

3rd CARIBBEAN

ITF  **Regional
Coaches Conference**

by **BNP Paribas**

**Port of Spain,
Trinidad and Tobago, 2018
19 - 21 September**



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Foreword from the ITF President

It is my pleasure to welcome you all to the Caribbean Regional Coaches Conference by BNP Paribas being held in Trinidad and Tobago. We are delighted to hold this 3rd edition in conjunction with BNP Paribas.

Coaching is a crucial part of the ITF's Development Strategy for 2017-20 – which in itself is an important part of our overall ITF2024 plan that we hope will help safeguard the future of the sport for future generations. The ITF Regional Coaches Conferences gather together some of the world's leading tennis coaches and sports scientists to present the most up-to-date information related to coaching both high level and recreational tennis players. The Conferences also provide an opportunity for coaches from the regions to meet, exchange ideas and further strengthen the good cooperation between nations.

One of the ITF's most important objectives is to increase the level of tennis coaching worldwide. With more and more ITF member nations keen to put in place their own coach certification programmes at national level, the ITF's Coach Education Programme provides a way to assist member nations to become self-sufficient by helping to run courses, assess coaches, select future course tutors and ensure that the latest coaching information is easily accessible in as many languages as possible. The growth and success of the programme is illustrated by the fact that more than 80 countries worldwide are using the ITF's recommended Level 1 and Level 2 syllabi as part of their own programmes.

The ITF coaching websites (www.itftennis.com/coaching and www.tenniscoach.com), in conjunction with the coaching publications and videos that the ITF produces, provide vital resources for coaches worldwide.

Much of what we have been able to achieve in coach education in recent years has been in part due to our strong relationship with the International Olympic Committee. Through the IOC Olympic Solidarity programme, the ITF and its member nations have benefited greatly since the reintroduction of tennis into the Olympic family at Seoul in 1988. Through Olympic Solidarity funding for technical courses, scholarships for coaches and players, as well as grants for the production of coach education materials, we have been able to increase our efforts in this area greatly and we thank the IOC and its National Olympic Committees for their invaluable partnership.

Finally, I would like to thank the many coaches who have helped us over the years in the ITF Coach Education Programme and in the development of tennis in general. We are fortunate to have such a global network of people willing to cooperate and offer their expertise.

My sincere thanks also go to Tennis TT and COTECC for their efforts in the organisation of this event. I hope you will all enjoy the conference.

David Haggerty
President
International Tennis Federation



Message from the COTECC President

In 2016 this message was preceded by Monica Puig's gold Olympic medal in Rio, Brazil. This same message is now sent after the changes to the Davis Cup by BNP Paribas were approved at the ITF's AGM in Orlando, Florida. In both instances it's impossible not to think of you, our coaches, educators of our best talents.

It is rewarding that these memorable events in world tennis have taken place in America, our region. This undoubtedly gives more sense and worth to our daily work in tennis development, which is directly related to the ITF's 2024 strategic plan. We rely on you to help us reach our region's objective of having more and better quality tennis.

The Regional Coaches Conference's objective is to expand your knowledge and systematize the procedures so that we can improve tennis in our Region and therefore have a significant impact in tennis worldwide. Monica Puig's gold medal and the gold and silver medals won by our tennis players at the 2018 Barranquilla Games, not only show the world the potential tennis has in the Central America and Caribbean region, but it also shows our coaches' quality of work. You have the possibility of making an impact on our children, both in discipline and in ethical behavior.

As President of the Central American and Caribbean Tennis Confederation (COTECC) I want to celebrate and thank the Tennis Association of Trinidad & Tobago for allowing you to meet again and review what is going on in tennis around the world and improve your quality of work.

COTECC wants to be an active region in the 2024 strategic plan launched by the ITF, but we know that we can only achieve more and better tennis through the efficiency of your work. We also want to thank the ITF and Olympic Solidarity for supporting our coach's education projects.

On behalf of COTECC we want to wish you all the best so you can fully take advantage of the Regional Coaches Conference.

Persio Maldonado
President
Central American and Caribbean Tennis Confederation (COTECC)



Message from the Tennis TT President

I am extremely elated to welcome everyone to the ITF Caribbean Regional Coaches Conference 2018 by BNP Paribas. All industry experts, coaches and stakeholders, I warmly welcome you to Trinidad and Tobago's new tennis facility.

Over the next few days we will engage in sharing knowledge and discussing best practices in tennis. These discussions are intended to build capacity among our coaches with the aim towards developing the sport as a sustainable industry in the Region.

This is the second time that Trinidad and Tobago will be hosting this very important event that is supported by the ITF. We are both excited and humbled by the confidence and continued support that our national tennis association and the Caribbean region receives from our partner in development.

As president of TennisTT and a member of the Board of Directors of COTECC, my goal is to ensure that we do our part in bolstering tennis in our Region. It starts by simply improving our coaching capacity which will invariably lead to improvements in the players they develop. Our goal is to therefore continue to create many more opportunities for our coaches to build their capacity right here in the Caribbean region.

To this end, it is my hope that coaches will not only walk away with improved capacities but also forge new friendships where knowledge can continue to be shared among each other long after this conference. A united Caribbean tennis community is paramount if we intend to make the Caribbean region a truly formidable one in the near future.

Please take the opportunity to experience as much of this beautiful country of Trinidad and Tobago as possible.

The Mecca of Steel band, Calypso, Soca and the greatest Carnival on earth.

Mr Hayden Mitchell
President
Tennis Association of Trinidad and Tobago

Conference Schedule

Day 1 - Weds 19th Sept	Day 2 - Thurs 20th Sept
Registration from 08:00	Registration from 08:00
8.30 - 09.15 - Opening: Introduction, International, Regional Update & Coaching Update (15min x 3) John Goede (DO) and TATT Pres Hayden Mitchell	08.30 - 09.15 - Variability in Training the Service Technique by Rafael Martinez (ESP) (On-Court)
09.30 - 10.15 - Quality Standards for Kids Tennis Program by Marie-France Mercier (CAN)(On-court)	09.30-10.15 - Barbados in Development by Sydney Lopez, Damien Applewhaite and Andrew Thornton (BAR) (Lecture)
10.15 - 11.00 Coffee-break	10.15 - 11.00 Coffee-break
11.00 - 11.45 - Introducing Starter Players (Kids) to Tennis by Sam Richardson (GBR) (On-Court)	11.00 - 11.45 - Development of a Model in Sport Management, Administration and Event Management for the National Tennis Centre by Stacey Cateau (TTO) (Lecture)
12.00 - 12:45 - Implementing an Introductory Mental Skills Program: Part 1 by Dr. Vernice Richards(TTO) (Lecture)	12.00 to 12:45 - Integrating Disabled Players to Your Sessions by Sam Richardson (GBR) (On-Court)
12.45 - 13:45 Lunch and free time	12.45 - 13:45 Lunch and free time
13:45 - 14:30 - U10 & U 12 Tournaments in ROG by Colleen de Gannes (TTO) & John Goede (ITF) (Lecture)	13:45 - 14:30 - JTI and Performance by Jason Stanislaw (GRN) and John Goede (ITF) (lecture)
14.45 - 15.30 - Tennis in Schools: Creating Challenging Environments for all Players by Rafael Martinez (ESP) (On-Court)	14.45 - 15.30 - Introducing Starter Players (Adults) to Tennis by Sam Richardson (GBR) (On-Court)
15.45 - 16.30 - Strength and Conditioning and Talent Identification and Management for the Teenage Female Tennis Athlete by Dr Joel Paul (TTO) and Martin Gallyer (TTO) (Lecture)	15.45 - 16:30 - Quality Standards for Kids Tennis Program by Marie-France Mercier(CAN) (Lecture)
17:00 - 17:15 - Day Closing	17:00 - 17:15 - Day Closing

Day 3 - Fri 21st Sept

Registration from 08:00am

08.30 -09.15 - Insight into Sessions for Female Tennis Players by Sam Richardson (GBR) (Lecture)

09.15-10.00 - Sport Medicine Rehabilitation and Prevention of Injury for the Teenage Female Tennis Athlete – Dr Kerry Dollaway (TTO) (Lecture)

10.15 - 11.00 Coffee-break

11.00 - 11.45 - Special Olympics by Jessica Weyreuter (USA) (Lecture)

12.00 - 12.45 - Caribbean Girls in Transition to the COTECC top by John Goede (ITF) (On-Court)

12.45 - 13:45 Lunch and free time

13:45 - 14:30 - Implementing an Introductory Mental Skills Program: Part 2 by Dr. Vernice Richards (TTO) (Lecture)

14.45 - 15.30 - A look at Various Considerations when Coaching Female Athletes by Marie-France Mercier (CAN) (Lecture)

15.45 - 16.30 - Methodologies for Teaching Women's Tactics by Rafael Martinez (ESP) (On-Court)

17:00 - 17:15 -Closing

Tuesday 18 September:

Delegates arrive at the hotel where there is dinner and registration.

Friday 21st September 20:00:

Dinner at the Normandie hotel for all delegates and guests.



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Speakers, Presentations and Summaries

International Speaker Sam Richardson

Sam has 25 years' experience in the coaching world and 15 years' experience working for a leading tennis federation (Lawn Tennis Association) in tennis development and coach education. Sam has led on developing and implementing national programmes and campaigns including the hugely successful Tennis For Kids programme which has introduced over 50,000 new children to tennis in the UK off the back of the historic Team GB Davis Cup win in 2015. Sam was a Keynote speaker at the ITF Worldwide Coaches Conference (Bulgaria, 2017) and has spoken at other international conferences.

1. Introducing Starter Players (Kids) to Tennis (On-Court)

- During this presentation we will discover why it is so important to get a child's first experience in tennis right and what we need to do as coaches to make sure this happens.
- This session will provide coaches with lots of practical ideas of exercises and drills for children new to tennis. We will look at exercises that develop certain basic skills like ABCs, sending and receiving etc. Exercises will be player on player so we avoid children getting easily distracted or disinterested during our sessions. We will look at a simple framework for structuring our sessions and easily adapting our exercises to ensure they are appropriately challenging and therefore enjoyable for each and every child.

2. Introducing Starter Players (Adults) to Tennis

- Tennis is attractive and aspirational to millions of lapsed players but many play infrequently due to a poor on court experience.
- In this session we will explore what we can do to ensure adult starter players have a more enjoyable and fulfilling time on court and therefore continue to play more often.
- We will see how using modified equipment makes the game easier for starter players enabling them to develop skills more quickly and in turn achieve

success.

- This on court session will highlight the importance of using the games based approach right from the start with players learning to serve, rally and score in lesson 1.
- We will discuss the importance of learning in groups whilst providing specific technical and tactical feedback to all players.

3. Integrating Disabled Players into your Sessions (on-court)

- A practical session looking at how you can easily integrate players with various types of disabilities in to your programme .
- In this session we will learn about the four main types of impairments and develop an awareness of standards across each impairment.
- We will look at the STEPS process which enables coaches to make simple adaptations to our exercises and drills making them more appropriate for players with varying disabilities.
- During this on court session we will learn 4 practical adaptations for 4 different drills / games with 4 different types of impairments.

4. Insight into Sessions for Female Tennis Players (lecture)

- This session will look at understanding the attitude of a specific target audience and provide you with information based on insight and practical ideas to help you get more women playing tennis.
- During this off court session we will look at insight and research conducted by the Lawn Tennis Association which has been gathered with a view to better understanding how we can encourage more females to play tennis more often.
- We will look at the challenges and barriers facing certain target audiences and the key considerations to creating the right experience.
- We will also look at on-court skills, drill and ideas tailored to helping you retain girls in your group coaching programme and club.



International Speaker Marie-France Mercier

Marie-France Mercier is currently Tennis Canada's Manager of Coaching Department. She has been involved in certification for the past 13 years as a course facilitator for Tennis Canada in both the Club Pro and the High-Performance Stream. She has been part of the development of all the current coaching courses and their approval by the Coaching Association of Canada. She is also responsible of all Professional Development and various resources offered to coaches across the country. This past 2 years she has been involved in the development of Tennis Canada's Quality Standards for Kids Tennis Program and most recently in the Women and Girls Recruitment and Participation initiative.

Prior to working at Tennis Canada, Marie-France acted as a provincial coach for the Ontario Tennis Association and was heavily involved in competitive junior development. She holds a bachelor's degree in education from Université du Québec à Montréal and has successfully completed the Advanced Coaching Diploma from the Canadian Sport Institute.

1. Quality Standards for Kids Tennis Programs: Part 1 (On-Court)

- Sessions should be based on creating and experiencing a positive and safe environment where children will strive and develop the love of tennis.
- Sessions should also create an environment that will also promote the growth and retention of young players in our programs.

2. Quality Standards for Kids Tennis Programs: Part 2 (Lecture)

- We will look at Tennis Canada's Quality Standards for Kids Tennis, which aim to raise the quality and consistency of children's tennis programs to provide safe environments and positive experiences that promote life-long participation in tennis.
- We will look in detail at the main characteristics that will Creating and experiencing a positive and safe environment where children will strive and develop the love of tennis. An environment that will also promote the growth and retention of young players in our programs.
- A child's early experiences in sport can have a long-lasting influence on physical activity levels and decisions about sport participation. We want to make sure that regardless of where a child decides to play tennis, they receive relevant programming that ensures positive experiences so that kids that play tennis and stay in tennis.

3. A Look at Various Considerations When Coaching Female Athletes (Lecture)

- By age 14, girls are dropping out of sports at two times the rate of boys.
- We will look at why girls quit sport and overall strategies to retain them in tennis. We will also explore possible considerations when coaching female athletes to foster training environment as safe and appealing as possible.
- We will discuss the current state of girls/women's tennis
- We will discuss how changing a minor part of our coaching methodology can bring great results



International Speaker Dr. Rafael Martinez

Rafa Martínez-Gallego holds a PhD in Sports Science and a master's degree in Research in Sports Sciences. He is currently a professor of a Sports Science Degree at the University of Valencia, and also in various other masters and postgraduate courses. He is also a tutor for the level II and III courses of the Royal Spanish Tennis Federation, and he is also an ITF qualification international tutor. He is head coach of El Puig Tennis Club (Valencia, Spain) and co-founder of Inspire Tennis. Rafa has participated in numerous international conferences and has published several articles in scientific journal

1. Tennis in Schools: Creating Challenging Environments for all Players (On-Court)

- One of the main reasons why the practice of tennis in schools has not been extended is the belief of many teaching professionals that a large amount of specific materials and actual tennis courts are needed.
- In this presentation we will discuss how constraints-led approach could be an efficient methodology to implement since it will allow us to adapt the available environment to the characteristics of the students and to the objectives. We will show several drills to work on the different game situations and technical and tactical goals, and we will see how by manipulating some constraints (like rules or space) we can create situations adapted to the level of the players and the material and space available
- Despite the different level of the players or lack of material or facilities, we must be able to create a challenging context to work on the same goals, by adapting.

2. Methodologies for Teaching Women's Tactics (On-Court)

- Traditionally, tactical training was determined by the coach and it was based on the repetition of certain tactical patterns that the player had to reproduce without making any type of decision. However, tennis is an open sport.
- In this presentation we will show some specific tactics used by women and we will explain and put into practice different methodologies that coaches can use for tactical training with women.
- Most of these exercises will be based in the Constraint-Led Approach, where, through a modification of the environment or the rules, there will be situations created that the players will have to solve in order to in order to perform well.

3. Variability in Training The Service Technique (On-Court)

- Tennis involves a large amount of stimuli and factors that vary constantly making the conditions and situations change constantly.
- In this presentation we will begin by defining and demonstrating the importance of the concept of variability in training and how it can help players adapt and transfer technical concepts to the competition. Then we will discuss the key mechanical characteristics of the serve: leg drive, trunk rotation, separation angle, shoulder over shoulder rotation, etc. (Elliot et al., 2004).
- The variable practice consists in creating situations that generate certain instability in our players that, at first, will cause a decrease in their performance, but thanks to their adaptability, they will eventually improve their response to unstable situations and will prepare them in a way that their gestures and movements will not be affected by that instability

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ITF Development Officer **John Goede**

In the tennis business for over 35 years. John is a former National and international player for Suriname. John has also been a traveling coach for both the Suriname NA as well the ITF GSDF Teams, a White Badge Referee and Chair Umpire for 12 year, a tutor for ITF Coach Education programmes since 1998 and a speaker at various International Conferences. He is now the Development Officer for the English, Dutch and French Caribbean since 2013.

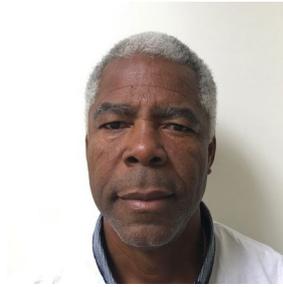
1. Caribbean Girls in Transition Towards the COTECC Top (On-Court)

The presentation will encompass:

- An explanation of current situation
- Patterns of play now based on current training
- High Performance training in planning
- Long Term Development Planning from 10 and up
- Fitness 365
- Match Play 335

2. Coach Education. A strong tool for National Development (Lecture)

- In the last 5 years, the Caribbean has been in great need for educated coaches. There is a procedure where the NA and the ITF cooperate to provide the needed education. The reception of the information and the implementation on court.
- Where and how is the ITF supporting the education?
- Coach, play your role. Use available resources.



Regional Speaker **Sydney Lopez**

Sydney Lopez is from Barbados, he is the owner of Ocean View Tennis Club and The St James Racquet Club and a Co Director of On Court Promotions Inc. He is a former Davis Cup Player and Captain for Barbados..

1. Working with Female Players (lecture)

- Females are more than likely to want to hit the ball with their backhand because they feel more secure, so this is something that should be worked on if you feel that the forehand should be the weapon. They tend to want to remain in their comfort zone rather than take risks and chances.
- When we work with Female players we need to recognize that they think differently from men, so it important to work on a game based approach with the females players that way you get the match, drilling and the tactical play. Necessary for high performance



National Speaker Dr. Vernice Richards

Dr. Vernice Richards is a Sport and Performance Psychology Consultant that has worked with athletes of various sports, ages, competitive levels and other performers (non-sport) for the last 10 years. Originally from the twin island Republic of Trinidad and Tobago, Dr. Richards is the principle consultant at VR Performance Consulting. Her expertise includes developing programs and workshops focusing on a developmental approach to Increased Human Performance (IHP), of which, she has presented research, done workshops and led seminars worldwide. With a personal motto of 'learning never ceases', Dr. V (as she is referred to by clients) also emphasizes the development of character and uses mental health, counselling and various technology assisted techniques to help her clients in achieving peak performance in their sport, profession and/or everyday life.

1. Implementing an Introductory Mental Skills Programme (2 parts: On-court and Lecture)

- Mental Skills Education and Training is an area that can be difficult for a coach/parent to implement into practices and training sessions without the support of a qualified consultant.
- Challenges such as; finances (inability to employ a full time Sport Psychologist or Consultant), myths/stereotypes (understanding what sport psychology-mental skills is/isn't), dual roles (trying to separate the parent-coach-psych personas), and time (integrating mental skills with an already tight technical and physical training schedule) to name a few, make it even more difficult.
- This 2-part workshop seeks to help answer that question by describing a foundation for coaches that are interested supplementing their athletes training regime. First, attendees are given insight into some of the elements and considerations that youth and elite coaches should consider when attempting to implement mental skills training for their athletes. Secondly, attendees receive guidance on building a tool-kit of the essential mental skills with some discussion on sample worksheets.



Regional Speaker Damien Applewhaite

Damien Applewhaite is the Barbados Davis Cup Captain. He has been coaching since 2000 and is a 5-time Barbados Davis Cup Player. He was the first ITF Level 3 coach in the English-speaking Caribbean and has been an ITF Team Coach of the COTECC Under 16 team, touring Venezuela, Colombia, Ecuador, Peru and Bolivia.

Damien currently operates as an ITF Tutor of various ITF Coaching Courses and is a Director of Coaches' Education in Barbados. He also provides technical assistance to the Barbados Tennis Association whenever possible and is the Chairman of the Barbados Coaches' Advisory Committee.

Damien is the founder and principal behind Advantage Tennis Services which is a tennis coaching company geared towards promoting tennis across Barbados. He enjoys and is fluent in Danish.

1. Barbados Davis Cup Results Boosts Tennis Development Nationwide (Lecture)

- Barbados has a unique relationship with tennis from an historical point of view being a former British Colony. It was one of the early adopters of the Davis Cup in the English Speaking Caribbean, playing its first tie in 1990.
- Our tennis population can be divided into 3 main categories- Junior Development, Senior Tennis and Social Tennis. The Davis Cup results have touched and influenced each category in its own special way. Each category has its own success stories and challenges and we will present possible solutions for each.
- The Barbados Davis Cup Team's success demonstrates that no matter the population size, once you have the correct systems in place to find talented players, a pathway to groom those players and a little luck, Group 1 and beyond is more that attainable.



International Speaker **Jessica Weyreuter**

Jessica has a passion for growing tennis amongst people with special needs. She is the Chairman of the Special Olympics North America Tennis Development Committee, and has coached the Alabama Tennis Team at the 2014 Special Olympic National Games. She was on staff for the USTA/ITF Junior Wheelchair Tennis Camp of the America's 2018, and in 2015 she was awarded the USTA/PTR Community Service Award, acknowledging her pursuit of growth and development in these areas.

Her coaching career includes the 2013 and 2014 Staff Tennis Congress, Alabama 10 and Under Tennis Coach at Southern 2015-2017-2018, as well as Alabama 10 and Under Tennis Coach at BB&T 2017. USTA Alabama Early Development Camp Director. PTR Clinician for 10' and Under Tennis, Adaptive Tennis, High Performance, and Girls Tennis Network.

A former WTA Tour player, Jessica came to the United States with a full tennis scholarship to Lindsey Wilson College.

1. Understanding Unified Doubles Tennis and the Levels of Play in Special Olympics Tennis (Lecture)

- This presentation will discuss the training considerations when working with individuals with intellectual disabilities.
- This session will introduce strategies on how to comfortably organize and conduct a practice session, providing coaches the knowledge and resources needed to address social, medical and physiological considerations that may accompany athletes with intellectual disabilities. The session will conclude with an important topic on the significance of engaging volunteers in your tennis program, and the positive impact Unified Doubles tennis can have on your program and more importantly in the lives of the players.



National Speaker **Andrew Thornton**

Andrew Thornton was born in Barbados, and is the current Barbados Senior Fed Cup Captain and the Junior U14 Team Captain. He is a former national top ranked junior in all age categories, and a former ITF Ranked Junior player. He won the NCAA Div.2 Title with Barry University and holds degrees in Sports Management and International Business, and an MBA - Business Management.

1. Impact of the Fed Cup on Sustaining Girls Tennis in Barbados (Lecture)

- There has been a significant decline in participation in female tennis in recent years. There are a number of factors which contribute to this, and specifically targeting Barbados I will attempt to take a closer look at these factors. We currently have a very young Fed Cup team, so how can we utilize this to encourage and inspire more girls to play tennis?.
- We will look at some of the reasons for the decline of the sport such as lack of female role models, parents pushing males into the sport but not females, and the view that tennis is still an elitist sport.
- In conclusion, we can see that there is a major problem when it comes to participation in female tennis. The sport needs to be made more attractive to women, and given the same focus as it is with regards to males. Due to having a very young team, I believe that we can focus on this to inspire more girls to play, by giving them positive and young role models that they can relate to. This, among other factors can have a significant impact on participation.



National Speaker **Dr. Kerry Dollaway**

Dr. Dollaway is a very qualified sport injury, neurological and orthopedic rehabilitation clinician, and is also wound care certified. He holds many post graduate and professional certifications and comes highly recommended when it comes to rehabilitation of sport injuries, wound care and prevention of injury. His main research focus is in the area of Prevention of injury and is currently finalizing some ground breaking research in Trinidad and Tobago as it relates to that area.

1. Sport Medicine - Rehabilitation and Prevention of Injury for the Teenage Female Tennis Athlete (On-court)

The female athlete is often overlooked when it comes to injury prevention. Ironically, the female population, especially those of teenage years, require very special consideration. In this presentation, we will answer the questions;

1. Why is injury prevention so important to the young female athlete?
2. What considerations must be given to the female athlete?
3. What outcomes can we expect if we do not pay attention to our teenage female athletes?
4. How can we ensure that our female athlete population is receiving the best possible care?

Participants would gain knowledge that would assist them in developing injury prevention plans and strategies that can assist with identifying potential threats and the keys to addressing them very early.



National Speaker **Stacey Cateau**

Stacey Cateau is a former national rugby player, who for the past sixteen years has been actively involved in Sport Management in Trinidad and Tobago; as a Physical Educator, Project Manager and University teacher. These experiences have helped to shape his philosophy on Sport, and inspired his desire to contribute to Trinidad and Tobago's sport development through education and research. For the past eight years he has been involved with the Trinidad and Tobago Olympic Committee both as an employee and as a volunteer. This has afforded him a unique outlook at sport development in both the local and international contexts.

1. Development of a Model in Sport Management, Administration and Event Management for the National Tennis Centre (Lecture)

The term Business model has been prevalent in the managerial literature since the end of the 90's. The concept of Business Model refers to the description of the articulation between different Business Model components to produce a proposition that can generate value for the consumers and the organization (Demil and Lecocq 2010). The central strategy problem of managers can be simply articulated as how to formulate and implement strategies that create value for customers, while capturing profits for the company?(Mc Namara et al 2013).

The concept of "Industry Recipe" deals with the shared knowledge base of persons socialized into an industry. Industry recipes and business models are complementary concepts that can assist coaches to gain a thorough understanding of the range of resources, capabilities, configurations and uncertainties their coaching schools/academies face in selecting a strategy that will generate value for customers while developing profits for the company.



National Speaker **Dr. Joel Paul**

After completing his secondary level education at Trinity College, Moka, Maraval Dr. Joel Paul, Assistant Professor decided to pursue a career in teaching, largely based on the advice of his A' Level History teacher. Approximately three (3) years after teaching he was awarded a National Scholarship to pursue a BSc. in Sports Science at Portsmouth University (UK). This was followed by an International Full Fees Masters Scholarship at Exeter University (UK) to pursue the MSc. in Paediatric Exercise Physiology.

1. Talent Identification and Management for the Teenage Female Tennis Athlete (Lecture - joint presentation with Martin Gallyer)

“Good players are not created overnight, but instead natural talent and ability must be nurtured in order to enable players to fulfill their potential.” (Pruna, Tribaldos & Bahdur, 2018)

Within recent decades, increasing competition in tennis particularly at the elite levels has resulted in many national federations adopting more methodical approaches to recognizing and nurturing young athletes exhibiting the greatest potential to succeed at the highest levels. Systematic talent identification and development has now become an integral component of elite athlete development systems globally. Despite considerable advancements in the field, disparities exist in the development of male and female players. Malina and Bouchard (1991), for example, have reported that males and females exhibit differences in the stability of the same anthropometrical characteristics’

The focus of this presentation is the identification and development of talent in female tennis players, exploring their unique physical and physiological characteristics.



National Speaker **Martin Gallyer**

Martin’s role as ‘Head of Rehabilitation’ involves the day-to-day running of the Strength and Conditioning and Rehabilitation Units at UTT. We have a facility based at the Sport Scholarship Dorms plus six gyms around T&T. Martin enters this role with a specialism in Strength and Conditioning for athletic performance and injury prevention. Core values are being committed to excellence, challenging oneself, and continually improving. Martin has experience working in young athlete performance development, university scholarship programs, UK government funded scholar programs (TASS), and with international teams. Martin has also been involved in a number of research activities surrounding sport performance and injury prevention..

1. Strength and Conditioning for the Teenage Female Tennis Athlete (lecture - joint presentation with Joel Paul)

There will be a number of areas identified in this presentation where coaches can become aware of issues surrounding Strength and Conditioning (S&C) for Tennis with special considerations for the young female athlete. Firstly S&C is often misrepresented in the fitness industry so this presentation will appraise coaches of ‘what is S&C? and what it is not. We will look at speed-agility, strength-power and conditioning with a focus on the coaching process of instilling basic skills that enhance sport specific abilities as the athlete matures and improves (i.e. a process, NOT a quick fix approach). S&C testing for the athlete will be discussed from a basis of some core skills and ‘performance’ testing. Delegates will also be shown key principles of testing and interpretation of data. There are a number of key considerations with regards to S&C for young athletes as they mature. Attendees of the conference will be asked to consider examples of how the maturation issues presented impact on how they define ‘talent’, this may change the way many view their young athletes.



National Speaker Colleen de Gannes

Colleen has been involved in tennis as an ITF Certified Official since 1990. Currently, she is a White Badge Referee and Chief Umpire. Her certification moved to Bronze Badge for a number of years as she worked at Davis and Fed Cup Events, the then Men's Satellites (now Futures), Wimbledon, US Open, and the 2000 Olympics in Sydney, Australia. Colleen later went back to White Badge as it suited her personal life.

Colleen has been assigned for a number of years and up to 2016 to Referee WJTC, Junior Davis & Fed Cup, and COTECC Supervisor for the Region. Given Colleen's current status, she referees Junior Events in all age Groups both Local and Regional. Also, Colleen has worked at Davis Cup Ties as Chief Umpire for Ties that have been played in Barbados.

Married, a mother and grandmother, Colleen also works for a leading Insurance Company as a Financial Advisor. Most importantly, she is a Leader at her Local Church.

1. U10 U 12 Tournaments in ROG (Lecture)



National Speaker Jason Stanislaus

Jason has the highest level Table Tennis coach qualification in Grenada and has the responsibility for the development of the sport in the tri island state, he bring with him a wealth of experience in coaching of over two decades. His love and passion for racket sports being the number one Table Tennis player in the island since 1989 he decided to take up another challenge and diverted towards Tennis and started competing in national senior Tennis tournaments, although he never played junior competitions, he was runner up in local senior open Tennis tournaments in 2015, 2016, and 2017.

It was then that Jason's love for Tennis began, and he started assisting beginner players. Appointed as the national JTI Coordinator in 2014 he started assisting in coaching performance players and decided to take up coaching Tennis full time.

1. Grenada Junior Tennis Initiative (Lecture)

- The Grenada Junior Tennis Initiative Program is supported by the ITF in collaboration with the Grenada Tennis Association, Ministry of Youth Sports and Culture and the Ministry of Education. It comprises of Twenty-Five primary schools located in Seven parishes with the program now extended to Carriacou and Petite Martinique, our sister isles. Over 200 students participating in our daily coaching sessions island wide with a 75% participation in our local competitions, the main one being the National Primary schools team competition attracting 100% participation. With only two Tennis courts located in the south of the island, we are able to attract many players from the rural areas to be involve in our follow training program. With transportation cost being very high, making it difficult for the more talented athletes located in the North and South East of the island, we are able to visit these areas using hard courts designated for Basket ball, Net ball and Volley ball to deliver training sessions.

The **Tennis Anti-Corruption Program (TACP)** is in place to protect the integrity of our sport and protect you as coaches and all those within tennis against corruption and betting related offences. This document provides a summary of the anti-corruption rules, for the full list please visit www.tennisintegrityunit.com.



Coaches

Betting

- ✗ **DO NOT** bet on any tennis event, at anytime, anywhere in the world or assist others to do so
- ✗ Betting companies **MUST NOT** sponsor, employ or provide any other benefits to you in exchange for yours or your player's services

Match Fixing

- ✗ **DO NOT** ask or help any player to fix the outcome or any aspect of a tennis event (this includes spot fixing of points, games or sets or attempting to manipulate the draw in any way)
- ✗ **DO NOT** ask or help any player to perform below their best efforts in a tennis event

Inside Information

- ✗ **DO NOT** share non-public, sensitive information about a tennis event or a player for betting purposes with anyone
- ✗ **DO NOT** offer to provide any non-public, sensitive information to anyone in exchange for money or any benefit

Wild Cards

- ✗ **DO NOT** accept or give money or any form of compensation in exchange for a wild card on behalf of or for the benefit of a player, whether or not the player has knowledge of your actions

Reporting Obligations

- ✓ **YOU MUST** report any knowledge or suspicions of corruption to the TIU
- ✓ **YOU MUST** inform the TIU as soon as possible if you are approached by any person who offers money or any benefit to influence the outcome or any aspect of a tennis event or asks for inside information
- ✓ **YOU MUST** cooperate fully with investigations conducted by the TIU, which may include being interviewed or providing your mobile phone, other devices or relevant documents



You have a responsibility to ensure that you and your players are aware of and comply with the rules of the TACP.



If you break the rules you could face a maximum fine of \$250 000 and a lifetime ban from tennis events.

For further information, to report corrupt activity or if you have any questions download the TIU app or contact us using the links below:



www.tennisintegrityunit.com



education@tennisintegrityunit.com



+44 (0)20 8392 4798

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