

BWF WORLD CHAMPIONSHIPS COACHING CONFERENCE



GLASGOW SCOTLAND
25-26 AUGUST 2017



	
	WORLD CHAMPIONSHIPS

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WELCOME TO GLASGOW



CHAMPIONSHIPS' DIRECTOR'S WELCOME

As Chief Executive of BADMINTONscotland, and the Championships Director of the TOTAL BWF World Championships 2017, I want to extend to you the very warmest of welcomes to Glasgow and Scotland for this 'crown jewel' global badminton event and the associated World Coaching Conference.

We are thrilled to be hosting the World Coaching Conference. Coaches are so vital to the success of our sport worldwide. They have a vital role at all levels of the sport – whether inspiring the next generation to pick up a racquet through to developing players at the highest echelons of the game, such as those participating at the World Championships this week.

With such an important role, we must continue to develop the knowledge, expertise and skills of our global coaching network.

We're delighted to be joined this week in Glasgow with such an array of talented and experienced coaches. We hope that this conference will provide an opportunity for you all – an excellent platform for all coaches to join together, learn from the best in the world and share experiences with one another.

I hope you enjoy the conference and that you will find it to be valuable and productive – that you leave with insights that continue to motivate you in your coaching role as you move forwards.

Have fun at the conference and enjoy your time in the great city of Glasgow, here in Scotland.

Anne Smillie

Chief Executive of BADMINTONscotland

BWF WELCOME MESSAGES

PRESIDENT'S WELCOME

I'm thrilled that the World Coaching Conference is being held alongside the TOTAL BWF World Championships 2017. BWF strongly believes in enhancing coaching capabilities and broadening the technical knowledge of the sport, so that the benefits of specialist knowledge are not restricted to a few institutions and countries but spread around the world. We are committed to developing coaches globally; courses and conferences are a vital part of this process.

I'm impressed by the line-up of experts that you have assembled and the range of topics that will be covered. From anticipation and deception, the demands of women's singles, to rehabilitation from injury, and player development systems – the conference covers several important aspects of the sport.

With experts of the calibre of Tan Kim Her, Xu Huaiwen, Pi Hongyan, Stewart Kerr, Kenneth Larsen, John Neal, Mark King and Julian North on board, I'm sure the attendees will benefit enormously from the knowledge that is passed on.

I'm grateful to BADMINTONscotland for their support in organising this event, and to the experts who so graciously consented to sharing their knowledge. Special thanks to EventScotland, Yonex, Glasgow Life, UK Sport and our Major Events sponsor TOTAL.

I'm sure the delegates will enjoy all the presentations and that they will be able to implement many of the suggestions in their respective programmes.

Poul-Erik Høyer

BWF President

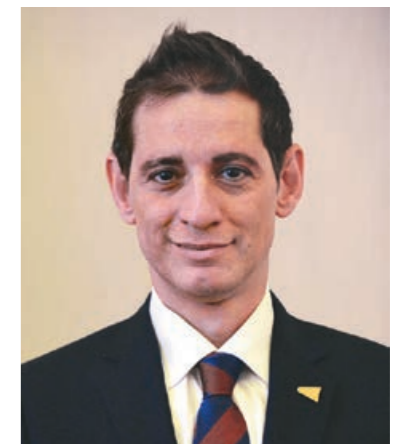


BWF DEVELOPMENT CHAIR MESSAGE

Our aim is to provide world-class speakers who will educate and inspire coaches from all over the world. Coaches play an instrumental part in the growth and development of our sport. It is vital for the BWF to provide these opportunities, which allow coaches to access world-class education and professional development.

David Cabello

BWF Chair – Development and Sport for All





PEOPLE MAKE GLASGOW

The biggest city in Scotland, yet compact enough to allow visitors to see a large part of it in only a short space of time. Striking Victorian architecture – and the influence of legendary designer Charles Rennie Mackintosh – alongside over 90 parks and public access gardens.

By day, visitors can check out the multitude of shops available in Glasgow’s Merchant City and ‘Style Mile’ or visit some of the iconic museums and galleries. By night, the city features an eclectic mix of pubs and clubs alongside an internationally recognised music scene.

Scotland The Perfect Stage

There is also a wealth of options throughout the city when it comes to restaurants and eating out, from iconic fish and chips at the lower end of a visitor’s budget, to high-class contemporary dining at the upper end.

Sitting on the doorstep of some of the world’s most breath-taking scenery and with great transport links to the rest of the country, Glasgow is an ideal location to sample the sights and delights of Scotland. Enjoy your visit!



PARTICIPATING COUNTRIES

Austria	Hungary	Poland
Brazil	India	Portugal
Canada	Ireland	Scotland
Costa Rica	Malaysia	Singapore
Denmark	Malta	Slovakia
England	Netherlands	Spain
Estonia	Norway	Sweden
France	Peru	United Arab Emirates
Germany	Philippines	Wales

CONFERENCE SCHEDULE

FRIDAY 25TH AUGUST 2017

- 16:00-16:30** Registration and refreshments
- 16:30-16:45** Official welcome and opening of conference
Badminton World Federation and BADMINTONscotland
- 16:45-17:45** John Neal – Coaching character for winning performance
- 17:45-18:45** Kenneth Larsen – Developing players' self-esteem through recognition
- 18:45-19:15** Coffee Break/Networking
- 19:15-20:00** Leeds Beckett University – Julian North –
Effective badminton player development systems: evidence from Asia and Europe
- 20:00-21:00** Xu Huaiwen and Pi Hongyan – Women's singles in the modern day

MISSED SOMETHING?



We are recording each session at this year's World Coaching Conference.
To watch again, visit the World Coaching Conference Playlist on our YouTube channel,
BADMINTONWORLD.TV

SATURDAY 26TH AUGUST 2017

- 08:45-09:00** Registration and refreshments
- 09:00-09:30** BWF Programmes – Ian Wright
- 09:30-10:30** Tan Kim Her – Men's doubles – attacking and defensive play
- 10:30-11:00** Coffee Break/Networking
- 11:00-11:45** Loughborough University – Mark King – Speed and accuracy in the badminton jump smash
- 11:45-12:30** Expert Panel Question and Answer – Xu Huaiwen, Pi Hongyan, Kenneth Larsen & Tan Kim Her
- 12:30-13:30** Lunch/Networking/Outdoor Badminton
- 13:30-14:30** Kenneth Larsen – Development of tactical and physical skills in men's singles
- 14:30-15:15** Coaching Clinic – Pi Hongyan and Xu Huaiwen
- 15:15-15:30** Coffee Break/Networking
- 15:30-16:30** Stewart Kerr – Shoulder injury prevention programme for athletes
- 16:30-17:00** Conference Round Up and Closing Remarks



WORLD COACHING CONFERENCE

MEET THE SPEAKERS

The BWF is pleased to welcome nine world-class speakers to present at this year's World Coaching Conference in Glasgow. Speakers will share their expert knowledge and personal experiences from the world of badminton, sport science and global sport.



DR. JULIAN NORTH

SENIOR RESEARCH FELLOW, LEEDS BECKETT UNIVERSITY, U.K.

Julian North is a Senior Research Fellow at Leeds Beckett University. He has a client list which includes the BWF, UEFA and the English FA in football, and the England and Wales Cricket Board. His specialities are player development, coaching practice and effectiveness, coach development and education, and policy and systems. His presentation will provide details of research examining effective player development systems in four world leading nations – Korea, Indonesia, Denmark and Spain.



PI HONGYAN

FORMER BADMINTON PLAYER, FRANCE

A former star of the European and World circuit, World bronze and European silver medallist, Pi Hongyan has also been involved in other aspects of the sport, such as working with the national junior team of France. She will join Xu Huaiwen in sharing her expert knowledge of women's singles.



PROF. JOHN NEAL

SPORT BUSINESS PERFORMANCE AT ASHRIDGE EXECUTIVE EDUCATION, U.K.
HULT INTERNATIONAL BUSINESS SCHOOL

John Neal works with a range of key areas in sport including exercise physiology and performance psychology. Through his involvement in organisations including elite rugby and cricket, he has worked with coach development strategies from grassroots to high performance. He will share his experience as a performance coach in exploring the connections between character and performance.

WORLD COACHING CONFERENCE SPEAKERS

(CONTINUED)



XU HUAIWEN

FORMER BADMINTON PLAYER, GERMANY

Xu Huaiwen is a two-time World bronze medallist and a double European gold medallist. She went on to coach badminton in Germany and the U.S., as well as collaborating with Badminton Europe and BWF on coaching projects. She and Pi Hongyan will share their expert knowledge of women's singles.



TAN KIM HER

INDIAN NATIONAL DOUBLES COACH

Tan Kim Her's triumphs as a Malaysian player include an Olympic semi-final, as well as a Thomas Cup silver medal. He later went on to hold positions as national coach in Malaysia, England and Korea. He will offer an on-court session focused on attacking and defensive play in men's doubles.



STEWART KERR

CHARTERED PHYSIOTHERAPIST

Former Scotland international player Stewart Kerr holds degrees in Sport and Exercise Science and in Rehabilitation Science (Physio). His areas of expertise include spinal manipulation, acupuncture and sports massage. He is passionate about helping players in rehabilitation after injury, as well as in injury prevention. His session will address shoulder injuries among badminton players.



IAN WRIGHT

BWF DEVELOPMENT DIRECTOR

Former England Head Coach and French National Coach will provide information on latest BWF Coaching and Development initiatives.



DR. MARK KING

READER IN SPORTS BIOMECHANICS, LOUGHBOROUGH UNIVERSITY, U.K.

Mark King is a Senior Lecturer and Reader in Biomechanics at Loughborough University. He is an international expert in the area of bowling actions for the Internet Cricket Council and has worked with the England and Wales Cricket Board over the last 10 years. His presentation will share research examining speed and accuracy and variability in the badminton jump smash.



KENNETH LARSEN

PROFESSOR OF SPORT SCIENCE, AALBORG UNIVERSITY, DENMARK

Kenneth Larsen is a former Danish National Coach. In his theoretical session, he will share his work with recognition and discuss how this can develop players' self-esteem and may lead to better results. His on-court session will explore practical ways of developing a variety of tactical and physical skills in men's singles.

COMPETITION SCHEDULE

Each delegate attending the World Coaching Conference will receive two session tickets to attend the TOTAL BWF World Championships 2017 (Friday 25 August morning session, and Saturday 26 August evening session).

Free transport is provided from the official hotels and Coaching Conference venue to/from the World Championships' venue.

DATE	SESSION	DOORS OPEN	TIMES OF PLAY	COURTS IN USE
Monday 21 August	Preliminaries	10:00	11:00 - 21:30	1 - 5
Tuesday 22 August	Preliminaries	10:00	11:00 - 20:30	1 - 5
Wednesday 23 August	Preliminaries	10:00	11:00 - 20:30	1 - 5
Thursday 24 August	Round of Last 16	10:00	11:00 - 21:00	1 - 4
Friday 25 August	Quarter Finals – Session 1	09:00	10:00 - 15:00	1 & 2
	Quarter Finals – Session 2	16:00	17:00 - 22:00	1 & 2
Saturday 26 August	Semi Finals – Session 1	09:00	10:00 - 15:00	1
	Semi Finals – Session 2	16:00	17:00 - 22:00	1
Sunday 27 August	Finals	11:00	13:00 - 18:00	1

Follow all the news, results, images and championship information at BFWORLDCHAMPIONSHIPS.COM

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Viktor Axelsen
Denmark
2016 BWF Dubai World Superseries Finals Champion

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THE BWF COACHING PATHWAY

SUPPORTING COACHES IN TAKING PLAYERS FROM GRASSROOTS TO PODIUM

ELEMENTS OF THE PATHWAY

Level 1 Coaching Award

The Level 1 course prepares candidates with basic badminton experience (including *Shuttle Time* teachers looking to advance their skills) to plan and deliver linked coaching sessions for badminton and/or para-badminton.

Contents cover basic coaching principles, basic coaching methodology, and introductory elements to technical, tactical, physical and psychological work with badminton players.

Level 2 Coaching Award

The focus of the Level 2 course is on planning and delivery of annual training and competition programmes, along with more detail on the underpinning sport science.

Contents include more advanced coaching principles to help coaches work at more professional levels with higher levels of players. The technical, tactical, physical and psychological elements are also addressed in greater depth.

Level 3 Coaching Award – coming in 2017!

The Level 3 course takes a broader scope, looking at the role of the coach within a player development pathway, while also examining key points within that pathway, such as youth development and working with elite players.

Level 3 is an extremely interactive course, and involves the coaches' looking at existing models to discuss, debate, reflect, and finally apply their findings to their own contexts.

Level 4 Coaching Award

The Level 4 course will involve university-level study in a specialist area.

Coaches will look at how to maximize planning, delivery and management of their chosen areas through application of sport science, research, innovation and best practice.

Level 4 will require a long-term study in conjunction with a recognised university and to be assessed by a panel of experts.

WHY A COACHING PATHWAY?

Coaches are the key in taking players from grassroots to podium. In order to grow the sport, we need *more* and *better* coaches at all levels.

Coaches need different skills and knowledge at different levels of player development. The BWF Coach Education framework aims to address those needs.

At the same time, in order for coaches to be effective, they must also be able to work within national or regional structures.

The coaching pathway looks beyond coaches' on-court work to examine how this fits into the larger perspective of player development within a national system, thereby helping coaches and players achieve the best possible results.

Equivalency

By the end of 2017, there will be a competency matrix detailing the expected outcomes and skills for each level of BWF Coach Education.

Based on that matrix, national federations will be able to apply for recognition of their national coaching awards for equivalent BWF status. This will help experienced coaches to progress through the BWF pathway.

BWF COACH EDUCATION RESOURCES

AVAILABILITY

We aim to make quality coaching resources as widely available as possible.

BWF coaching manuals are free and can be downloaded in various languages from our website: bwfeducation.com

The supporting videos can be accessed on our YouTube channel, BWFTV: badmintonworld.tv

✉ Email: coaching@bwfbadminton.org

INNOVATION

An online component will be launched at the end of 2017 (Level 1), allowing for shorter, more focused face-to-face courses and greater flexibility for coaches wishing to attend.

OPPORTUNITY

The FastTrack Ex-Players' course is aimed to help former elite players successfully transition into coaching.

The course covers content from Levels 1 and 2.



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