



**ENGLAND** DNA

# CONNECTING THE GAME

NATIONAL COACHING CONFERENCE 5-7 DEC 2015



PROGRAMME

# DAY 1 - SATURDAY 5 DECEMBER 2015

9.00 <sup>am</sup>	<b>Kick-off – Hilton Hotel</b> Registration and Refreshments	
9.30 <sup>am</sup>	<b>Welcome and introduction - Indoor 3G</b> Mark Clemmit - TV Presenter and Conference Host	
9.40 <sup>am</sup>	<b>England DNA coaching fundamentals: A carousel approach to practice design <sup>(P)</sup></b>	
10.40 <sup>am</sup>	BREAK	
11.00 <sup>am</sup>	<b>Making the connection</b> Mark Clemmit - TV Presenter and Conference Host	
11.15 <sup>am</sup>	<b>England DNA: 2015 Update <sup>(T)</sup></b> Matt Crocker - Head of Development Team Coaching and Les Howie - Grassroots Delivery Manager	
11.45 <sup>am</sup>	<b>A connected pathway: Journey from grassroots to the professional game <sup>(T)</sup></b> Gareth Southgate - England U21 Head Coach and Marieanne Spacey - Women's Assistant National Coach	
12.15 <sup>pm</sup>	HALF-TIME – LUNCH	
1.15 <sup>pm</sup>	<b>How does the England DNA fit across the ages, phases and stages of the player journey? <sup>(T)</sup></b> Pete Sturges - Technical Lead Foundation Phase & England Futsal Head Coach, Geraint Twose - FA Youth Coach Developer and Neil Dewsnip - Technical Lead Professional Development Phase & England U17 Head Coach	
2.15 <sup>pm</sup>	<b>Introduction to workshops</b> Matt Crocker - Head of Development Team Coaching	
2.30 <sup>pm</sup>	<b>WORKSHOPS</b>	
	<b>Talent identification in the grassroots game <sup>(T)</sup></b> Nick Levett - Talent ID Manager Foundation Phase	
	ENGLAND DNA AT THE FOUNDATION PHASE	
	<b>In possession: Stay on the ball, master the ball <sup>(P)</sup></b>	<b>How we coach: Using a carousel approach to practice design <sup>(P)</sup></b>
	ENGLAND DNA AT THE YOUTH DEVELOPMENT PHASE	
	<b>Out of possession: Intelligent defending <sup>(P)</sup></b>	<b>How we coach: Using a carousel approach to practice design <sup>(P)</sup></b>
	ENGLAND DNA AT THE PROFESSIONAL DEVELOPMENT PHASE	
	<b>Transition: Intelligent and positive reactions to attack <sup>(P)</sup></b>	<b>How we coach: Using a carousel approach to practice design <sup>(P)</sup></b>
3.30 <sup>pm</sup>	BREAK	
4.00 <sup>pm</sup>	<b>Watering the roots: Establishing the foundation of the game <sup>(T)</sup></b> Jack Walton - Regional Coach Development Manager (North West)	
5.00 <sup>pm</sup>	BREAK	
5.15 <sup>pm</sup> -6:00 <sup>pm</sup>	<b>EXTRA-TIME WORKSHOPS</b> Informal drop-in sessions with speakers	
6.45 <sup>pm</sup>	PRE-DINNER DRINKS	
7:15 <sup>pm</sup> - 8.15 <sup>pm</sup>	<b>England DNA: 'Who we are' culture, identity and environment</b> Roy Hodgson - England Manager and Mark Sampson - England Senior Women's Head Coach	
8.20 <sup>pm</sup>	DINNER	

# DAY 2 - SUNDAY 6 DECEMBER 2015


<b>9.00<sup>am</sup></b>	<b>Kick-off – Hilton Hotel</b> Registration and Refreshments	
<b>9.30<sup>am</sup></b>	<b>Welcome and introduction - Indoor 3G</b> Mark Clemmit - <i>TV Presenter and Conference Host</i>	
<b>9.40<sup>am</sup></b>	<b>England DNA coaching fundamentals: What is the 70% ball rolling time? <sup>(P)</sup></b>	
<b>10.40<sup>am</sup></b>	BREAK	
<b>11.00<sup>am</sup></b>	<b>Making the connection</b> Mark Clemmit - <i>TV Presenter and Conference Host</i>	
<b>11.15<sup>am</sup></b>	<b>England DNA: The ingredients of an expert coach <sup>(T)</sup></b> Les Howie - <i>Grassroots Delivery Manager</i> and Jamie Robinson - <i>Elite Delivery Manager</i>	
<b>11.45<sup>am</sup></b>	<b>Park to boardroom: Developing the culture and values of an organisation <sup>(T)</sup></b> Martin Glenn - <i>Chief Executive of FA</i>	
<b>12.15<sup>pm</sup></b>	HALF-TIME – LUNCH	
<b>1.15<sup>pm</sup></b>	<b>Composure in complexity: How to create better decision-makers <sup>(T)</sup></b> Richard Shuttleworth - <i>RFU Elite Coach Development Manager</i>	
<b>2.15<sup>pm</sup></b>	<b>Introduction to workshops</b> Matt Crocker - <i>Head of Development Team Coaching</i>	
<b>2.30<sup>pm</sup></b>	<b>WORKSHOPS</b>	
	<b>England DNA: How we support - Psychological support for teams <sup>(P)</sup></b> Gareth Morgan - <i>FA Youth Coach Developer</i> and Ian Bateman - <i>Specialist FA Youth Coach Developer</i>	
	ENGLAND DNA AT THE FOUNDATION PHASE	
	<b>Out of possession: Positive and enthusiastic defending <sup>(P)</sup></b>	<b>How we coach: Blending the four corner model in practice <sup>(P)</sup></b>
	ENGLAND DNA AT THE YOUTH DEVELOPMENT PHASE	
	<b>Transition: Intelligent and positive defending reactions <sup>(P)</sup></b>	<b>How we coach: Blending the four corner model in practice <sup>(P)</sup></b>
	ENGLAND DNA AT THE PROFESSIONAL DEVELOPMENT PHASE	
	<b>In possession: Excite with the ball <sup>(P)</sup></b>	<b>How we coach: Blending the four corner model in practice <sup>(P)</sup></b>
<b>3.30<sup>pm</sup></b>	BREAK	
<b>4.00<sup>pm</sup></b>	<b>Turning bronze to gold: How England's women's team are preparing for their next challenge <sup>(T)</sup></b> Mark Sampson - <i>England Senior Women's Head Coach</i> and Marieanne Spacey - <i>Women's Assistant National Coach</i>	
<b>5.00<sup>pm</sup></b>	BREAK	
<b>5.15<sup>pm</sup> -6:00<sup>pm</sup></b>	<b>EXTRA-TIME WORKSHOPS</b> Informal drop-in sessions with speakers	
<b>7.00<sup>pm</sup></b>	PRE-DINNER DRINKS	
<b>7.30<sup>pm</sup></b>	<b>FA COACHING AWARDS 2015</b>	

# DAY 3 - MONDAY 7 DECEMBER 2015

<b>9.00<sup>am</sup></b>	<b>Kick-off – Hilton Hotel</b> Registration and Refreshments
<b>9.30<sup>am</sup></b>	<b>Welcome and introduction - Indoor 3G</b> <b>Mark Clemmit</b> - TV Presenter and Conference Host
<b>9.40<sup>am</sup></b>	<b>England DNA coaching fundamentals: Coaching through the learning cycle <sup>(P)</sup></b>
<b>10.40<sup>am</sup></b>	BREAK
<b>11.00<sup>am</sup></b>	<b>Making the connection</b> <b>Mark Clemmit</b> - TV Presenter and Conference Host
<b>11.15<sup>am</sup></b>	<b>England DNA: Developing teams and players for international success <sup>(T)</sup></b> <b>Matt Crocker</b> - Head of Development Team Coaching and <b>Dan Ashworth</b> - Technical Director
<b>11.45<sup>am</sup></b>	<b>England DNA: Developing teams and players for international success <sup>(T)</sup> Panel Session</b> <b>Dan Ashworth</b> - Technical Director <b>Gareth Southgate</b> - England U21 Head Coach <b>Brent Hills</b> - Head of Women's Elite Development <b>Dave Reddin</b> - Head of Performance Services <b>Chris Earle</b> - Head of FA Education <b>Les Howie</b> - Grassroots Delivery Manager
<b>12.15<sup>pm</sup></b>	HALF-TIME – LUNCH
<b>1.15<sup>pm</sup></b>	<b>Keynote speakers <sup>(T)</sup></b> <b>Alastair Campbell</b> - Journalist and former Director of Communications and Strategy for Tony Blair and <b>Martin Glenn</b> - Chief Executive of FA
<b>2.15<sup>pm</sup></b>	<b>Introduction to workshops</b> <b>Jamie Robinson</b> - Elite Delivery Manager

<b>2.30<sup>pm</sup></b>	<b>WORKSHOPS</b>	
	<b>The FA Talent ID Education Pathway <sup>(T)</sup></b> <b>Richard Allen</b> - Head of Talent Identification	
	ENGLAND DNA AT THE FOUNDATION PHASE	
	<b>Transition: Instinctive decision-making <sup>(P)</sup></b>	<b>How we coach: The DNA Coaching Fundamentals in practice <sup>(P)</sup></b>
	ENGLAND DNA AT THE YOUTH DEVELOPMENT PHASE	
	<b>In possession: Excite with the ball and seek creative solutions <sup>(P)</sup></b>	<b>How we coach: The DNA Coaching Fundamentals in practice <sup>(P)</sup></b>
	ENGLAND DNA AT THE PROFESSIONAL DEVELOPMENT PHASE	
	<b>Out of possession: Master a variety of defensive techniques and roles <sup>(P)</sup></b>	<b>How we coach: The DNA Coaching Fundamentals in practice <sup>(P)</sup></b>

<b>3.30<sup>pm</sup></b>	BREAK
<b>4.00<sup>pm</sup></b>	<b>Keynote speaker <sup>(T)</sup></b> <b>Jimmy Floyd Hasselbaink</b> - Burton Albion FC Manager
<b>5.00<sup>pm</sup></b>	<b>Close and Review</b> <b>Dan Ashworth</b> - Technical Director

<b>5.30<sup>pm</sup> -7:00<sup>pm</sup></b>	<b>BBC Radio 5 Live's Coaches 'Question Time'</b> Featuring <b>Jimmy Floyd Hasselbaink</b> - Burton Albion FC Manager, <b>Sean Dyche</b> - Burnley FC Manager and <b>Tony Pulis</b> - West Bromwich Albion FC Manager	
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