

# Nordic Football Coaches CONFERENCE

The 2. Nordic Coaches Conference will be held at the largest multisport complex in the Nordic region, the Prioritet Serneke Arena. The arena is located at Kviberg Park, east of Gothenburg.

Talent developers and coaches from all six Nordic countries are invited to be a part of what will be a yearly event for football coaches who specialise in player development both at general- and elite levels.

The conference will be conducted by top quality lecturers and instructors with experience from both Nordic and International football. The programme will include: presentations, practical demonstrations, workshops and panel debates.

This will give participants first hand information on the latest development and research, trends and best practice being used in Nordic countries and internationally today. Several businesses will also be present to introduce a variety of products and services for use by football coaches and clubs.

We are seeking coaches, player developers and academy managers among other with experience from work in developing players to the elite level of the game. Coaches with a UEFA Pro- and respective UEFA A-diploma (Pro and Advanced). But this is not by necessity.

Our goal is to establish the Nordic Football Coaches Conference as the leading arena for learning, debate, networking and coaching for the coaches based in the six Nordic countries. Player developers and coaches from Sweden, Norway, Denmark, Finland, Iceland and the Faroe Islands will be invited to the conference. We strongly recommend female coaches to sign up, to take part of this conference.

26 – 27 JANUARY 2017 PRIORITET SERNEKE ARENA,  
KVIBERG PARK, GOTHENBURG, SWEDEN

«FROM NORDIC YOUTH FOOTBALL  
TO CHAMPIONS LEAGUE»

## PROGRAM

DAY 1 FRIDAY 26 JANUARY

12:00

**REGISTRATION** – information (Presenters and participants)  
Exhibitors and stands 1st floor  
Option to get lunch in the cafeteria

13:00

**WELCOME AND INTRODUCTION** (handball hall A)  
With Roger Gustafson, the man behind the vision of “Secrets to Sports”

13:15

**FROM NORDIC YOUTH FOOTBALL TO CHAMPIONS LEAGUE**  
With Stefan Lundin, Sports Director, Swedish Elite Football

13:30

**HOW TO PLAY ATTRACTIVE FOOTBALL, PRODUCE HOMETOWN PLAYERS AND ADOPT SUSTAINABLE FOOTBALL STRATEGIES?**

With Ruben Jongkind - The man that led the Ajax Velvet revolution. Head of Talent Development (Cruyff Football)

14:15

**BREAK** (coffee/tea and fruit) mix and mingle Exhibitors location - Thereafter make your way to different lecture rooms

14:45

**WORKSHOP 1**  
Scouting – What qualities are FC Midtjylland looking for in talented players?  
Lecturer: Kenneth Andersen, U19 Coach of FC Midtjylland  
Room: Camp Nou

**WORKSHOP 2**

Talent development – The Cruyff Vision (in english)  
Lecturer: Ruben Jongkind, Head of Talent Development Cruyff Football  
Room: Highbury

**WORKSHOP 3**

Goalkeeping – The Eric Steele Way – Part 1 (in english)  
Lecturer: Eric Steele, former goalkeeper coach at Manchester United – now England U20  
Room: Ullevi

**WORKSHOP 4**

Methodology – Topic to be presented later  
Lecturer: Åke Kallenberg and Johnny Gyllensjö, former

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development coaches at Malmö FF  
Room: IFK GBG rum 1

## WORKSHOP 5

Speed training – How to develop quicker footballers? Part 1  
(in english)

Lecturer: Carsten Effertz, Tanner Speed  
Room: TBC

**15:30**

**BREAK** (coffee/tea and fruit) mix and mingle Exhibitors location - Thereafter make your way to the indoor arena

**16:00**

## PRACTICAL DEMONSTRATIONS (3)

Talent development (indoor area A)  
(in english)

Theme: To be confirmed later  
Instructor: Ivan Kepcija, assistant academy director at Dinamo Zagreb

**GOALKEEPING** (Indoor area B-1)  
(in english)

Theme: To be confirmed later  
Instructor: Eric Steele, former goalkeeper coach at Manchester

United – now England U20

**SPEED TRAINING** (indoor area B-2)  
(in english)

Theme: Speed training – Warm-up and drills with coordination ladder – part 1

Instructor: Carsten Effertz, Tanner Speed

**17:15**

**BREAK** (coffee/tea and fruit) mix and mingle Exhibitors location - Thereafter make your way to handball hall A

**17:45**

**THE IMPORTANCE OF THINKING... DIFFERENTLY** (in english)

Lecturer: Paul McGuinness, 20 years as talent developer at Manchester United

**18:30**

**SUMMARY AND END OF DAY 1**

**19:30**

**GRAND DINNER** and entertainment at Kviberg

## DAY 2 SATURDAY 27 JANUARY

**08:00**

**BREAKFAST**

**09:00**

**PRESENTATION** (in Handball hall A)  
Development of Elite footballers the Dinamo Zagreb Way (in english)  
Lecturer: Ivan Kepcija, assistant academy director at Dinamo Zagreb

**10:00**

**BREAK** (coffee/tea and fruit) mix and mingle Exhibitors location - Thereafter make your way to different lecture rooms

**10:30**

**WORKSHOP 1**

Scouting – What qualities are AJAX looking for in talented players?  
Lecturer: Jon Steen Olsen, scout for AFC AJAX in Scandinavia  
Room: Camp Nou

**WORKSHOP 2**

Talent development – How to create an environment to develop elite players? (in english)  
Lecturer: Paul McGuinness,



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20 years as talent developer at Manchester United  
Room: Highbury

### WORKSHOP 3

Goalkeeping – The Eric Steele Way – Part 2 (in english)

Lecturer: Eric Steele, former goalkeeper coach at Manchester United – now England U20  
Room: Ullevi

### WORKSHOP 4

Methodology – How did I manipulate the environment around Martin in his formative years?

Lecturer: Hans Erik Ödegaard, father of Martin Ödegaard, former professional player, now coach  
Room: IFK GBG rum 1

### WORKSHOP 5

Speed Training – How to develop quicker footballers? Part 2 (in english)

Lecturer: Carsten Effertz, Tanner Speed  
Room: TBC

**11:45**

**LUNCH** (in cafeteria – warm meal)

**13:00**

### PRACTICAL DEMONSTRATIONS (3)

Talent development (indoor area A) (in english)

Theme: To be confirmed later  
Instructor: Paul McGuinness, 20 years as talent developer at Manchester United

**GOALKEEPING** (Indoor area B-1) (in english)

Theme: To be confirmed later  
Instructor: Eric Steele, former goalkeeper coach at Manchester United – now England U20

**SPEED TRAINING** (indoor area B-2) (in english)

Theme: Speed training – Warm-up and drills with coordination ladder – part 2  
Instructor: Carsten Effertz, Tanner Speed

**14:15**

Break (coffee/tea and fruit) mix and mingle Exhibitors location  
- Thereafter make your way to handball hall A

**14:45**

### NORDIC TALENTS THAT HAVE REACH THE CHAMPIONS LEAGUE

What qualities do they possess and what kind of environment have they been developed in?

In forum: Åke Kallenberg, Hans Erik Ödegaard and Jon Steen Olsen. One coach, one father and one scout.

**15:45**

### SUMMARY AND END OF DAY 2

**16:00**

**TRAINING MATCH** in the football arena

IFK Göteborg – Nordic opposition (highest level)

All participants at the conference will receive a match ticket

**19:30**

Dinner at the Scandic Crown in Göteborg

– Transportation from Kviberg into city centre and return

## DAY 3 SUNDAY 29 JANUARY

(Voluntary – extra day)

**10:00**

**BREAKFAST**

**11:00**

**PRESENTATION** (Camp Nou)

Theme: To be confirmed later  
Lecturer: TBC

**12:00**

**BREAK** – Check out of hotel

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## COURSE PACKAGES

### OPTION 1

**2 DAYS CONFERENCE** – price per person includes:

- Accommodation at the First Hotel Kviberg Park
- Grand dinner with entertainment Friday and warm lunch Saturday
- Course participation 2 days includes course certificate

**Alt A 3.995 SEK per participant (twin room)**

**Alt B 4.695 SEK per participant (single room)**

### OPTION 2

**2 DAYS CONFERENCE** – price per person includes:

- Accommodation at the Scandic Crowne Hotel (central Gothenburg)
- Grand dinner with entertainment Friday and warm lunch Saturday
- Course participation 2 days includes course certificate

**ALT A 4.495 SEK PER PARTICIPANT (TWIN ROOM)**

**ALT B 5.095 SEK PER PARTICIPANT (SINGLE ROOM)**

### EXTRAS:

- A** Extra night at the First Hotel Kviberg Park Saturday 27 – Sunday 28 January  
700 SEK per participant (in twin room)
- B** Extra night at the First Hotel Kviberg Park Saturday 27 – Sunday 28 January  
1.100 SEK per participant (in single room)
- C** Extra night at the Scandic Crown (central Gothenburg) Saturday 27 – Sunday 28 January 850 SEK per participant (in twin room)
- D** Extra night at the Scandic Crown (central Gothenburg) – Saturday 27 – Sunday 28  
1.350 SEK per participant (in single room)
- E** Dinner in the center of Gothenburg (Scandic Crown) – Saturday 27 January  
500 SEK per participant (3 meal course with two glasses of beer/wine and transportation)

### OPTION 3

**2 DAYS CONFERENCE** (Hotel not included) - price per person includes:

- Conference Friday 26 January – Saturday 28 January
- Course participation 2 days includes course certificate

**2.995 SEK PER PARTICIPANT**

### OPTION 4

**1 DAY CONFERENCE** (Hotel not included) - price per person includes:

- Conference Friday 27 January without certificate

**1.195 SEK PER PARTICIPANT**

### OPTION 5

**1 DAY CONFERENCE** (Hotel not included) - price per person includes:

- Conference Saturday 27 January without certificate

**1 195 SEK PER PARTICIPANT**

For registration - Log onto [www.nordiccoaches.com](http://www.nordiccoaches.com)

### Or contact

Marcus Holmqvist

Eurotravel Sports AB Box 16, 51821 Sandared, Sweden

Mob: + 46 (0) 760-324719 • Direct: +46 (0) 33-4301511

Office: +46 (0) 33-258850

e-mail: [marcus@eurotravelsports.se](mailto:marcus@eurotravelsports.se)

### PLEASE NOTE!

Changes to the course programme are possible

Prioritet Serneke Arena is in central Gothenburg and is the most modern multi- sports facility. The arena was opened in July 2015 and contains a full sized, latest generation artificial football pitch, hotel, and one of Sweden's biggest training centres. Also included are Spa, Ski, Beach volley ball and two sports halls. Outside the arena are many natural and artificial pitches. Travelling time from central Gothenburg to the arena takes 10 – 15 minutes by tram.

For additional information go to

[www.prioritetsernekearena.se](http://www.prioritetsernekearena.se)

### CONFERENCE HOSTS



SVENSK ELITFOTBOLL



### PARTNERS



THE CONFERENCE WILL ALSO BE SUPPORTED BY THESE 5 NORDIC FOOTBALL COACHES ASSOCIATIONS



### WOULD YOU LIKE TO BE A PARTNER OF THE CONFERENCE OR HAVING A BOOTH THERE?

Contact PR Officer Ronny Geson Gunnarsson for a conversation about the possibilities for you or your company regarding the conference.

- Mobil: + 47 911 15 705

- Skype: rgeson

- e-post: [r.geson@online.no](mailto:r.geson@online.no)