

TENNIS TENNIS
WALES CYMRU
COACHING CONFERENCE



DAN KIERNAN – SOTO ACADEMY

Dan Kiernan is the Director of SotoTennis Academy (STA) one of Spain's renowned Tennis Academies,

The former British #1 Doubles Player spent 4.5 years at Louisiana State University on a tennis scholarship before playing on the Professional Tour for 3 years, winning a match at Wimbledon in 2005.

Dan has nearly 20 years of coaching experience through all levels including:

- 2019 Wimbledon Mixed Doubles Quarter Finalist Evan Hoyt,
- 2012 Juniors Boys Australian Open Champions, Josh-Ward Hibbert and Liam Broady,
- Juniors at Junior Grand Slams Players,
- WTA/ATP Players including WTA tournament winners and a top 100 WTA Player,
- Top Welsh Junior Player Joe White.



JON BOCKELMANN-EVANS, JBE HEALTH

Jon is an inspirational speaker and an Emotional Health expert. His training courses and conference contributions on coping, thriving and succeeding in the face of life's many challenges are in demand from a diverse range of global organisations including Nike, Dow, Merck and EE as well as many of the top independent schools in the country.

Since 2000 he has delivered more than 800 speeches, seminars and workshops to more than 40,000 delegates in the UK, Europe, Russia and the US.

Jon's work is informed by the latest research findings from the fields of psychology and neurobiology as well as being rooted in common sense and clinical experience. He has a relaxed, informal presentation style and utilises down-to-earth physiological, psychological and personal development strategies that are applicable to and of benefit to virtually everyone.



SUZANNE WILLIAMS, FIT4COACHING

Suzanne is an LTA Level 5 Performance tennis coach, a UKSCA accredited Strength & Conditioning Coach, has a BSc (Hons) degree in Sport Science and is an LTA tutor. She also runs an Athletic Development gym at The Parklangley Club in Beckenham, and has worked with tennis players of all ages and levels for over 20 years. This combination of qualifications and experience, has led to her compiling two unique online packages:

- 1) Tennis Fitness Course, an online learning tool for all levels of tennis enthusiast www.tennisfitnesscourse.com
- 2) The FIT4Coaching System™ - this online System uses physical testing data to design bespoke training programmes for players, enabling tennis coaches to include strategic fitness training into their coaching. www.fit4coaching.org



JO WARD, LTA COACH EDUCATION AND CURRICULUM MANAGER

Jo is a former professional player and British Ladies' Champion; representing GB in Fed Cup, European Cup, and competing on the ITF and WTA Tours.

On retirement she transitioned into coaching, and over the past 20 years has worked with all ages and stages from top 100 Tour players to tots just starting out. Jo is a Master Performance Coach and LTA tutor, and speaks at conferences internationally on a variety of topics, including skill development, psychology, and coaching female players. She is the LTA Coach Education and Curriculum Manager.



SAM RICHARDSON, LTA PRODUCT & PROGRAMME MANAGER

Sam has 25 years' experience in the coaching world and over 15 years' experience working for the LTA in Club Development, Coach Education and Programme Management. Sam has lead on national programmes and campaigns including the hugely successful Tennis For Kids programme which has introduced over 82,000 new children to tennis in the UK.

Sam was a Keynote speaker at the ITF Worldwide Coaches Conference (Bulgaria, 2017) and has spoken at other international conferences. Sam is also a co-founder and trustee of Big Change Charitable Trust, a charity dedicated to enabling children to thrive in life.



MERLIN VAN DE BRAAM, LTA HEAD OF COACH DEVELOPMENT & SUPPORT

Prior to the LTA, Merlin worked for the International Tennis Federation overseeing the delivery of the ITF's distance learning platforms and was the Associate Editor of the ITF Coaching and Sport Science Review journal, based in Valencia, Spain.

Merlin has a Master's Degree with distinction in Sport & Exercise Psychology from Loughborough University, a BA in Psychology and has travelled with the ITF Grand Slam Development Fund teams in 2012 and 2014 which included juniors ranked 7-80 ITF.

Merlin is published in mental imagery in tennis, emotional intelligence and has been a contributor to a number of tennis publications, including TennisHead magazine in the UK.



MATT SMITH, LTA COACH DEVELOPMENT & LEARNING MANAGER

Matt Smith is an LTA Level 5 Master Club Coach and LTA Tutor with over 16 years' experience, he has presented on Under 12 player development internationally.

Matt was awarded LTA Coach of The Year 2011. He then became the Head Coach at the University of Bath, growing the programme into one of the largest in the UK, from tots through to tour level players.

After setting up an international charity project working in deprived primary schools and orphanages around the world (the Mini Tennis World Tour), Matt is now at the LTA looking after the strategic development and delivery of Continuous Professional Development (CPD) within Britain, to drive a 'personal best' culture in tennis coaching.

