



EXPERT MEETING 2020

ATLETICO MADRID

1 - 5 JUNE • MADRID • SPAIN

PLAYERS DESERVE BETTER COACHES



INDIVIDUAL TRAINING WITHIN TEAM TRAINING

Last year, we hosted the Expert Meeting at Hajduk Split in Croatia. The topic of the 2019 edition was 'Individual Training within Team Training'. In other words, developing individual players within the context of the team training.

Individual development to become the best individual?

Obviously, talent development in football is about the development of individual players. However, many coaches in football take the word 'individual' literally. They end up training an individual player isolated from the team context. Unconsciously and unintentionally, these coaches are training the individual player as if football is an individual sport.

Individual development to become the best possible team player!

In football it is a different story. Football players have to become the best possible team players and not the best possible individual players. They have to prepare themselves to excel in the game 11v11. Talented football players have to become experts in an 11v11 context.





Communication is WHAT players have to do

In football, communication between players is of the highest order. This verbal and non-verbal communication is trained in tactical training session. In such tactical training the coach teaches his players tactical references in terms of WHAT they are supposed to do together when attacking, defending and transitioning.

Decision and execution are the HOW of football actions

The HOW of football actions in terms of position, moment, direct and speed is the responsibility of the player. The training of the decision making (game insight) and execution of decisions (football technique) by individual players does take place within the context of team tactical training. In other words, it is the individual training within team training.

Cdef coach and cDEf coach

As the training of the communication between players (tactics) on the one hand and the decision making (game insight) and execution of decisions (technique) on the other hand, are two different things, it requires two coaches to overload both aspects within one training session. The Cdef coach takes care of the tactical coaching at team level while the cDEf coach focusses on the coaching of the decisions and execution by individual players.



EXPERT MEETING 2020

Based on the 2019 evaluation we have decided that 'Individual Training within Team Training' will be Expert Meeting theme in the years to come. Marcel Lucassen and I concluded that in the upcoming editions there is still a lot of work to be done in terms of going into more detailed with respect to the coaching and analysis of football actions. In 2020, we will start that journey at Atletico Madrid. As this is a relatively new area in football, we will also invite international experts to contribute to this ground-breaking process.



PROGRAM

04:30 – 05:00pm	Coffee break
05:00 – 06:00pm	Presentation 1
06:00 – 06:30pm	Presentation reflections (subgroups)
06:30 – 07:00pm	Q&A
07:00 – 08:00pm	Diner
08:00 – 09:00pm	Presentation 2
09:00 – 09:30pm	Presentation reflections (subgroups)
09:30 – 10:00pm	Q&A
10:00 – 11:00pm	Subgroup day reflections



01

JUNE 2020

PROGRAM

07:00 – 08:00am	Breakfast
08:00 – 09:30am	Presentation 3
09:30 – 10:00am	Travel to training ground
10:00 – 11:00am	Presentation 1 Atletico Madrid
11:00 – 11:30am	Presentation reflections (subgroups)
11:30 – 12:30pm	Training session 1 by Lucassen & Verheijen
12:30 – 01:00pm	Training session reflections (subgroups)
01:00 – 01:30pm	Travel to hotel
01:30 – 02:30pm	Lunch
02:30 – 03:30pm	Presentation 4
03:30 – 04:00pm	Presentation reflections (subgroups)
04:00 – 04:30pm	Q&A
04:30 – 05:00pm	Coffee break
05:00 – 06:00pm	Presentation 5
06:00 – 06:30pm	Presentation reflections (subgroups)
06:30 – 07:00pm	Q&A
07:00 – 08:00pm	Diner
08:00 – 09:00pm	Training session evaluation by Lucassen & Verheijen
09:00 – 09:30pm	Evaluation reflections (subgroups)
09:30 – 10:00pm	Q&A
10:00 – 11:00pm	Subgroup day reflections



02

JUNE 2020

PROGRAM

07:00 – 08:00am	Breakfast
08:00 – 09:30am	Presentation 6
09:30 – 10:00am	Travel to training ground
10:00 – 11:00am	Presentation 2 Atletico Madrid
11:00 – 11:30am	Presentation reflections (subgroups)
11:30 – 12:30pm	Training session 2 by Marcel Lucassen & Raymond Verheijen
12:30 – 01:00pm	Training session reflections (subgroups)
01:00 – 02:00pm	Lunch
02:00 – 03:30pm	Atletico Madrid Academy Tour
03:30 – 04:00pm	Travel to hotel
04:30 – 05:00pm	Coffee break
05:00 – 06:00pm	Presentation 7
06:00 – 06:30pm	Presentation reflections (subgroups)
06:30 – 07:00pm	Q&A
07:00 – 08:00pm	Diner
08:00 – 09:00pm	Training session evaluation by Marcel Lucassen & Raymond Verheijen
09:00 – 09:30pm	Evaluation reflections (subgroups)
09:30 – 10:00pm	Q&A
10:00 – 11:00pm	Subgroup day reflections



03

JUNE 2020

PROGRAM

07:00 – 08:00am	Breakfast
08:00 – 09:30am	Presentation 8
09:30 – 10:00am	Travel to training ground
10:00 – 11:00am	Presentation 3 Atletico Madrid
11:00 – 11:30am	Presentation reflections (subgroups)
11:30 – 12:30pm	Training session 3 by Marcel Lucassen & Raymond Verheijen
12:30 – 01:00pm	Training session reflections (subgroups)
01:00 – 01:30pm	Travel to hotel
01:30 – 02:30pm	Lunch
02:30 – 03:30pm	Presentation 9
03:30 – 04:00pm	Presentation reflections (subgroups)
04:00 – 04:30pm	Q&A
04:30 – 05:00pm	Coffee break
05:00 – 06:00pm	Training session evaluation by Marcel Lucassen & Raymond Verheijen
06:00 – 06:30pm	Evaluation reflections (subgroups)
06:30 – 07:00pm	Q&A
07:00 – 07:30pm	Travel to Atletico Madrid Stadium
07:30 – 10:00pm	Atletico Madrid Stadium Tour
10:00 – 10:30pm	Travel back to hotel



04

JUNE 2020

PROGRAM

07:00 – 08:00am	Breakfast
08:00 – 09:00am	Presentation 10
09:00 – 09:30am	Presentation reflections (subgroups)
09:30 – 10:00am	Q&A
10:00 – 10:30am	Coffee break
10:30 – 11:30am	Presentation 11
11:30 – 12:00pm	Presentation reflections (subgroups)
12:00 – 12:30pm	Q&A
12:30 – 01:00pm	Evaluation
01:00 – 02:00pm	Lunch



05

JUNE 2020

APPLICATION DETAILS

DELEGATE FEE

Single room: **2390 Euro***

Shared room: **2090 Euro***

The delegate fee includes the course program, your hotel room (4 nights), breakfast, lunch, dinner, coffee breaks, course certificate and tourist taxes.

The delegate fee can be transferred in two installments.

First installment of 950 Euro before January 1, 2020.

Second installment (Total amount minus 950 Euro) before March 1, 2020.

** European delegates who will pay personally have to add 21% VAT.*

APPLICATION

Coaches who have done at least one Level 1 course are eligible to apply for the Expert Meeting 2020 by sending an email to info@fcevolution.com

The application deadline is December 1, 2019. Raymond Verheijen will select and announce the 40 coaches before January 1, 2020.

LOCATION

Gran Hotel Attica Las Rozas

Calle Chile, 2

28290 Las Rozas de Madrid

Madrid, Spain



Atletico Madrid

Ciudad Deportiva Atlético de Madrid

Majadahonda, Madrid, Spain



TERMS & CONDITIONS

PRACTICE WHAT YOU PREACH

By registering for this course the delegate confirms he or she will arrive in time before the start of the course and will not depart any earlier than the closure of the course on the final course day. During the course delegates will have the same professional behaviour just like they expect from their players on a daily basis.

DRESSING ROOM LEARNING ENVIRONMENT

As a coach you take your players outside their comfort zone to allow them to improve. You create uncomfortable and challenging situations for your players and you expect them to deal with it. This is what we call overload. Raymond Verheijen is well-known for applying this exact same principle when educating coaches. So, this course will not be your normal comfortable coaching course. Raymond will create his famous challenging and uncomfortable 'dressing room' environment to help you accelerate your development as a coach. Please only register if you are ready to challenge yourself.

CANCELLATION AND REFUND

If the delegate decides to cancel the registration the refund of the delegate fee will be as follows:

Before January 1, 2020 = 100% refund

Before March 1, 2020 = 35% refund

After March 1, 2020 = No refund

The above conditions are based on the cancellation conditions of both the hotel and Atletico Madrid.

The cancellation must be received in writing and the date of cancellation is that upon which the written cancellation is received by us.

NO FAMILY POLICY

The Expert Meeting is an intensive week of coach education without any distraction. So, delegates will not be joined by friends and/or family during the course.



INTERNATIONAL PATHWAY





APPLY NOW!

INFO@FCEVOLUTION.COM



2012
AMSTERDAM
NETHERLANDS

2013
CHELSEA F.C.
ENGLAND

2014
BLOEMFONTEIN
SOUTH AFRICA

2015
F.C. BARCELONA
SPAIN

2016
FEYENOORD
NETHERLANDS

2017
BENFICA
PORTUGAL

2018
CLUB BRUGES
BELGIUM

2019
HAJDUK SPLIT
CROATIA

2020
ATLETICO MADRID
SPAIN