

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](https://www.youtube.com/channel/UCBADMINTONWORLDTV)

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

BWF

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.

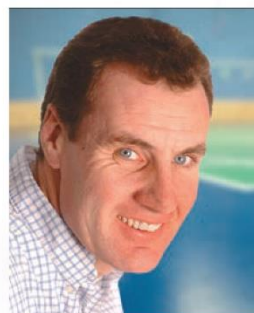
Julian North is a Senior Research Fellow at Leeds Beckett University. He has a client list which includes the BWF, UEFA and the English FA in football, and the England and Wales Cricket Board. His specialities are player development, coaching practice and effectiveness, coach development and education, 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.