

## DECEMBER 7-8, 2016, GENEVA, SWITZERLAND

Technology is increasingly recognized as a driver of change in both recreational and elite sport development. For the first time ever a Conference will be dedicated to the role of e-learning, web support and Football Development. This will include an exhibition and also hosted under the INTERNATIONAL SPORTS CONVENTION 2016 – the world’s largest sports convention.

### WHO SHOULD ATTEND?

- » Those working in Football Development, Coach Education and Player Development within Clubs, Associations and Commercial Football Providers
- » Universities and Colleges involved with Sports Science and Sports Development Courses
- » Online Product and Application Developers

### WHY ATTEND?

Presenters from Europe, North America and Asia will provide Case Study examples on the following:

- » News of ground-breaking Football Development projects in Belgium, India and China
- » How the web has increased participation and enhanced player development in National Associations and Youth Academies in the USA, Asia and Europe
- » Updates on the innovative ways the web is being used to support Coach Education in North America and Europe
- » Information on the expansion of online degrees in Football in the USA and the UK
- » Reports on how web appliances and mobile devices are assisting player development throughout the world
- » The examples from ‘Frugal Innovators’ who generate, capture and curate FREE content to share with fellow coaches
- » How new Cutting Edge Technology like Wearables and Drones are impacting on Football Development
- » For Exhibitors the Conference provides the opportunity to meet purchasers of online tools, software, systems and programmes for their students, players and staff.



**DECEMBER 7-8, 2016, GENEVA, SWITZERLAND**

## WHAT PREVIOUS DELEGATES HAVE SAID ABOUT THE FOOTBALL DEVELOPMENT ASPECTS OF THE ISC CONFERENCE?

The International Sports Convention presents a fantastic opportunity to learn about what is going on around the world in Sport and in particular football. It is a unique networking event with attendees in many roles and from many different countries. From grassroots to elite and professional levels the conference provides something for everyone. I certainly enjoyed presenting and mixing with like-minded and motivated people.

**Les Reed, Executive Director  
Southampton FC**

The International Sports Convention provided for me a great opportunity to learn of Football Development Programmes from around the world and network with so many fellow colleagues in this area.

**Piet Hubers, Grassroots Technical Director  
Indian Super League**

The sessions on football development strategy, the networking opportunities and being able to see the products in the Exhibition Hall were of most interest to me.

**Kris Van Der Haegen, Director of Coach Education  
Royal Belgian Football Association**

The quality and variety of speakers offered me new perspectives on player development and coach education.

**Sam Snow, Director of Coaching  
US Youth Soccer**

The International Sports Convention I attended was a collection of professionals, from around the world, who strove to further their education in football development. There was a host of top experts that presented specific concepts and themes in football development. Each presenter featured a diverse perspective on development from their football club or association, providing all delegates with a unique viewpoint on football development.

**Michael Milazzo, Technical Director  
Richmond United, Virginia, USA**

Attending the International Sports Convention in Amsterdam, December 2012, and Geneva, December 2014 was great for networking. I met several colleges from other sports associations, and sports companies, presenting new ideas and innovative technologies.

**Steen Jorgensen, Head of Grassroots Football  
Danish Football Association**

The International Sports Convention provides a forum to put leaders in Football Development in the same venue and to create an open dialog about new and unique strategies that are having a profound impact on the game.

**Dr. Dave Carr Associate Professor  
Recreation Sport Pedagogy Ohio University**



## DECEMBER 7-8, 2016, GENEVA, SWITZERLAND

The International Sports Convention takes place December 7-8, 2016. Features 18 sports conferences over 2 days, a combined exhibition and also the athlete performance zone in the exhibition hall. 200 speakers and 3000+ delegates ensuring that learning, networking and business development are key outcomes. More information [www.iscgenova.com](http://www.iscgenova.com)

**Robin Russell** will be leading and managing the Football Development conference and Football Coaching and e-learning. Nigel Fletcher, CEO of International Sports Convention says "With Robin we have truly and expert and leader in this area, 40 years of experience covering nearly all continents in football development areas, whilst still being at the forefront of technology and its changing role in football development, coaching and performance."

### ABOUT ROBIN RUSSELL

Robin Russell was previously Technical Coordinator and founder of FA Learning at the English FA. Robin left fulltime employment with the FA (after 26 years) in 2005 to start his own business in e-learning ([www.SportsPath.com](http://www.SportsPath.com)) and also to become UEFA's first Football Development Consultant for whom he still works.

He has also acted as a consultant on e-learning, coach education and football development projects with FIFA, CONCACAF, AFC: for specific National Associations including Saudi Arabia, Turkey, Cyprus & Palestine and for major clubs including Southampton FC and Shakhtar Donetsk. He is an Adjunct Professor on the Ohio University Master Degree Course and a Board member of Rush Soccer.

Contact: Robin Russell - [rrussell@sportspath.com](mailto:rrussell@sportspath.com)

