



KNVB Academy

# 10th International Coaching Course 2008

22 August-3 September



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22 August – 3 September, 2008  
KNVB Sports Centre // Zeist - Holland

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Participating Nations 1999-2007	
1	Aruba
2	Australia
3	Austria
4	Belgium
5	Bermuda
6	Botswana
7	Brazil
8	British Virgin Islands
9	Burkina Faso
10	Canada
11	Cape Verde
12	Chile
13	Colombia
14	Costa Rica
15	El Salvador
16	England
17	Estonia
18	Ethiopia
19	Finland
20	Ghana
21	Honduras
22	Iceland
23	India
24	Indonesia
25	Iran
26	Ireland
27	Israel
28	Italy
29	Ivory Coast
30	Jamaica
31	Japan
32	Kenya
33	Lebanon
34	Libya
35	Mauritius
36	Mexico
37	Morocco
38	Mozambique
39	Namibia
40	Netherlands Antilles
41	Nigeria
42	Palestine
43	Peru
44	Portugal
45	Qatar
46	Scotland
47	Senegal
48	Singapore
49	Somalia
50	South Africa
51	South Korea
52	St. Eustatius
53	St. Maarten
54	Surinam
55	Tanzania
56	Thailand
57	Turkey
58	United Arab Emirates
59	Uruguay
60	USA
61	Venezuela
62	Zambia
63	Zimbabwe

### For more information:

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13710 E. Rice Place Suite 110  
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Internet: [www.esrusa.com](http://www.esrusa.com)

## Football in the Netherlands

Dutch Football is famous all over the world. For a small country like the Netherlands that is quite an achievement. Over the past 35 years the Dutch played an important role in international football, with the National Team in European Championships and World Cups, the biggest Dutch football clubs in the major European Cup competitions and Dutch players in the most popular European clubs.

### National Team

The Dutch National Team gained an impressive record in the world, with the so called 'Total Football'. In the last 30 years the Dutch National Team was almost always present at the World Cup. The best achievements are:

- 1974 2nd at the World Cup in Germany
- 1976 3rd at the European Championships in Yugoslavia
- 1978 2nd at the World Cup in Argentina
- 1988 1st (European Champions) in Germany
- 1992 3/4 finalist EURO'92 in Sweden
- 1994 7/8 finalist World Cup in USA
- 1996 7/8 finalist EURO'96 in England
- 1998 4th at the World Cup in France
- 2000 3/4 finalist EURO2000 in the Netherlands and Belgium
- 2004 3/4 finalist EURO2004 in Portugal

### Professional Football

50 years ago professional Football was introduced to the Netherlands. It initially included 80 clubs, but their number gradually decreased over the years to less than half. Currently there are 38 teams competing in two professional divisions.

Dutch clubs achieved great international success from the early 1970s. The biggest successes so far:

- |                       |                            |   |
|-----------------------|----------------------------|---|
| • Ajax Amsterdam      | European Cups<br>World Cup | 1971-1972-1973-1987-1992-1995<br>1972-1973-1995 |
| • Feyenoord Rotterdam | European Cups<br>World Cup | 1970-1974-2002<br>1970                          |
| • PSV Eindhoven       | European Cups              | 1978-1988                                       |

### Talents and Education: Great Coaches make Great Players

How can a country like Holland with this limited number of players become one of the leading football countries in the world? One of the answers is surely the fact that already in the 1960s the KNVB started making development programs for the improvement of our game; Development through educating the coaches and the players. Great initiator in that program has always been Mr. Rinus Michels who not only worked successfully with the big names in the teams of 1974 and 1978 but also with the generation who became European Champions in 1988. The department Coaching and Education with Rinus Michels and Bert van Lingen (author of the official Dutch Coaching book: 'Coaching Football') have in the 1980s and early 1990s set the foundation for what we now call the **KNVB Academy**.



## The KNVB Academy

The KNVB Academy is the Educational Department of the Royal Netherlands Football Association. As a small European country with a limited number of active players, the KNVB was forced to develop Educational Programs already in the 1960s. More than 45 years of experience in Football Development is gathered in 'The KNVB Academy'.

The KNVB Academy was **founded in 1996** to concentrate all educational programs for Dutch football in one body. The Dutch operations of the KNVB Academy are focussed on development of coaches, referees and administrators in the Netherlands. The courses and workshops are all in Dutch language and are awarded with a Dutch Diploma or Certificate which can be used in the Netherlands. Dutch coaching diplomas are UEFA approved.

The International Department of the Academy is of service for coaches and clubs from abroad and runs programs worldwide to assist other Football Associations on national, regional or local level.

The Academy is active in following areas:

### 1. In the Netherlands

- Training / Coaching on all levels
- Football Development Programs
- Refereeing
- Management, organisation and marketing
- Sports medical workshops
- Workshops and Seminars

### 2. International

- Training / Coaching Courses on various levels
- Football Development Programs
- Coaching Symposiums and Seminars
- Consultancy and Technical assistance
- Referee courses
- Management and organisation for Associations
- Lectures & Demonstrations
- Football & Futsal Clinics

### 3. Educational Publisher

- Coach Instruction Books, Videos, CD-roms and DVD's
- Referee Instruction Books and Videos



## 10 years International Coaching Courses



## **10th International Coaching Course 2008**

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From 22 August-3 September, 2008 the KNVB Academy organises an International Coaching Course for participants from all over the world. The Course content is designed by the Academy of the Royal Netherlands Football Association and all elements in the course are updated to the latest Training- and Coaching principles. The previous editions of the International courses (1999 through 2007) attracted a total of 250 coaches from 63 countries. Should you be interested, do not hesitate to register in time. The number of participants is limited to 25.

### **Who can participate? Participants must have:**

- experience as a player
- a minimum level of coaching (youth) teams
- knowledge of coaching football
- be physically fit for practice sessions
- be fluent in English language and being able to execute training sessions in English

### **Course level/Awarding**

Comparable UEFA B- (Basic) Course, with some elements of A- and Pro-level (especially the analysis of Pro-matches and special topics are on highest level).

Participants in this course will receive a 'Participation Certificate'. There will be no formal testing on knowledge and skills and coaches do not receive a diploma, due to the different entrance levels of the participants and the specific and non-comparable contents of this program in relation to other coaching programs.

### **Program Outline**

#### Friday, 22 August 2008

Daytime      Arrival at Schiphol Airport. Shuttles to the hotel  
Evening      Introduction of the programme

#### 23 August-2 September, 2008

08.00 hrs:      Breakfast  
09.00 hrs:      Course session - theory  
10.30 hrs:      Course session - practice  
12.30 hrs:      Lunch  
14.00 hrs:      Course session – theory  
15.30 hrs:      Course session - practice  
18.00 hrs:      Dinner  
Evening      Group study (groups of 4-5 participants)

#### Tuesday, 2 September 2008

19.00 hrs      Festive ceremony and farewell dinner, including certificates.

#### Wednesday, 3 September, 2008

Departure of the participants



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### **Instructors / Special Topics / Visits**

The instructors are appointed by the KNVB Academy. They stay with the group throughout the course. During the Course Staff instructors of the KNVB Academy will give lectures and do practice sessions on special topics such as Characteristics of Dutch Football, Pressure Football, Counter Football, Conditioning, Match Analysis and Goalkeeping.

Since 1999 a number of Dutch Premier League clubs like Ajax, Feyenoord, Willem-II, Vitesse Arnhem and NEC Nijmegen have participated in the program by lectures and visits to their Youth Academy or giving the group the chance to watch training sessions of the Pro team which are normally closed sessions.

### **Accommodation and Course Venue**

KNVB Hotel  
Woudenbergseweg 56-58  
The Netherlands  
NL - 3707 HX Zeist  
[www.knvhhotel.nl](http://www.knvhhotel.nl)



### **Meals**

Full board. Daily breakfast, lunch and dinner. Evening dinners will sometimes be substituted by hot lunches and/or cold meals.

### **Transfers**

All transfers needed to execute the program are included. During the course a person will be available to assist you in case of questions and problems.

### **Registration**

Registration is only possible through the enclosed form, together with a non-refundable deposit of USD\$ 1,000.00. After receipt the L&J Group, Inc./KNVB Academy will mail you a Confirmation of your registration, together with an Invoice for payment.

Entry deadline: **1 June 2008** or as soon as 25 participants have registered and paid. Participation (and confirmation for visa purposes) is only definite once full amount is paid.

**Provisional reservations** to secure a place in the course for 3 weeks can be made by fax or by e-mail to [Lvanzijl@esrusa.com](mailto:Lvanzijl@esrusa.com). After 3 weeks the registration has to be definite and deposited or it will be cancelled without notice.

### **Visa application**

Participants needing incoming visa for the Netherlands can only get the necessary papers to support their application from the KNVB once the full amount is registered in the KNVB-accounts. Please, note that The Netherlands is a Schengen Country and in various countries visa procedures for Schengen countries can take up to 3 months.

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### What is included?

- 12 nights accommodation, including 3 meals per day, starting with dinner on 22 August and ending with breakfast on 3 September
- Airport transfer to and from Schiphol Airport, on scheduled hours
- Course participation fees
- 'KNVB Coach folder' + NIKE-KNVB Outfit (limited)
- Course materials in English
- Visit 2-3 matches of professional clubs in the Dutch Premier League
- Visit youth Academy of Pro-club, youth training and/or youth matches

### What is excluded:

- Travel and Medical Insurance (needed to apply for Schengen Visa)
- Airfare
- Personal expenses and drinks

### Participant Prices KNVB Courses August 2008

#### Option A) **USD\$ 3,867**

Accommodation in 3-bedded room with shower, toilet and Television (room with separate beds, share with other participants).

#### Option B) **USD\$ 4,177**

Accommodation in 2-bedded room with shower, toilet and Television (room with separate beds, share with other participant).

#### Option C) **USD\$ 4,487**

Accommodation in single room with shower, toilet and Television.

**\* excluding Airfare**



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### Provisional course lay out

Day / Session	Session 1 Theory (90 min.)	Session 2 Practice (90 min.)	Session 3 Theory (90 min.)	Session 4 Practice (90 min.)
<b>Friday 22 August 2008</b>	Arrival of participants.		18:00 hrs Introduction of the programme	
<b>Saturday 23 August 2008</b>	Football learning and coaching process.	What is football? (Demonstration)	Characteristics Of Dutch football (video)	How to read during training/game (Demonstration)
<b>Sunday 24 August 2008</b>	Criteria for age group training	Demonstration on training	<b>Visit Professional Football Match</b>	
<b>Monday 25 August 2008</b>	Principles 4 vs. 4 (video)	4 vs. 4 in variations/organisation	Visit training Dutch national team	
<b>Tuesday 26 August 2008</b>	Principles of match analysis from the main moments	Match analysis (8 vs. 8.)	Principles preparation of training: .Contents/method .organization .objects from T.I.C.	Visit Professional Football Club. Youth department, trainings and lecture
<b>Wednesday 27 August 2008</b>	Full or half day at leisure		<b>Visit Professional Football Match (to be confirmed)</b>	
<b>Thursday 28 August 2008</b>	Match analysis Wednesday match	Preparation of Training from analysis	Visit Professional Football Club. Youth department, trainings and lecture	
<b>Friday 29 August 2008</b>	Football training is Conditioning <u>Special Topic</u>	Conditioning is Football training	Formations and styles of play <u>Special Topic</u>	Training session Various formations
<b>Saturday 30 August 2008</b>	Goalkeeping HOEK-Method <u>Special Topic</u>	Goalkeeping HOEK-Method	Visit Youth matches Youth League + Professional Football Match in the evening	
<b>Sunday 31 August 2008</b>	At leisure		<b>Visit Professional Football Match</b>	
<b>Monday 1 September 2008</b>	Match analysis Sunday match	Training session based on analysis	Counter football and Pace in the game <u>Special Topic</u>	Training session on counter and pace in the game
<b>Tuesday 2 September 2008</b>	Pressure football <u>Special Topic</u>	Training session on pressure football	Course evaluation	Certificates and farewell party
<b>Wednesday 3 September 2008</b>	Departure of participants			

## REGISTRATION FORM



**10th International Coaching Course**  
**22 August – 3 September, 2008**  
**KNVB Sports Centre // Zeist - Holland**

**Deadline: 1 June 2008, Fax: 1-303-768-0756 with copy of first payment**

Last name					
First name					
Street					
Zip Code / City					
State / Country					
Telephone	(home)			(mobile)	
	(office)				
Telefax					
E-mail					
Date of Birth					
Nationality					
Passport No.					
Profession					
Education					
Career as Player					
Coaching Experience					
Coaching Certificates / Diplomas					
Size NIKE-Outfit	<input type="radio"/> XXLarge	<input type="radio"/> XLarge	<input type="radio"/> Large	<input type="radio"/> Medium	<input type="radio"/> Small
Rooming	<input type="radio"/> 3 bedded room	<input type="radio"/> 2 bedded room	<input type="radio"/> single room		

**Return to:**

Euro-Sportring/L&J Group Inc.  
13710 E. Rice Place Suite 110  
Aurora, CO 80015  
Tel: 1-303-768-0891  
Fax: 1-303-768-0756  
E-mail: Lvanzijl@esrusa.com  
www.esrusa.com

**Enclosed** a check in the amount of US\$ 1,000.00 to cover first payment of the participants price (Non-refundable). Acceptance is not automatic, but will be advised by the Manager of the KNVB Academy. Registration forms without payment are not valid.

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