

Time	Day 1: Wed 5 th October 2011
10.30-11.30	Registration and networking
11.30-11.35	Welcome: Mike Forde, Football Operations Director, Chelsea FC
11.35-12.20	<p>Practice makes perfect: <i>Or so they say.</i></p> <p>The implication of the talent myth is something that governments, governing bodies, coaches and athletes are only just beginning to understand. Every performer seems to exude class, genius and pure talent but the facts are very different from the perceived reality. Drawing on examples from sport, entertainment, business and life, with research and interviews taken from his award winning book, Bounce, this Award Winning author and journalist will explain what it takes to develop a champion. With a retrospective look at his own experience as a National table tennis champion, and with unpublished material from his extensive research all over the world, this is a session which will focus the mind on what it takes to be the best.</p> <p>Matthew Syed, Author, Bounce</p>
12.20-12.30	Coffee break
12.30-13.30	<p>Success in business. <i>What are the lessons for sport?</i></p> <p>Sport has always been an effective way in which to engage business professionals and many identify the success traits of the modern sports teams and translate these lessons to their business life. But what can sport learn from business? The relentless pursuit of profit, the intense competition and the changing business climate has engendered the most sophisticated processes, concepts, strategies and plans to create success in a business world. These can have a major impact on sport and two respected business leaders talk through some of the lessons they have learned about survival and success in this challenging world.</p> <p>Kevin Plank, Owner, Under Armour Mervyn Davies, Former Chairman, Standard Chartered Moderator: Professor Chris Brady, Dean BPP Business School</p>
13.30-14.45	Networking lunch
14.45-15.45	<p>Managing success: <i>Fail to plan, plan to fail.</i></p> <p>Having the drive, strategy, instinct and knowledge to manage success in the present whilst planning for it in the future is a rare and valuable talent. Dealing with failure and learning the lessons from it is also part of what makes Managers great. So what does it take to build an enduring legacy over and over again? Starting from scratch we look at the foundations that need to be laid and the philosophy you need to employ to create something special.</p> <p>Frank Arnesen, Sporting Director, Hamburg SV Damien Comolli, Director Football, Liverpool FC Moderator: Simon Kuper, Financial Times Correspondent & Author, Soccernomics</p>
15.45-16.30	Networking break
16.30-17.30	<p>Playing for success: <i>The athlete's mind set</i></p> <p>What are the ingredients that take athletes and performers from being good, to being world champions? Great coaches, facilities, support network, training, diet, opportunity, equipment and more are the foundations but ultimately it's down to the athlete's mind set. Will they train harder? Will they train longer? Will they suffer and strive for more? Will they handle the pressure? In this fascinating session we get into the mind of the performer and identify the traits that make you a world beater.</p> <p>Mark Cavendish, World Champion Cyclist and Tour de France Green Jersey Winner Interviewer: Jeremy Snape, Performance Coach and former Professional Cricketer</p>

Time	Day 2 –Thurs 6 th October 2011
09.00-10.00	Networking
10.00-11.00	<p>The Science of Sport: <i>How to make the most out of talent</i></p> <p>The ability to analyse human performance across a range of different criteria be it mind, biomechanics, time motion ratios, speed, agility, recovery and rehabilitation are fundamental to understanding how best to get the most out of athletes. And putting into practice some of the findings in terms of predicting, managing and playing through pain and injury is the key for sports science practitioners as they attempt to optimise performance for the crucial game or a key moment. In this session some of the leading experts working with elite talent all over the world and across many different sports discuss their strategies for success.</p> <p>Andy Barr, Head of Performance and Therapy, NY Knicks Hakim Chalabi, Assistant Chief Medical Officer, Aspetar Gerry Ramogida, Lead Performance Therapist, UK Athletics/Seattle Seahawks Dr Peter Brukner, Head of Sports Medicine and Sports Science, Liverpool FC</p>
11.00-12.00	Networking break
12.00-13.00	<p>Think right: <i>Taking the emotion out of decision making</i></p> <p>Sport is full of emotion and when decisions are driven by a state of mind, emotion can interfere, as well as, improve performance. For those managing teams and elite athletes, taking the emotion out of the critical decisions, creating clarity of thought and an objective view, is a key part of managing successfully. In this session we combine a fascinating look into the neurology, psychology and psychiatry of decision making using case studies, experience and the latest developments in advance science. Making a decision to be there will prove to be a valuable development tool in your future career.</p> <p>Dr Steve Peters, Psychiatrist and Doctor, British Cycling Interviewer: Jeremy Snape, Performance Coach and former Professional Cricketer</p>
13.00-14.30	Networking Lunch
14.30-15.30	<p>Innovation and performance: <i>How to shape today with tomorrows strategies</i></p> <p>Performing at your peak under intense pressure is a necessity in the physical and technical world of performance, where planning and purposeful practice over many years is required to beat the competition. Nothing can be left to chance, every aspect of performance needs analysing and the relentless research and pursuit of sustained improvement is the stuff of champions. In this session we get into the mind of those for whom performance is everything.</p> <p>Geoff McGrath, Managing Director, McLaren Applied Technologies Stephen Park, RYA Olympic Manager, RYA Skandia Team GBR David Brailsford, Performance Director, British Cycling</p>
15.30-16.15	Networking break
16.15-17.15	<p>How numbers and culture shape success: <i>Does it add up?</i></p> <p>Sport has undergone a revolution across every part of its business but none more so than in the recruitment of players based on science, fact and numbers. As this fascinating discipline continues to evolve with new theories, sharper minds and faster analysis becoming ever present within every sports organisation looking for a competitive edge, we talk to two US pioneers about building an organisational culture around numbers.</p> <p>Billy Beane, General Manager, Oakland A's RC Buford, General Manager, San Antonio Spurs Interviewer: Simon Kuper, Financial Times Correspondent & Author, Soccernomics</p>