

TENNIS... PLAY AND STAY SEMINAR

THE QUEEN'S CLUB, LONDON, 26-27 FEBRUARY 2007

DELEGATES SEMINAR PROGRAMME

DAY 1 *Indoor courts and Lecture Room*

0815-0900 : Arrival/ Registration and coffee.

0900-0920 : Welcome and Introduction [Welcome from ITF President Francesco Ricci Bitti and the British LTA's President Stuart Smith.](#)

0920-1000 : The Tennis...Play and Stay Programme. [An Introduction and background to Tennis...Play and Stay.](#)

1000-1115 : Tennis is Easy and Fun – Serve, rally and score (On Court) Presentation showing how different balls and court sizes can be used to ensure players serve, rally and score from the first lesson, incorporating case studies from invited nations.

1115-1145 : Coffee and Tea

1145-1245 : Tennis is Easy and Fun – Discussion (On Court) Chance for all delegates to discuss and ask questions on how the balls and court sizes can be used to more effectively introduce tennis to starter players.

1245-1430 : Lunch. [With the opportunity to view and try different balls, speak with manufacturers and view an exhibition incorporating examples of work being done by other nations on participation.](#)

1430-1530 : Branding, marketing and communications (Lecture room) Presentation on the branding, marketing and communication of Tennis...Play and Stay and the resources available to support the programme and the nations involved. Followed by discussion and a question and answer session.

1530-1600 : Coffee and Tea

1600-1730 : Competition can be Fun (On Court and Lecture Room) Presentation on competition formats and scoring systems.

1730-1800 : Open Discussion and Review of the Day (Lecture Room) A review of Day 1 with a chance for nations to raise and discuss important matters and to give feedback on the project.

1800-2000 : Cocktail Party (Studio Room)

(Participants are free to make their own dinner arrangements)

DAY 2 *Lecture room all day*

0900-0915 : Welcome to Day 2 [Welcome from ITF Executive Vice President Juan Margets.](#)

0915-0945 : Summary of Day 1 [Short recap of Day 1 with a chance for questions.](#)

0945-1100 : Starter Tennis Equipment and the Red, Orange and Green Balls [Presentation by ITF on balls and equipment and a presentation by the TIA President followed by discussion and questions.](#)

1100-1130 : Coffee and Tea

1130-1300 : Tennis is Healthy [Presentation on health benefit research and conclusions, and case studies on Cardio Tennis and other health and fitness related programmes followed by discussion.](#)

1300-1430 : Lunch.

1400-1500 : The Launch [Details of the Tennis...Play and Stay launch in June followed by discussion.](#)

1500-1630 : Review of Day 2 [Summary of the seminar and discussion on any actions to be taken and the way forward.](#)

1630-1700 : Coffee, tea and close.