Presents

UNLOCKING HUMAN POTENTIAL

Annual Coaches Conference

February 1-2 2018
Lausanne, Switzerland
“Sport has the power to change the world. It has the power to unite in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair. It is more powerful than governments in breaking down racial barriers. It laughs in the face of all types of discrimination.”

Nelson Mandela

THE INSIDE GAME NETWORK & CONFERENCE
“UNLOCKING HUMAN POTENTIAL”

Introduction:
Sport really can change the world. Research has shown that kids who participate in sport do better in school, are more disciplined, more confident and often to go on to be more successful and lead happier, healthier lives.

Yet 70 % of kids drop out of sport when they reach adolescence.

This is for numerous reasons: poor coaching, early selection, lack of facilities, parent interference & pressure, injury, burnout, social pressures…and most often, because it just isn’t FUN anymore.
Furthermore, our world is full of non-stop distractions and pressures, dominated by a dependence on cell phones and screens which is further contributing to an even more sedentary society, lacking proper movement skills, who have poor nutrition habits, poor social skills and low self-esteem and confidence. Alarmingly, recent research on youth, show higher rates of depression and suicide.

This must change.

The INSIDE GAME Coaching Network is a platform that brings together a community of coaches, innovators, performance and medical experts, athletes and parents to learn, share, and inspire. By educating those that influence young people, we hope to put the FUN back in sport, and develop not only happier, healthier and stronger athletes, but better people for the future!

Through education, communication and action, we hope to positively influence the next generation of young people.

Join us in our mission and help us
UNLOCK HUMAN POTENTIAL

www.insidegame.ch
“A good coach can change a game. A GREAT coach can change a life.”

John Wooden

Vision:
Our vision is to change the mindset of coaching throughout Switzerland and Europe towards a more positive and mindful attitude, for the benefit of young athletes. We want to not only develop mentally and physically strong athletes, we want to develop strong people and future leaders! We want to change lives.

Mission:
- To be leaders in the areas of coaching/athletic education, by connecting the top minds and visionaries in sport performance from around the world.
- To share information with coaches, parents, trainers and educators, and give them the tools to be better coaches, role models, and leaders for our youth athletes.
- To ensure our young athletes have coaches that they respect, admire and look up to and that will help them be the best athlete they can be.
- To develop well-rounded, confident people with high self-esteem who will one day become leaders themselves.
- To ensure that sport is an enjoyable, lifelong experience!

Our Platforms for Educating:

NEW: THE INSIDE GAME NETWORK – WEBSITE
A website dedicated to information sharing and building community among coaches, parents and sport influencers. The website will provide up to date research, information and tips in a variety of subjects, with contributions from world leaders, athlete role models and experts through blogs, videos and online discussions. Key topics will include
- Coaching Tips
- Sport Psychology
- Mindfulness & Emotional Intelligence
- Sports training and medicine
- Education
- Nutrition
- And more.

Launching in September 2017, it will be the source for coaches, parents and trainers seeking information, feedback, support and inspiration!

www.insidegame.ch
“Winning is not the ultimate goal, but a simple step along the path in the ever-ascending journey to excellence”

Reed Maltbie, Youth Coach

THE INSIDE GAME CONFERENCE 2018
“Unlocking Human Potential”

Growing on the success and learning from the first two conferences, year III will be a two-day intensive conference combining theory, knowledge sharing and practical application through workshops. Participants will leave with new thinking and techniques that can be applied in their personal coaching of teams and athletes so they can learn how to unlock the performance of their athletes!

- The course will be led by leading experts and key-note speakers in the field of sport psychology, motivation, team building, coaching youth as well as professional and Olympic athletes & coaches.
- We will also include pertinent discussions about injury, nutrition and other topics relevant to coaches of youth athletes.
- The conference is relevant to all sport disciplines and all levels of coaches and athletes.

TARGET AUDIENCE: Who Should Attend?
- Coaches and parents, from all sport disciplines;
- Fitness trainers and therapists;
- Club managers and sport directors;
- Physical Education teachers and directors;
- Psychology students;
- Life coaches;
- Business people in leadership roles;
- Key influencers in sports and sports medicine;
- 70% from Swiss Romand.

LANGUAGE:
- English and French (translation support available)

DETAILS:
Date: Feb 1-2, 2018
Location: The Swiss Tech Convention Centre, Lausanne, Switzerland
“I got into coaching to lead young people to their full potential. I believe very strongly that we are not in the training business, but in the life changing business.”
Kevin Neeld, Coach

THE CONFERENCE 2018, cont’d

THE CITY – LAUSANNE:
Lausanne - the Olympic City – is home to the International Olympic Committee, and over 50 international sport federations, as well sport management schools. It is the Sport City. In 2020, it will host the Youth Olympic Games, reinforcing the values of Respect, Friendship and Excellence - all values important to the Inside Game as well. For this reason, Lausanne is the ideal location for a conference dedicated to youth sports.

Promotional Partners & Collaborators:
We have an impressive list of partners and collaborators that all believe in the mission and wish to support it.
- Jeunesse et Sport – Swiss National Youth Coaching Federation – 10,000+ coaches
- The Female Coaching Network – international network of 6000 female coaches
- Changing the Game Project – 60,000 followers
- Ville de Lausanne – Service des Sports – 3700 followers
- Movementwise – movement dedicated to improving lives through sport and fitness
- Education for Peace/Sport Attitude – international foundation dedicated to teaching coaches about emotional intelligence and sport attitude. Currently working with the French, Swiss and Belgium Football federations
- TIQ2Sports – online community of sports clubs and coaches in the Swiss Romande region
- THINK SPORT Lausanne – organization created by the IOC that unites sport organisations and federations in the city of Lausanne

Marketing & Communication:

Target Audience for Communication:
We will implement an aggressive and massive marketing campaign that is focused on a direct email/newsletter campaign to coaches and sport federations/associations, Facebook, Twitter and LinkedIn. Our new website will also feature weekly blogs and relevant information for coaches.

In addition to our local marketing efforts, our Swiss and global partners, as well as our speakers, will also promote the event on their respective networks.

Our combined reach will be over 100,000 sport coaches, parents and influencers around the globe!

www.insidegame.ch
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APPENDIX

Keynote Speakers & Experts:

To achieve our vision, we are proud to be bringing in coaching experts, athletes, innovators and influencers from both Switzerland and around the world that share our vision, values and philosophy. Below are just a few:

**John O’Sullivan: Founder: Changing the Game Project, Author, Coach, ex Pro-Athlete, Speaker**

John started the Changing the Game Project in 2012 after two decades as a soccer player and coach on the youth, high school, college and professional level. He is the author of the #1 bestselling books *Changing the Game: The Parents Guide to Raising Happy, High Performing Athletes, and Giving Youth Sports Back to our Kids* and *Is it Wise to Specialize*. John is an internationally known speaker for coaches, parents and youth sports organizations, and has spoken for TEDx, the National Soccer Coaches Association of America, US Lacrosse, USA Football, and at numerous other other events throughout the US, Canada, Asia and Europe.

*Topics*: Lessons Learned by the World’s Best Coaches?

**Dr Jean Coté: Director of School of Kinesiology, Queen’s University**

Dr. Jean Côté is professor and Director in the School of Kinesiology and Health Studies at Queen’s University at Kingston (Canada). His research interests are in the areas of children in sport, coaching, positive youth development, and sport expertise. Dr. Côté has published more than 130 refereed papers on a variety of sport psychology and coaching topics and 50 book chapters. He has delivered 50 keynote addresses at major national and international conferences, over 100 invited presentations, and 260 refereed conference presentations. Dr. Côté, in collaboration with Dr. Ronnie Lidor, has completed the first comprehensive book on talent development in children’s sport which was published in 2013 by Fitness Information Technology.

His most recent work involves the use of observation techniques to examine the influence of different types of coach-athlete relationships on athletes’ outcomes and the development of a Transformational Coaching workshop that focuses on positive youth development.

*Topic*: Transformational Coaching

**Maureen Monte: Team Consultant, Author Destination Unstoppable, Detroit, Michigan**

Maureen has been working with both corporate and sports teams over the past many years achieving amazing results utilising the Clifton Strengths Finder. Her clients achieve greater performance by harnessing untapped talent, defining success (not just the goals, but they behave to win) and connecting talent to defined outcomes and goals. In addition to corporations, she has worked with hockey, basketball, soccer, lacrosse and swimming teams and athletes.

*Topic*: Unlocking the Full Potential of Your Athletes.
Keynote Speakers & Experts:

**Dr Dean Kriellaars: PhD, University of Manitoba – World leader in Physical Literacy**
Learning to move is just as important as learning to read and write. Physical literacy, moving with competence, confidence, motivation, knowledge and understanding is the key to being active and durable for life. Dr Dean Kriellaars breaks down the Long-Term Athlete Development model and helps sport leaders and coaches apply it to building lifelong athletes – ensuring that kids stay engaged in sport for the rest of their lives!

*Topic: The Power of Play in Building Lifelong Athletes*

**Dr Pascal Gygax: PD, PhD, MSc, BSc. University of Fribourg**
An experimental psycholinguist and cognitive psychologist interested in the way we go beyond text and/or discourse to form mental representations.
Dr Gygax is a former athlete and coach himself and is particularly interested in gender differences in communication and its impact on confidence. He will help coaches break down communication barriers and help them choose words wisely to motivate and build confidence in young athletes.

*Topic: The Power of Words: Language as a double edge Sword.*

**Tania Cotton: Founder Movementwise, Expert in Human Performance**
Founder of Movementwise and a British Chartered Physiotherapist and Movement Analyst, Tania has spent the past 12 years working with the Swiss Olympic Medical Centre in Geneva, Switzerland. She is a clinician and experienced educator working with individuals and families, including elite athletes. She has made 12 films on health and human performance with EMMY Award winning cinematographer Keith Partridge, using the power of storytelling to reveal how people have overcome significant health and performance challenges to do things they never imagined possible. These films have brought together a network of leading experts in Movement, Sports Medicine, Athletic Development, Nutrition, Psychology, Self Awareness and Communication, who have the desire to inspire people and give them the confidence and courage to do things differently. She promotes initiatives that strive to help people become adaptable both physically and mentally so that they can overcome health and performance challenges to live life and love life’ for the whole of their lives.

*Topic: The Power of Play to Build Confidence in Young Athletes*

See website for complete list.