



**COACHING CONFERENCE 2017**

**20-21 October 2017**  
**Ulster University**  
**Belfast & Jordanstown Campuses**



*Developing  
Team Cultures  
Through Coaching*

**SPEAKERS**  
**Neil Doak**  
**Dr Ed Coughlan**  
**Iain Brunnschweiler**

**Tickets:**  
[www.cricketireland.ie](http://www.cricketireland.ie)  
**#CICACon17**

## Conference Agenda

### Friday 20<sup>th</sup> October 2017 – Ulster University Belfast Campus

Timings	Content	Group	Room
630pm – 655pm	<b>Participants Arrive</b> – Teas, coffees, finger food and an opportunity to network	All	UUB – Main lobby
7pm – 720pm	<b>Welcome, Intros and Outline</b>	All	UUB – Lecture Theatre
720pm – 820pm	<b>Keynote – Amateur to Professional Team Cultures</b> – Neil Doak, Campbell College Belfast	All	UUB – Lecture Theatre
820pm – 830pm	<b>BREAK</b>		
830pm – 910pm	<b>Coaching Insights – Coaching Journeys</b> – NCU Coaches	Group 1	Breakout Room 1
	<b>Workshop – Cricket Ireland Coaches Association</b> – Cricket Ireland Coach Developers	Group 2	Breakout Room 2
915pm – 955pm	<b>Coaching Insights – Coaching Journeys</b> – NCU Coaches	Group 2	Breakout Room 1
	<b>Workshop – Cricket Ireland Coaches Association</b> – Cricket Ireland Coach Developers	Group 1	Breakout Room 2
955pm – 10pm	<b>Wrap up</b>	All	Both Breakout Rooms

### Saturday 21st October 2017 (Morning Session) – Ulster University Jordanstown Campus

Timings	Content	Group	Room
915am – 925am	<b>Participants Arrive</b> – Teas, coffees and biscuits and an opportunity to network	All	UUJ – Sports Centre Lobby
930am – 940am	<b>Information on the Day</b>	All	Sports Hall 1
940am – 1040am	<b>Keynote – Long Term Athlete Development</b> – Iain Brunnschweiler, UK Coaching	All	Sports Hall 1
1040am – 1050am	<b>BREAK</b>		
1050am – 1135am	<b>Coaching Insights – Developing Club Youth Structures and Cultures</b> – Cricket Ireland Club Coaches	Group 1	Athlete Breakout Area
	<b>Practical Workshop – Ideas for Running Junior Club Practice Sessions</b> – Cricket Ireland Coach Developers	Group 2	Sports Hall 1 and 2
1135am – 1150am	<b>BREAK</b>		
1150am – 1235pm	<b>Coaching Insights – Developing Club Youth Structures and Cultures</b> – Cricket Ireland Club Coaches	Group 2	Athlete Breakout Area
	<b>Practical Workshop – Ideas for Running Junior Club Practice Sessions</b> – Cricket Ireland Coach Developers	Group 1	Sports Hall 1 and 2

1235pm – 1240pm	BREAK		
1240pm – 120pm	<b>Practical Workshop – Warm ups and Match Preparation and Explosive Fielding Drills – Cricket Ireland Performance Coaches</b>	Group 1	Indoor 3G
	<b>Coaching Insights – Running a Senior Club/Performance Practice Session – Cricket Ireland Coaches</b>	Group 2	Sports Hall 2
120pm – 2pm	LUNCH		

Saturday 21st October 2017 (Afternoon Session) – <u>Ulster University Jordanstown Campus</u>			
2pm – 240pm	<b>Practical Workshop – Warm ups and Match Preparation and Explosive Fielding Drills – Cricket Ireland Coaches</b>	Group 2	Indoor 3G
	<b>Coaching Insights – Running a Senior Club/Performance Practice Session – Cricket Ireland Coaches</b>	Group 1	Sports Hall 2
240pm – 245pm	BREAK		
245pm – 325pm	<b>Keynote – What is Skill Acquisition? – Dr Ed Coughlan, Cork Institute of Technology</b>	All	Sports Hall 1
325pm – 410pm	<b>Practical Workshop – Skill Acquisition: Practical Applications – Dr Ed Coughlan</b>	Group 1	Sports Hall 1
	<b>Practical Workshop – Making Sessions Fun and Challenging – Iain Brunnschweiler</b>	Group 2	Sports Hall 2
410pm – 420pm	BREAK		
420pm – 505pm	<b>Practical Workshop – Skill Acquisition: Practical Applications – Dr Ed Coughlan</b>	Group 2	Sports Hall 1
	<b>Practical Workshop – Making Sessions Fun and Challenging – Iain Brunnschweiler</b>	Group 1	Sports Hall 2
510pm – 515pm	<b>Wrap up</b>	All	Sports Hall 1

## Keynote Speakers



**Neil Doak** – *Performance and Development Manager of Rugby and Cricket at Campbell College Belfast and the Head Coach of All Ireland League Rugby Union team, Queens University Belfast.*

Neil is a former Ulster rugby player and the former Head Coach of Ulster Rugby. He made his debut as a player in 1995 against Northern Transvaal and went on to make 76 appearances for Ulster before retiring in 2005. He began coaching while still a player, becoming an Ulster Branch development officer in 2000. Following his retirement he worked with Academy players as a high performance coach. He led the Ulster U19, U20 and 'A' sides and was quickly promoted to the senior set-up where he took up a role as elite player development officer. He became backs coach in 2009 and is credited with transforming Ulster Rugby into one of the most potent attacking sides in Europe. He was Head coach between 2014 and 2017.

Neil will share his experiences of Rugby Union's transition from amateur to professional in 1995 and how it impacted on him as a player and his transition from a player athlete to a coach.

Neil has a strong cricket connection having represented Ireland 32 times.



**Dr Ed Coughlan** – *Sports Studies Lecturer at Cork Institute of Technology and University College Dublin.*

Ed is a Skill Acquisition specialist coach and he has been working in elite sport for over a decade. His primary focus is on developing effective practice sessions and drills that apply directly to game-based scenarios, which athletes will face. Ed has worked with Irish Olympians, numerous GAA athletes and teams, tennis and basketball coaches, tennis, basketball and table tennis players.

Ed has worked with Cricket Ireland, working with the Youth Performance Coaches developing new techniques that support player development and skill acquisition.



**Iain Brunnschweiler** – *Strategic Lead for Talent at UK Coaching.*

Iain Brunnschweiler spent 16 years in the world of elite cricket as a player, coach and programme lead. Having played professionally for Hampshire County Cricket Club, where he became a member of the coaching staff for 6 years. He moved into the role of Head Coach within the England Development Programme in 2010, working with the U17 and U19 squads.

Iain will be delivering both a Keynote Presentation and Practical Workshop. He will be discussing the importance of aligning coaching practice with the principals of Long Term Athlete Development.

### **Coaching Insights, Workshops and Practical Sessions**

The theme for the Coaching Conference is '**Developing Team Cultures Through Coaching**' and alongside the Keynote Speakers, we have coaches from around Ireland delivering both practical sessions and workshops. These sessions will provide attendees with new ideas on coaching, challenge existing thoughts and reaffirm the good work that is currently taking place. Deryck Vincent (LCU/Clontarf CC), Andy McCrea (NCU/Tempelpatrick CC) and Trevor Hamilton (NWCU/Bready CC)

#### **Insight - Q&A with the NCU Coaches**

This session with the NCU Coaching team will provide an insight into their coaching journeys – what their core values when it comes to coaching, the enjoyment factor for them, what areas they find challenging, and where they see coaching going in the future. There will be opportunities for attending coaches to ask questions.

#### **Workshop - Cricket Ireland Coaches Association – Future Cricket Coaching in Ireland**

This is feedback session where the Cricket Ireland Coach Development Team will look to gain insights from the group on what it means to be a cricket coach in Ireland, the challenges coaches currently face on the ground, what areas coaches believe CICA could/should provide further support, and how coach education, coach development and the coaching pathway should be shaped for the future.

## **Insight - Developing Club Youth Structures and Cultures**

This workshop is aimed at youth coaches at school and club. Those who coach at grassroots and development levels know the challenge of making sessions fun, novel, safe and challenging. This practical workshop will provide ideas, practical tools on how to achieve this. Coaches from clubs in the country with strong youth sections will lead the session and give opportunities for attending coaches to share ideas and experiences.

## **Workshop - Ideas for Junior Club Practice Sessions**

Cricket Ireland Coach Developers will run practical sessions using local junior players. Leading different drills and games that coaches will be able to apply to their own youth coaching sessions. A range of fixed, variable and game-based practices will be showcased, as examples of 'good practice' that can be applied at any school or club in order to develop skills, be enjoyable. Whilst also working on the tactical, mental and physical development of young players.

## **Practical Workshop - Warm Ups, Match Preparation and Explosive Fielding Drills**

This workshop looks at how players prepare in order to train, play and execute their skills to the best of their abilities and reduce the risk of injuries. Warm ups are key elements of all coaching sessions and the guest coaches will provide attendees with practical tools on how to prepare players for matches using 'RAMP' and a range of fielding drills to increase intensity and get the mind and body ready for play.

## **Workshop - Running a Senior Club / Performance Practice Session**

This practical session will introduce coaches to different options that are available when running senior club or youth or senior performance practice sessions. A range of drills and exercises will be set up by guest coaches, using both net and open practice to improve skills, challenge players and prepare players for specific match scenarios.

## **Practical Workshop - Bringing Skill Acquisition to Life**

Dr Ed Coughlan is running this practical workshop for attending coaches, in order to add value to his keynote presentation. Ed is a specialist in helping players and teams learn new skills and also challenge these skills and put them under pressure as well. Ed tests the visual and cognitive awareness of players by trying to overload the 'senses'. Tools that Ed uses are 'occlusion goggles', which help improve player's awareness and anticipation, by reducing their field of vision.

## **Practical Workshop - Making Sessions Fun and Challenging for All**

At the core of his practical session will be his keynote presentation on Long Term Athlete Development, which is making sure that sessions are applicable for all, especially in the Developmental stage of player pathways as people develop physically and mentally at different ages and stages.

## **Other Conference Details**

### **Ticket Prices**

Tickets for the event are priced at the following:

- Friday evening and Saturday all day - €80
- Friday evening - €35
- Saturday all day - €60

Tickets for the #CICACon17 can be found by clicking here:

<http://www.cricketireland.ie/get-involved/coaching/cica-conference>

These prices include food throughout the duration of your ticket that you purchase, a Conference Goodie Bag and access to post-event material. CICA Members for 2016 and 2017 will receive an extra 15% off the ticket prices above.

### **Accommodation**

Attending coaches will have to organise their own accommodation on the Friday evening if they are planning to stay. Hotels close to Ulster University Jordanstown are:

- Loughshore Hotel - <http://www.loughshorehotel.com>
- Corrs Corner Hotel - <http://www.corrscorner.com>

Both hotels are within a 10-15 minute drive of the Jordanstown Campus and other hotels are available in the Belfast City Centre, which is a 20-minute drive from Jordanstown.

### **Travel**

Both Belfast airports are easily accessible for the course venues – Belfast City Airport is about a 10 minute drive from Ulster University Belfast and Belfast International is about a 40 minute drive from Ulster University Belfast. Ulster University Jordanstown is about a 15-minute drive North of Belfast City Airport. Both campuses are easily accessible by road and train. Ulster University Belfast is a 5-minute taxi from Belfast Central or Yorkgate Train Stations. Ulster University Jordanstown has a train station that is a 10-minute walk to the Sports Centre on the campus, where the Conference will be taking place. For further details on the locations of the campuses:

- Ulster University Belfast - <https://goo.gl/maps/rKnhyKZYDbz>
- Ulster University Jordanstown - <https://goo.gl/maps/ScXdihoVw1y>

We will update people regularly with further details on the Conference and our social media channels will have regular updates as well. If you require any further information or details on the event please feel free to get in touch.

### **For more information**

Please contact:

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