



# PRO COURSE 2020

**CIUDAD REAL MADRID**

**8 - 12 JUNE • MADRID • SPAIN**

**PLAYERS DESERVE BETTER COACHES**



# “FROM WORLD FOOTBALL ACADEMY TO FOOTBALL COACH EVOLUTION

## LET ME INTRODUCE TO YOU: FOOTBALL COACH EVOLUTION

Ten years ago, I decided to start an independent coach education organisation for coaches who want to raise their bar and to challenge the status quo in football. This organisation was originally named the Dutch Football Academy. My mission was to educate football coaches in a more objective and football specific way rather than based on subjective opinions, experiences and the flavour of the month. This mission was supported by Guus Hiddink who became our worldwide ambassador.

The Dutch Football Academy evolved into the World Football Academy (WFA) in 2011 when an international coach education curriculum was launched. After the initial pilot in the UK (2010) the WFA was introduced on all continents: Japan (2011), South Africa (2012), Middle East (2013), USA (2014), Australia (2014), Brazil (2015) and China (2016).







## “ JOIN US BEHIND THE SCENES OF ONE OF THE BIGGEST CLUBS IN THE WORLD

Besides offering domestic courses in the respective countries, the WFA has developed an international pathway with unique 5-day events like the Mentorship, Expert Meeting, ProCourse and the Personal Development Course at European top clubs like Chelsea, FC Barcelona, Benfica Lisbon and Valencia CF.

In the past 18 months we have worked hard behind the scenes to evolve the World Football Academy to the next phase: Football Coach Evolution. You have to take a look at our new website: [www.fcevolution.com](http://www.fcevolution.com)!

To celebrate this milestone together with you we have decided to host the 2020 ProCourse at one of the biggest clubs in the world: Real Madrid. You will visit the beautiful training facility Ciudad Real Madrid in Valdebebas for a special Academy tour as well as presentations and training sessions delivered by the Real Madrid staff. On top of this, we will visit the famous Santiago Bernabeu Stadium.





# “ FIND YOURSELF A COLLEAGUE TO START THE DEVELOPMENT OF YOUR CULTURE

## HOW TO DEVELOP A CULTURE

This year's ProCourse theme will be 'how to develop a culture'. The reason behind this choice is the fact that many coaches join our events but struggle to apply their new knowledge at their clubs. After returning home the coaches feel the 'social pressure' by their colleagues to keep doing what everybody is already doing for years. This situation leaves the coach with two options. He either still applies his new knowledge and as a result his colleagues will isolate him from the group. Or the coach wants to stay a member of the group so he decides to lower his bar again and throws the new knowledge in the bin. In both scenarios the coach ends up in a losing situation.

So, it is time to develop tools and a strategy for coaches so they will no longer get frustrated by the situation at their club. The first step is for coaches to find themselves just one colleague who also wants to raise his bar. Together you already have yourself a culture. The next step would be to get from two to three and four coaches with the same high standards.





## TOPICS MONDAY

04:00PM COURSE START

COURSE OPENING

‘HOW TO DEVELOP A CLUB CULTURE’ - EXPERT PRESENTATIONS

‘HOW TO DEVELOP A CLUB CULTURE’ - SUBGROUP TASK

FOOTBALL COACH EVOLUTION MODEL - PHILOSOPHICAL UPDATE

DELEGATE EVOLUTION PRESENTATIONS

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# 08

JUNE 2020

## **TOPICS TUESDAY**

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**REAL MADRID ACADEMY PRESENTATION 1**

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**REAL MADRID ACADEMY TRAINING SESSION 1**

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**REAL MADRID ACADEMY TOUR**

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**‘HOW TO DEVELOP A TEAM CULTURE’ - EXPERT PRESENTATIONS**

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**‘HOW TO DEVELOP A TEAM CULTURE’ - SUBGROUP TASK**

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**DELEGATE EVOLUTION PRESENTATIONS**

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**09**

**JUNE 2020**



## TOPICS WEDNESDAY

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REAL MADRID ACADEMY PRESENTATION 2

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REAL MADRID ACADEMY TRAINING SESSION 2

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‘HOW TO DEVELOP A SELF-REGULATING TEAM’ - EXPERT PRESENTATIONS

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‘HOW TO DEVELOP A SELF-REGULATING TEAM’ - SUBGROUP TASK

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DELEGATE EVOLUTION PRESENTATIONS

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JUNE 2020

## TOPICS THURSDAY

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REAL MADRID ACADEMY PRESENTATION 3

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REAL MADRID ACADEMY TRAINING SESSION 3

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SANTIAGO BERNABEU STADIUM TOUR

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‘HOW TO DEVELOP SELF-REGULATING PLAYERS’ - EXPERT PRESENTATIONS

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‘HOW TO DEVELOP SELF-REGULATING PLAYERS’ - SUBGROUP TASK

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DELEGATE EVOLUTION PRESENTATIONS

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## TOPICS FRIDAY

‘HOW TO DEVELOP SELF-REGULATING PLAYERS’ - EXPERT PRESENTATIONS

‘HOW TO DEVELOP SELF-REGULATING PLAYERS’ - SUBGROUP PRESENTATIONS

DELEGATE EVOLUTION PRESENTATIONS

PRO2020 EVALUATION

02:00PM PRO2020 FINISH

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JUNE 2020



## APPLICATION DETAILS

### DELEGATE FEE

Single room: **2490 Euro\***

Shared room: **2190 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 the Level 2 Expert Meeting can apply for the ProCourse 2020 at Real Madrid by sending an email to Mirjam Kuipers via: **info@fcevolution.com**

The application deadline is November 1, 2019.

The final 30 delegates will be selected and announced before December 1, 2019.

## LOCATION

Gran Hotel Attica Las Rozas

Calle Chile, 2

28290 Las Rozas de Madrid

Madrid, Spain



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Ciudad Real Madrid

Parque de Valdebebas

28055 Valdebebas

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 Real 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 ProCourse 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

