



# 5th Annual Herts Coaching Conference Programme

Sunday 13th November 2011

University of Hertfordshire (De Havilland Campus)



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# Maggie Jackson - Keynote Address

Earlier this year Maggie Jackson won the Performance Coach of the Year Award at the England Netball Golden Globe Awards. Maggie is Director of Netball with the Hertfordshire Mavericks who won the Netball Superleague this year. The Mavericks (based at and sponsored by the University of Hertfordshire) have been in every Superleague final since 2005, also winning in 2008.

Maggie Jackson's playing career saw her represent England at both the World Games and the World Championships. She started coaching in Bedfordshire before coaching Birmingham Blaze in the initial years of the Supercup. Maggie was assistant coach with the England squad for three years prior to the Commonwealth Games in 2006, when the team won the bronze medal, a feat she repeated in 2010.

Following what she refers to as a 'rush of blood to the head', Maggie was instrumental in forming the Hertfordshire Mavericks in 2005 when the Netball Superleague started. Right from the start, the Mavericks forged close links with the East Region, which resulted in good support from the counties. Under Maggie's guidance, this in turn has led to strong youth development and this year the Mavericks' youth squad also won their national league.



UH Venue	9am - 10am	10am - 11am	11:15am - 1pm	1pm - 2pm	2pm - 3pm	3:05pm - 4pm
Refectory	Registration	<b>Keynote Address: Maggie Jackson</b> Room N003	<b>Market Place</b>			
R115			<b>Brad Gilbert: At Your Service</b> David Turner <i>Principal Lecturer in Sports Studies at UH</i>	<b>Lunch</b> Refectory	<b>Effective Communication Skills for Sports Coaches</b> Nadeem Shaikh <i>Managing Director of SMART Way Forward</i>  <i>Room R118</i>	<b>Mentoring - Making it Happen</b> Colin Bennett <i>Coaching Network Manager East at sports coach UK</i>
R118			<b>Keeping You Safe From the Tax Man</b> Mike Lynch <i>Chief Executive of GBSport</i>		<b>Preparing an Athlete for Performance</b> Tony Sephton <i>Head of Performance Hertfordshire</i>	

# Speaker Profiles & Workshop Information



## David Turner

David Turner is a principal lecturer in sports coaching at the University of Hertfordshire. He has been a sports coach and an educationalist for 25 years and a coach educator for 15 years. David has a BEd in Movement Studies, a Master of Science by Research in Coaches' Use of Racial Stereotypes and is currently actively researching expertise in sports coaching. He also regularly delivers public lectures which critically profile legendary sports coaches.

## Brad Gilbert: At Your Service

Brad Gilbert is an American tennis coach who has contributed to the development of Andre Agassi, Andy Roddick and Andy Murray. Gilbert was not the most gifted player, but his work ethic, analytical approach, and use of strategy transferred positively into the coaching role. Gilbert's coaching approach and philosophy raise some interesting coaching issues (such as the compatibility of coach-athlete relationships and coaching as a form of service) which should help to provoke thought and debate about coaching among attendees.



## Michael Lynch

Mike Lynch is the Chief Executive of GBSport, an independent sports business and IT consultancy that delivers training and consultancy services to clubs, coaches and other sports organisations. As well as having over twenty year's experience as a business and IT consultant working in the sports industry, Mike is a Level 4 qualified tennis coach so has essential first hand experience of self-employment, bookkeeping and marketing. Mike has recently presented at conferences for England Squash, England Athletics and the Institute of Sports and Recreation Management (ISRM), and has provided specialist business consultancy for a number of other NGBs and Sports Partnerships.

## Keeping You Safe From the Tax Man

The number of tax inspections in the sports industry has increased dramatically in the past 12 months, particularly assessing those working as a self-employed coach. This seminar will outline the essentials all self-employed coaches must know to ensure they satisfy HM Customs and Excise guidelines for self-employment. Failure to meet the guidelines could result in the coach being declared to be employed rather than self-employed and land the coach and their client with a hefty tax bill and penalties. The session will provide a simple checklist to enable coaches and clients to monitor their working relationship and ensure they stay on the right side of the taxman. It will also cover the recent guidance issued by sports coach UK regarding this matter.



## Nadeem Shaikh

Nadeem Shaikh is the Managing Director for SMART Way Forward, a specialist sales management & training consultancy working within the sport, leisure, health & fitness industry. He is a qualified sales /management trainer and a UK Athletics Level 3 Performance Endurance coach, having worked with a vast array of sports organisations. Nadeem is passionate about athletics, having represented his club up to international level, and now coaches some of the best young endurance athletes in the UK.

## Effective Communication Skills for Sports Coaches

Without effective communication in sports coaching, the whole process becomes a much more difficult one. Effective communication is not just being able to talk at a group, but to be able to engage with them using different coaching styles, verbal, visual and written communication and appropriate body language. It is also about being able to manage a team effectively whilst ensuring that you can cater for the needs of all of the members of the team.

# Speaker Profiles & Workshop Information



## Colin Bennett

Colin is the Coaching Network Manager East at sports coach UK, having previously worked for the Essex County Sports Partnership as a Workforce Development Officer and more recently as the Coaching Development Manager. Colin is a UEFA B licensed football coach and has been coaching for nearly 10 years now including working within grassroots clubs in a development capacity with other coaches.

### Mentoring – Making it happen

From research to application this session will be a story of what mentoring is, how it has evolved and where the sporting world is taking it. Evidencing the need from academic data to stories of practitioner experience it will look at what should work, what did work, what is working and what doesn't. During this session delegates will define mentoring in different contexts, describe the evolution of mentoring within sport, summarise core principles of mentoring and discuss experiences of mentoring including specific case examples.



## Tony Sephton

Tony has over 12 years experience working in the fitness industry, seven of which were working in Strength & Conditioning with talented and elite athletes. Tony currently works for the English Institute of Sport East Region as a Strength and Conditioning coach as part of his role as Head of Performance Hertfordshire, which includes working with world class Squash, Hockey and Rowing athletes.

Tony is involved with various sports including Lead S&C Consultant for England Golf Union, Head of S&C for the world futures programmes for Badminton England and the Women's Football Association working with England Senior, U23, U20 and U17s ladies teams.

### Preparing an Athlete for Performance

What does it take to get the best athletes ready to compete? As the Olympics approach, this is the question facing many top coaches. Everyone in the coaching community can learn from how those coaches will take their athletes through to the London Games.

This seminar provides an overview of the physical preparation needed to take a talented athlete through to the world class performance. The seminar will include examples of talent id protocols, physical screenings, programme design ideas and real examples of athletes who have successfully made the transition.