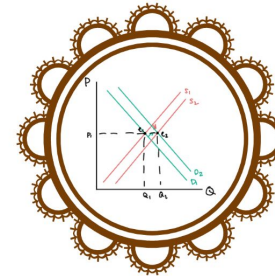
Decrease of Demand

Price goes down
Quantity goes down



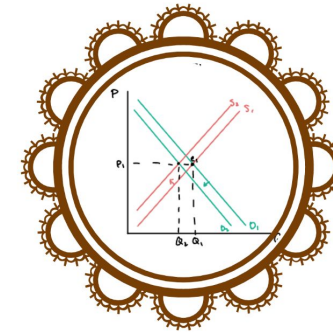
Decrease of Supply

Price goes up
Quantity goes down



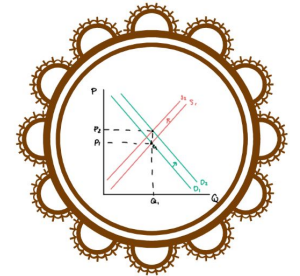
Increase Demand/Supply

P: ?
Q: goes up



Decrease Demand/Supply

P: ?
Q: goes down



Increase D/Decrease S

P: goes up
Q: ?



Messi Implementation Into Your Class

SEL	Media	Task
What's your comparative advantage?	Videos and Articles	#1: Warm Ups
Messi Trivia	Podcasts	#2: Podcast Template
Why are tickets soaring by 1700%?	Articles	#3: Current Event
	Mixed Media	#4: Choice Board
	---	#5: Headline Creation



What did you learn?
How can you apply this into
your classroom?



Add your
response in the
Chat box!

Reflect

Share Out +
Q & A

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DO YOU LOVE ECON?

You may have what it takes to compete in the Nation's only high school economics competition!

NEC



The **National Economics Challenge (NEC)** is the country's only economics competition of its kind for high school students. It tests micro and macroeconomic principles as well as knowledge of the world economy.

This motivating and fun team learning experience begins with competitions at the state level. The winning team from each state moves on to the National Semi-Finals. The top teams in the semi-finals will advance and receive an **all-expense paid trip (excluding travel) to compete in the National Finals in New York City** this spring.

Why Play?

- Fun team learning experience
- Great for your college application
- No other challenge like this!

CASH PRIZES



For each team member in National Finals:
1st place: \$1,000
2nd place: \$500
3rd place: \$250
4th place: \$125

HOW IT WORKS: STEP-BY-STEP



TWO DIVISIONS BASED ON EXPERIENCE LEVEL

David Ricardo Division: For first-time competitors who have taken no more than one economics course.

Adam Smith Division: For returning competitors, AP, International Baccalaureate, and honors students.

REGISTER TODAY FOR YOUR LOCAL COMPETITION!
NationalEconomicsChallenge.org

THE NATION'S PREMIER HIGH SCHOOL COMPETITION



The National Personal Finance Challenge is a competition that provides high school students with an exciting and motivating opportunity to build, apply, and demonstrate their knowledge of money management.

Through online exams and a personal finance simulation, teams showcase their expertise in **earning income, buying goods and services, saving, using credit, investing, as well as protecting and insuring.**

Teams of 3-4 students, with one teacher/coach, can qualify to represent their state at the National Personal Finance Challenge by winning their local competition.

HOW IT WORKS: STEP-BY-STEP



CASH PRIZES

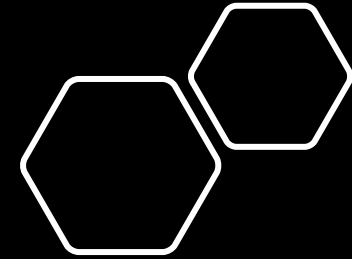
Top teams in National Finals receive a cash prize for each student team member and an all expense paid trip (excluding travel) to Cleveland, Ohio.

1st place: \$2,000 | 2nd place: \$1,000 | 3rd place: \$500 | 4th place: \$250

REGISTER TODAY FOR YOUR LOCAL COMPETITION!

personalfinancechallenge.org

The National Personal Finance Challenge is sponsored by:



NPFC



FinEd50 is a coalition of non-profit organizations, researchers, corporate partners, and professional organizations that believes that personal finance education is a crucial tool to helping people better navigate their financial lives, make informed decisions regarding their life choices, and take more control over their own futures.

FinEd50: Financial Education for American

Currently, only 24 states require personal finance education courses in the United States. Research indicates that a quality financial education leads to improved future credit scores, declines in payday lending, student loan payment increases, student borrowing shifting to lower cost options, and overall financial well-being!

Recognizing that education is the realm of state and local leadership, FinEd50 is dedicated to achieving:

State Level Action: State-level action that guarantees equitable access for every student to a robust, high-quality personal finance course;

National Standards: Courses and educational materials that address the content outlined in National Standards for Personal Financial Education and are culturally relevant and respectful to students' lived experiences;

Innovative Funding: Innovative funding mechanisms and professional development in place to support and develop a corps of high-quality teachers with access to new professional development opportunities to teach personal finance; and

Measurement: A mechanism for measuring access to courses on personal finance and equitable reach of state requirements.

Learn more about FinEd50:

Advocacy

CEE Affiliates



A network of 200 nationwide affiliates

Provide professional development for K-12 teachers, advocate for including economics and personal finance in K-12 schools, conduct research, and forge partnerships.

<https://www.councilforeconed.org/resources/local-affiliates/>

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