

TENNIS SCOTLAND

NATIONAL COACHES' CONFERENCE 2020

February 15th & 16th at Gleneagles Tennis Arena



COST

- 2 day Conference, Bed & Breakfast and Dinner - £195 per person
- 2 day Conference, Evening Dinner - NO ACCOMMODATION - £165 per person
- 1 day rate - £100.00

HIGHLIGHTS

- A full weekend of informative talks and Q&A's
- A strong field of experienced speakers, coaches and players
- Tennis Scotland merchandise giveaways
- Get on court with Social Doubles & guided Coaching Sessions
- Evening dinner event on Saturday

SPEAKERS & PRESENTERS

- Blane Dodds – Tennis Scotland CEO
- Leo Azevedo – GB NTA Head Coach
- Jose Higuera – Former player & coach to Roger Federer
- Merlin Van de Braam – LTA Head of Development & Support
- Kris Soutar – JMF Project Development Manager & TS Consultant
- Jason Atkins – GB NTA Manager
- Karen Ross – TS Acting Head of Performance
- Toni Gordon – GB NTA Performance Coach
- Bruno Argudo – GB NTA Coach
- Dan Bloxham – All England Club Head Coach
- Kirsty Humphries – TS RDM & National Lead for Education
- Andrew Raitt – TS RDM & National Lead for Disability
- Matt Little – Andy Murray S&C Coach
- Stephanie Eadon – TS Workforce Development Manager
- Jo Ward – LTA Coach Education & Curriculum Manager & former WTA Player
- Suzanne Williams – LTA Level 5 Performance Tennis Coach & UKSCA accredited S&C Coach

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GREAT
BRITAIN

TENNIS SCOTLAND NATIONAL COACHES' CONFERENCE 2020

Saturday 15th - Events Schedule

| TIME | SESSION | SPEAKER |
|-------|---|--|
| 09.00 | REGISTRATION | |
| 09.30 | Welcome and Introductions | Blane Dodds <i>CEO, Tennis Scotland</i> |
| 09.45 | Opening Q&A hosted by Blane Dodds Different Tennis Cultures Around the World | Leo Azevedo and Jose Higuera <i>GB National Tennis Academy (GBNTA) Head Coach</i> <i>Former ATP Top 10</i> |
| 11.00 | BREAK | |
| 11.10 | On Court Coaching Session | Jose Higuera <i>Former ATP Top 10 and recognised as one of the best coaches in the history of the game</i> |
| 12.30 | LUNCH | |
| 13.30 | Integrated Everyday Mental Skills | Merlin Van de Braam <i>LTA Head of Development and Support</i> |
| 14.30 | Developing Quality Technique in Squad Sessions | Kris Soutar <i>JMF Project Development Manager & TS Consultant</i> |
| 15.30 | BREAK | |
| 15.45 | Update: Performance & GB National Tennis Academy (GB NTA) | Jason Atkins and Karen Ross <i>GB NTA Manager/Tennis Scotland</i> <i>Acting Head of Performance</i> |
| 16.00 | Developing World Class Players | Leo Azevedo, Toni Gordon and Bruno Argudo <i>GB NTA Head Coach/GB NTA</i> <i>Performance Coach/GB NTA Coach</i> |
| 17.00 | Tennis Scotland Social Doubles Mix In | Dan Bloxham <i>All England Club Head Coach</i> |
| 19.30 | DINNER HOSTED BY BLANE DODDS, CEO TENNIS SCOTLAND WITH SPECIAL GUEST JOSE HIGUERAS | |

This is a provisional schedule

TENNIS SCOTLAND NATIONAL COACHES' CONFERENCE 2020

Sunday 16th - Events Schedule

| TIME | SESSION | SPEAKER |
|-------|--|--|
| 09.00 | REGISTRATION | |
| 09.30 | Welcome and Introductions | Blane Dodds <i>CEO, Tennis Scotland</i> |
| 09.40 | Schools Links: The Importance of Growing your Programme | Kirsty Humphries <i>Tennis Scotland RDM & National Lead for Education</i> |
| 10.00 | Top Tips for Delivery in Schools with Community Links | Dan Bloxham <i>All England Club Head Coach</i> |
| 11.30 | BREAK | |
| 11.40 | Opening Up Your Venue | Karen Ross and Andrew Raitt <i>Tennis Scotland Acting Head of Performance Tennis Scotland RDM and National Lead for Disability</i> |
| 11.50 | Disability Tennis: Providing Examples of Best Practice and Dispelling Myths | Karen Ross and co <i>Tennis Scotland Acting Head of Performance</i> |
| 12.50 | LUNCH | |
| 13.45 | The importance of Strength and Conditioning in Tennis and Loading Implications | Matt Little <i>Andy Murray Strength & Conditioning Coach</i> |
| 15.15 | Workforce Development & W&G Strategy Update | Stephanie Eadon and Kris Soutar <i>Tennis Scotland Workforce Development Manager JMF Project Development Manager/TS Consultant</i> |
| 15.25 | The Science of Coaching Females | Jo Ward and Suzanne Williams <i>LTA Coach Education and Curriculum Manager and Former WTA Player LTA Level 5 Performance Tennis Coach and UKSCA Accredited S&C Coach</i> |
| 16.25 | REFRESHMENT BREAK | |
| 16.35 | The Importance of Serve / Return, Next Shot | Leo Azevedo and Toni Gordon <i>GB NTA Head Coach & GB NTA Performance Coach</i> |
| 17.30 | CLOSE WITH BLANE DODDS | |

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SPEAKERS LIST



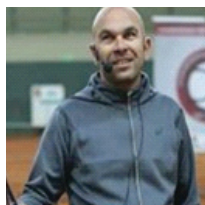
Jose Higuera

Former ATP Top 10

José is a tennis coach and former professional tennis player from Spain (1976 and 1984), Higuera won 16 top-level singles titles. A semi-finalist at the French Open in 1982 and 1983, he reached a career-high singles ranking of world No. 6 in 1983. He was also a member of the Spanish team which won the inaugural World Team Cup in 1978. Higuera retired from the professional tour in 1986.

After retiring as a player, he became a successful tennis coach. He helped coach Michael Chang to the 1989 French Open title, and later, along with Brad Stine, coached Jim Courier to help him reach the world No. 1 singles ranking in 1992, as well as coaching Courier to two French Open titles (1991 and 1992) and two Australian Open titles (1992 and 1993). Higuera has also coached Todd Martin, Sergi Bruguera, Carlos Moyá, Pete Sampras, Dmitry Tursunov, Guillermo Coria, Robby Ginepri, Roger Federer and Shahar Pe'er, and created the José Higuera Tennis Training Centre in Palm Springs, California.

In 2008, already the coach of Robby Ginepri, Higuera was hired by Roger Federer to help him through the clay court season. The partnership was extended during the grass court and hard court season, when Higuera was chosen to become the director of coaching for elite player development at the United States Tennis Association (USTA).



Leo Azevedo

Head Coach GB National Tennis Academy

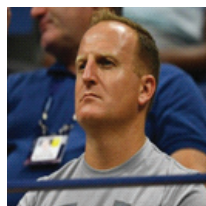
Renowned as a world-class coach - including for his work with former world No.1 Juan Carlos Ferrero - Leonardo Azevedo brings vast experience at the highest level of both male and female professional tennis, with a particularly strong record in developing juniors.

The 42-year-old has coached across the world for almost 20 years, from junior level to Grand Slam, Davis Cup and Captain of Brazil at the Olympic games in China 2008. Leo has worked with some of the world's most promising players such as Juan Carlos Ferrero, Thomas Bartoli and Guillermo Garcia Lopez. Leo was the lead coach at the USTA for 8 years, coaching 4 number 1 ITF junior, and several professionals top 100.

In 2019 Leo Azevedo was appointed Head Coach of the GB National Tennis Academy at the University of Stirling in partnership with the University of Stirling, the sportscotland Institute of Sport and Dollar Academy providing a level of coaching and service provision which sets new standards within the sport and transforms the development of future professional tennis champions.

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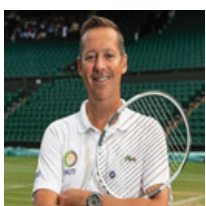
Matt Little

Andy Murray S&C Coach

Matt Little is a Strength and Conditioning Coach in elite Tennis for 15 years. For the last 9 years he has been leading Andy's performance support team and introducing cutting edge technology/monitoring systems to his training. He has worked with the GB Davis Cup Team the last 7 years supporting Leon Smith and the team on their journey from Euro-Africa Group 2 in 2010, all the way to winning the Davis Cup in 2015.

He enjoyed working for the Lawn Tennis Association with the nation's best 12-16 year olds, including Dan Evans, at the LTA Academy in Loughborough; right through to being the Lead Strength and Conditioning Coach at the National Tennis Centre. Regularly presented to conferences and seminars on behalf of the association, as well as leading a team of S&C coaches based at the NTC.

He has spent a year travelling Australia, visiting every Institute of Sport and State Tennis Centre, interviewing, networking, observing, working and learning setting him up for future success. Matt started his career at Sutton Junior Tennis Centre implementing the S&C programmes for literally hundreds of performance junior tennis players.



Dan Bloxham

Head Coach All England Club

Dan Bloxham is the Head Coach of the All England Club and one of the leading exponents of youth sport in Britain today. With over 30 years of coaching experience at all levels from playground to performance, He is a proud Full Member of the All England Club himself as well as an active member of the International Club of GB. He continues to play tennis and has been Captain of the Surrey Over 45's team.

In 2001, Dan presented the All England Club with the framework for the Wimbledon Junior Tennis Initiative as a tennis programme that would open the doors of the All England Club and unite Members and local community in an expansion of tennis opportunity through school's visits. Eighteen years later, the Initiative has worked with over 210,000 children and delivered over 1000 school visits, creating players of all levels from recreation to international.

Dan wrote and starred in the Tennis Foundation's DVD on primary school's tennis. The DVD provides lesson plans, ideas and his unique energy and experience to enable teachers to deliver quality tennis sessions for all primary school children in the school environment. To date over 2.5 million children have watched and participated in Dan's DVD. In 2016, Dan co-wrote and tutored the syllabus for the LTA's Tennis For Kids programme which introduces children to tennis through free coaching. 1200 coaches have received training to deliver and 35,000 children have received coaching and equipment for free as part of a Tennis For Kids course.

Dan has an important role during the Championships too. He is the Master of Ceremonies for Centre and No. 1 Courts taking responsibility for the players both pre-and post-match. Dan liaises with the players, ensuring the smooth transition from one match to the next and brings the players on to court. Dan leads the Men's Champion at the Champions' Dinner following the Final giving him further insight to the life of a top player

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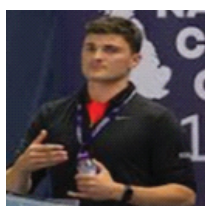
Toni Gordon

GB National Academy Performance Coach

Toni has worked in a variety of roles, from club and academy coaching to working on the professional tour. He has worked with Albert Portas (former Spanish Top 20 ATP player) and coach of the Club Team in Barcelona with Carla Suarez (WTA top 10 player). Most recently Toni worked with Gabriella Taylor top 200 WTA player and a PSP player with LTA.

As a player Gordon was a top international junior and played on the ATP Tour in singles and doubles. Toni has a degree in Physical Education (PE) at Texas Christian University (TCU) in Fort Worth, TX.

In January 2020 Toni was appointed GB National Academy Performance Coach at University of Stirling in partnership with the University of Stirling, the SportScotland Institute of Sport and Dollar Academy providing a level of coaching and service provision which sets new standards within the sport and transforms the development of future professional tennis champions.



Merlin Van De Braam

LTA Head of Development and Support

Merlin currently works for the LTA as Head of Development and support. Previously Merlin held two roles at the International Tennis Federation based in Spain - most recently overseeing the delivering of TennisCoach.com which is the ITF's distance learning platform for coaches. Prior to this position he was part of the organising committee for the ITF Worldwide and Regional Coaches' Conferences, and held the role of Associate Editor for the ITF Coaching & Sport Science Review – a research journal published by the ITF.

Merlin is an LTA Licensed Coach, holds the ITF Advanced Coach Qualification and has a Master's Degree in Sport & Exercise Psychology from Loughborough University. He has published research in the areas of mental imagery, professional development and emotional intelligence in addition to 11 years coaching experience across junior development and performance tennis.



Bruno Argudo

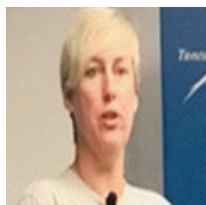
GB National Academy Coach

Bruno is a former tennis scholar at the University of Stirling gaining an MSc in Sports Management, whilst combining work as a Graduate Assistant Tennis Coach. Bruno then set up his own academy in Spain where he also worked part time for Soto Academy. Before his time in Scotland, Bruno studied a Law Degree at the University of Seville, Spain while combined his studies with tennis coaching.

In 2019 Bruno was appointed GB National Tennis Academy Performance Coordinator to support the set up and day to day organisation for the National Academy and Tennis Scotland Performance Programme. Recently, Bruno has been appointed GB National Academy Coach working alongside a world class coaching team to develop the next generation of world class players.

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SPEAKERS LIST



Jo Ward

LTA Curriculum and Education Manager

With almost 30 years' experience in tennis, there is not much that Jo has not experienced and achieved within our sport. As a professional player, she took British tennis by storm as British Ladies' Champion and represented Great Britain in Fed Cup and European Cup competitions. She reached a career-high WTA ranking of 154 before injury ended her short career.

Having transitioned into coaching, Jo worked as an LTA National Coach, and then toured with a top 75 WTA player before joining forces with four partners from the WTA & ATP Tours to establish Wimbledon Experience (WimX), a performance academy and community tennis hub in East London. The renowned Academy has produced swathes of top British and International players, many graduates to American Universities, and delivers the University of East London high performance team coaching.

When not on court coaching Jo is engaged in coach education, traveling internationally to deliver qualifications, workshops, lectures, and also assisting the LTA with research and resource development. She combines coaching and coach education with her PhD research, investigating the psychological effect of stereotypes on girls and women in tennis.



Karen Ross

Tennis Scotland Acting Head of Performance

Karen has been involved with coaching players with a disability for over 20 years and is currently the Head of Performance (acting) at Tennis Scotland overseeing coaches and players as part of the Performance pathway – disabled and non-disabled players.

She has worked with players in the juniors/ women/quad and men's divisions who have been successful at every level of tournament as part of the wheelchair tour from futures level through to grand slam and masters level.

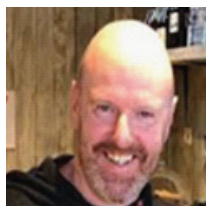
Individual coach to Gordon Reid who went from world number one singles junior in 2009 in to world number one singles senior in 2016/2017; winning the Australian Open singles title in 2016, the first Wimbledon singles champion in 2016 and Paralympic singles gold medalist and doubles silver medalist with fellow Brit Alfie Hewett in 2016. Gordon has won numerous grand slam doubles titles.

Additional achievements include; Captained the GB men's team to its first ever World Team Cup gold in 2015, involved with 3 Paralympic games Beijing/London and culminating in the most successful games in history for wheelchair tennis in Rio 2016 where the GB team were the most successful wheelchair tennis nation and GB winning 6 medals. Grand slam success in 2016-2018 headed up the coaching team working /travelling with players who were successful at very grand slam winning in excess of 12 titles across singles and doubles.

Karen has also had great success with Learning disability Team. Head Coach of the current GB Learning disability squad which includes players who have competed at INAS International Games (European/World and Global) and have won medals including men's/women's singles gold and men's doubles and mixed doubles gold. Karen was also involved with Special Olympics at Nationals/European and World Games as Head Coach for Tennis. Karen was named women's coach of the year in 2016 and also Scottish disability coach of the year in 2016.

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SPEAKERS LIST



Kris Soutar

Project Development Manager JMF & TS Consultant

Kris is currently the Project Development Manager for JMF, Tennis Scotland Coach Development Consultant and LTA Performance Tutor. This makes Kris unique as he works with coaches from grass roots to high performance.

- Been full time tennis coaching professional for 28 years
- LTA Master Performance Coach
- LTA Performance Tutor up to Senior Performance Coach course
- Was a member of Judy Murray's National Coaching Team
- Have developed Scottish & British Tennis Champions
- Have developed players with Tennis Europe, ITF & ATP/WTA world rankings
- Work as an international high performance tennis consultant in the USA
- Presented at Scottish, Welsh, Irish & British National Coaches Conferences
- Work as an HR consultant for two global oil companies working with graduate assessment procedures and graduate training programmes



Suzanne Williams

*LTA Level 5 Performance Tennis Coach &
UKSCA accredited S&C Coach*

Suzanne also heads up the S&C team and manages an Athletic Development gym at The Parklangley Club in Beckenham. Suzanne has worked with tennis players of all ages and stages for over 20 years.

This combination of qualifications and experience, has led to her compiling two unique online packages:

1) Tennis Fitness Resource – an online, modular learning resource for all levels of tennis enthusiast. (www.tennisfitnesscourse.com)

2) The FIT4Coaching System™ - this online System uses physical testing data to design individualised training programmes for players. Thereby enabling tennis coaches to include strategic fitness training in their coaching. (www.fit4coaching.org)