

SEMINAR PROGRAMME



Friday 28 November 2008

| Time | Presentation | Details |
|---------------|--|---|
| 8:00 - 8:50 | Registration | |
| 9:00 - 9:30 | Welcome and Introduction | Francesco Ricci Bitti (ITF President), Stuart Smith (LTA President) Juan Margets (ITF Executive Vice President) |
| 9:30 - 10:00 | Update on Play and Stay | <i>Review of the Campaign and the Red, Orange and Green Stages</i> - Dave Miley and James Newman (ITF) |
| 10:00-10:45 | Serve, Rally, Score: from the first lesson | <i>Introduction</i> - Dave Miley (ITF) <i>What children want from sport</i> - James Newman (ITF) <i>Progressive Ways to Serve, Rally and Score</i> - Mark Tennant (ITF) and Hrvoje Zmajic (ITF) |
| 10:45-11:15 | Coffee Break | |
| 11:15 - 13:00 | Update on Play and Stay and Serve, Rally, Score: Discussion | Discussion Moderators: Dave Miley (ITF) |
| 13:00 - 14:30 | Lunch | |
| 14:30 - 16:00 | The Importance of Red, Orange and Green Balls with High Performance Juniors | Max De Vylder (LTA) Discussion Moderator: Dave Miley (ITF) |
| 16:00 - 16:30 | Coffee Break | |
| 16:30 - 17:30 | Mini Soccer: The England Football Association's approach to young players | Les Howie (England Football Association) |
| 17:30 - 18:00 | Questions, Summary and Close | Moderator: Dave Miley (ITF) |
| 18:00 - 20:00 | Cocktail Party* | |

* All Delegates welcome

Saturday 29 November 2008

| Time | Presentation | Details | | |
|-------------------|--|--|--|--------------------------------------|
| 9:00 - 9:15 | Summary of Day 1 and Intro to Day 2 | Dave Miley (ITF) | | |
| 9:15 - 10:15 | Case Studies: Quickstart Tennis Brazil Progressive Tennis | Kirk Anderson (USTA) Cesar Kist (CBT) Julie Staples and Robert Bettauer (Tennis Canada) | | |
| 10:15 - 11:30 | Using Slower Balls with Starter Adults | <i>Introduction</i> - Dave Miley (ITF) <i>What adults want</i> - Ronald Pothuizen (KNLTB) <i>The French Adult Tennis Programme</i> - William Bothorel and Bernard Pestre (FFT) Discussion Moderator: Ronald Pothuizen (KNLTB) | | |
| 11:30 - 12:00 | Coffee Break | | | |
| 12:00 - 13:30 | Educating and Promoting the Play and Stay Concept to Coaches | <i>Introduction</i> - Dave Miley (ITF) <i>Play Tennis Course and Seminars</i> - Mark Tennant (ITF) <i>Learning Tools/Distance Learning</i> - Miguel Crespo (ITF) <i>LTA Case Study</i> - Bob Madou (LTA) <i>Website</i> - Brenden Sharp (ITF) Discussion Moderator: Miguel Crespo (ITF) | | |
| 13:30 - 14:45 | Lunch - Cardio Tennis Demonstration | Michele Kraus (Tennis Industry Association) | | |
| WORKSHOP SESSIONS | | | | |
| Time | On Court Topics | Who | Off Court Topics | Who |
| 14:45 - 15:25 | Tennis Evolutif | William Bothorel (FFT) | Promoting Tennis as Healthy | Kirk Anderson (USTA) |
| 15:30 - 16:10 | Using Slower Balls with Players with Disabilities | Stuart Wilkinson (ITF) | Play and Stay or Play and Go?: Retaining children and adults in tennis | Miguel Crespo and James Newman (ITF) |
| 16:10 - 16:40 | Coffee Break | | | |
| 16:40 - 17:45 | Play and Stay Equipment: Review and Discussion | | <i>Introduction</i> - Dave Miley (ITF) <i>Panel Discussion</i> - ITF and Industry Representatives | |
| 17:45 - 18:00 | Questions, Summary and Close | | Moderator: Dave Miley (ITF) | |

SEMINAR PROGRAMME

Sunday 30 November 2008

| Time | Presentation | Details |
|---------------|--|--|
| 9:00 – 9:15 | Summary of Day 2 and Intro to Day 3 | Dave Miley (ITF) |
| 9:15 - 9:30 | LTA Case Study: Growing a club with Play and Stay | <i>Surbiton Racket and Fitness Club Case Study</i> - Marc Codling (LTA) |
| 9:30 - 11:30 | Competition Formats and Scoring Systems | <i>Introduction</i> – Dave Miley and James Newman (ITF) <i>Let them play</i> - James Newman (ITF) <i>Finding the best formats</i> - Mike Barrell (evolve9) and Ronald Pothuizen (KNLTB) Discussion Moderators: Ronald Pothuizen (KNLTB) |
| 11:30 - 12:00 | Coffee Break | |
| 12:00 - 12:30 | Tennis 10s...10 and Under Competitive Tennis | Dave Miley (ITF) |
| 12:30 - 13:45 | Lunch | |
| 13:45 -14:45 | Competitive Frameworks | <i>Introduction</i> – James Newman (ITF) <i>Chacun son match</i> - Bernard Pestre and William Bothorel (FFT) <i>Tennis Europe</i> - Hrvoje Zmajic (ITF) <i>Introducing slower ball competitions in Brazil</i> - Cesar Kist (CBT) <i>Implementing a Framework</i> : Max De Vylder (LTA) <i>Questions</i> |
| 14:45 - 15:30 | Progressing Players | Mike Barrell (evolve9) |
| 15:30 - 16:00 | Coffee Break | |
| 16:00 - 17:45 | Implementing a Competitive Framework: Discussion | Discussion Moderator: Gary Stewart (LTA) |
| 17:45 - 18:15 | Questions, Summary and Close | Moderator: Dave Miley (ITF) |

Monday 1 December 2008

| Time | Presentation | Details |
|---------------|---|--|
| 9:00 - 9:15 | Summary of Day 3 and Intro to Day 4 | Dave Miley (ITF) |
| 9:15 - 10:00 | Case Studies: Implementing Play and Stay | <i>Germany</i> - Rüdiger Bornemann (DTB) <i>Portugal</i> - Vitor Cabral (FPT) <i>Egypt</i> - Hassan El Aroussy (ETF) |
| 10:00 - 10:45 | Sponsorship and Branding | <i>Sponsorship and Branding</i> - Sara Acworth (Coroebus/ITF) <i>Norway Case Study</i> - Øivind Sorvald (Norway) Discussion Moderator: Sara Acworth (Coroebus/ITF) |
| 10:45 - 11:30 | Promoting the Campaign | Sara Acworth (Coroebus/ITF) |
| 11:30 - 12:00 | Coffee Break | |
| 12:00 - 13:00 | Implementing Play and Stay | <i>Introduction to the key stages</i> - Dave Miley and James Newman (ITF) Discussion Moderators: Dave Miley (ITF) and Ronald Pothuizen (KNLTB) |
| 13:00 - 13:30 | The Way Forward: 2009 and 2010, Questions, Summary and Close | Dave Miley (ITF) |
| 13:30 | Lunch | |

NOTES:

- Delegates are free to make their own arrangements for dinner each evening.
- Free coach transportation will be provided on each morning to the seminar venue from the Novotel London West and Putney Lodge hotels. This transportation will also return delegates to these hotels at the end of each day.
- At least 50% of each session will be set aside for discussion.