



FOOTBALL BRAINING EXPERIENCE 2019

25-29 NOVEMBER 2019 • BENFICA LISBON • PORTUGAL

PLAYERS DESERVE BETTER COACHES

“ WELCOME TO THE MOST PRODUCTIVE YOUTH ACADEMY IN EUROPE!

We are proud to host the 2019 Football Braining Experience at one of the most successful youth academies in Europe. In the last ten years, Benfica has sold many of its youth players for a total of almost one billion Euros. During the upcoming FBE, you will get the opportunity to have a look behind the scenes of Europe's most productive talent factory.

Benfica will offer you presentations, training sessions, an academy tour, a stadium tour, and the museum visit. This Benfica experience will be an integral part of our 5-day Football Braining course.





“**FOOTBALL COACH EVOLUTION MODEL: A BRAND NEW MODEL TO COACH PLAYERS!**”

The mission of the World Football Academy is to bring objective football knowledge to the doorsteps of all coaches around the world. Based on the universal football reference (Football Theory) Raymond Verheijen has studied the many evolutionary principles. This knowledge about how human beings have developed in general has been translated to the football context which resulted in the Football Coach Evolution Model. This new coaching tool allows coaches to develop their players in a way that is more aligned with how the players' brain works. The ultimate goal of the FCE Model is to develop self-regulating players and teams.

What will make this 5-day course unique is that Raymond Verheijen will deliver the course based on the FCE Model. Delegates will study the model by experiencing it themselves. These experiences will offer the delegates the opportunity to also work on their own personal development. They will become more conscious of their own unconscious brain. This higher self-awareness will allow delegates to be more effective in their coaching but most of all to be a better role model for their players.



BENFICA ACADEMY PRESENTATIONS AND TRAINING SESSIONS

In the last decade only, Benfica has made almost one billion Euros from selling players to other European top clubs. What is the secret behind the most productive Academy in Europe? In the beautiful Caixa Football Campus auditorium the Benfica Academy coaching staff will deliver two presentations about:

- infrastructure,
- methodology
- scouting.

The coaches will also get the opportunity to ask questions to develop an even deeper understanding of the Benfica Academy. On top of this, coaches will be allowed to observe training sessions of the Benfica youth teams.

CAIXA FOOTBALL CAMPUS TOUR

Caixa Futebol Campus is the training center of S.L. Benfica. It was opened in 2006 by Eusebio. It has six pitches (three of synthetic turf) and holds 2,720 covered seats. It is mainly used by the senior squad and the youth teams. The complex has a building consisting of a hotel with a capacity of 62 rooms, due to having the Youth Academy embedded in it. It also has two gyms, dressing rooms, swimming pools, jacuzzis, sauna, a cafeteria and an auditorium.





BENFICA STADIUM TOUR

With the capacity to accommodate over 65,000 spectators, the stadium is the biggest and most modern stadium in Portugal. This was the stage of the Champions League final in 2014. At the stadium, you'll explore the executive seats, locker room, press conference room and the official store. One of the best parts of the tour is that opportunity to walk onto the pitch and get a first-hand look of what it's like to play on the field.

BENFICA MUSEUM TOUR

The Museu Benfica is located near Benfica's stadium, the building occupies 4,000 square meters and is composed of three floors, which are accompanied by a huge vertical parallelepiped made of glass exhibiting roughly 500 trophies won by the club. The museum is split into 29 thematic areas containing around 1,000 pieces from a collection of 30,000, including trophies, documents, images, audio and video related to the history of Benfica, contextualised into domestic and international historic events of the 20th century. It was awarded the prize for Best Portuguese Museum of 2014 by the Portuguese Association of Museology.



MONDAY

FOOTBALL COACH EVOLUTION MODEL: 'REFERENCE THINKING'

04:00 – 04:30pm *Coffee break*

04:30 – 07:00pm **Football Theory**

07:00 – 08:00pm **Subgroup reflections & presentations**

08:00 – 09:00pm *Diner*

09:00 – 10:00pm **Football Thinking Reference**



25

NOVEMBER 2019

TUESDAY

FOOTBALL COACH EVOLUTION MODEL: ‘SITUATION COACHING’

07:00 – 08:00am	Breakfast
08:00 – 09:30am	Football Thinking Characteristics
09:30 – 10:30am	Overloading Football Brain
10:30 – 11:00am	Coffee break
11:00 – 12:30pm	Players & Coaches have no Free Will (philosophical)
12:30 – 01:30pm	Subgroup reflections & presentations
01:30 – 02:30pm	Lunch
02:30 – 04:00pm	Players & Coaches have no Free Will (scientific)
04:00 – 05:00pm	Football Actions are Unconscious Stimulus-Response Patterns
05:00 – 05:30pm	Coffee break
05:30 – 07:00pm	The (Un)conscious Brains are a Team
07:00 – 08:00pm	Subgroup reflections & presentations
08:00 – 09:00pm	Diner
09:00 – 10:00pm	The Football Brain



26

NOVEMBER 2019

WEDNESDAY

BENFICA ACADEMY VISIT

07:00 – 08:00am	<i>Breakfast</i>
08:00 – 08:30am	Travel to Benfica Academy
08:30 – 09:30am	Benfica Academy Presentation 1
09:30 – 10:30am	Benfica Academy Tour
10:30 – 12:30pm	Benfica Academy Training Session Observation
12:30 – 02:00pm	<i>Lunch at Benfica Academy</i>
02:00 – 03:00pm	Benfica Academy Presentation 2
03:00 – 04:00pm	<i>Travel to Benfica Stadium</i>
05:30 – 07:30pm	Benfica Stadium and Museum Visit
07:30 – 08:00pm	<i>Travel to Hotel</i>
08:00 – 09:00pm	<i>Diner</i>
09:00 – 10:00pm	Evaluation



27
NOVEMBER 2019

THURSDAY

FOOTBALL COACH EVOLUTION MODEL: 'REFERENCE COACHING'

07:00 – 08:00am	Breakfast
08:00 – 09:30am	Football Coach Evolution Model: the 6 principles
09:30 – 10:30am	FCE Model: Reference Thinking
10:30 – 11:00am	Coffee break
11:00 – 12:30pm	Reference Thinking: James Smith conversation
12:30 – 01:30pm	Subgroup reflections & presentations
01:30 – 02:30pm	Lunch
02:30 – 04:00pm	FCE Model: Situation Coaching
04:00 – 05:00pm	FCE Model: Reference Coaching
05:00 – 05:30pm	Coffee break
05:30 – 07:00pm	FCE Model: Self-regulating Players & Teams
07:00 – 08:00pm	Diner
08:00 – 08:30pm	Travel to Sporting Portugal Stadium
09:00 – 11:00pm	Sporting Portugal vs PSV Eindhoven (Europa League game)



28

NOVEMBER 2019

FRIDAY

FOOTBALL COACH EVOLUTION MODEL: 'FOOTBALL BRAIN PERIODISATION'

07:00 – 08:00am *Breakfast*

08:00 – 09:30am **Football Brain Periodisation**

09:30 – 10:30am **Situation & Reference Coaching: Clips**

10:30 – 11:00am *Coffee break*

11:00 – 01:00pm **Delegate Presentations**

01:00 – 02:00pm *Lunch*



29

NOVEMBER 2019

REGISTRATION DETAILS

DELEGATE FEE

Single room: **1650 Euro***

Shared room: **1450 Euro***

Delegates from inside Europe who will pay the delegate fee themselves will have to add 21% VAT based on European tax law. This VAT can be avoided by transferring the delegate fee via a company or club with a registered VAT number.

** The delegate fee includes the course, four nights at the hotel, breakfast, lunch, dinner, coffee breaks, certificate.*

REGISTRATION

Coaches can register for the Football Braining Experience 2019 in Lisbon, Portugal by sending an email to Mirjam Kuipers via info@worldfootballacademy.com

The registration deadline is 1st October 2019 or any moment earlier after we have reached the maximum number of 20 delegates.

LOCATION

Hotel Real Oeiras
R. Álvaro Rodrigues de Azevedo nº 5,
2770-197 Paço de Arcos,
Lisbon, Portugal.



EDUCATIONAL PATHWAY



TERMS & CONDITIONS

PRACTICE WHAT YOUR 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. World renowned coach educator 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. Instructor Verheijen will create his famous challenging and uncomfortable ‘dressing room’ environment to help accelerate your development as a coach. Please only register if you are ready to challenge yourself and your beliefs.

CANCELLATION AND REFUND

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

Before September 1, 2019 = 75% refund

Before October 1, 2019 = 50% refund

Before November 1, 2019 = 25% refund

After November 1, 2019 = 0% refund

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





REGISTER NOW!



2019

LISBON, PORTUGAL

JOIN THE INTERNATIONAL PATHWAY AND MEET COACHES FROM AROUND THE WORLD