Welcome
Ian Howard
President
British Triathlon Federation
Welcome

2015 ETU Presidents Conference
Loughborough UK
To promote excellence in our sport, and create opportunities for everyone to achieve their personal triathlon challenges.

ETU Presidents Conference
Loughborough UK
Have a great Conference
Welcome & 2014 Review

ETU President

Renato Bertrandi
### Agenda

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Presidents Conference Loughborough England 31st Jan 2015
Agenda

10.45 - 11.15: Development
Bernard Saint-Jean
ETU Development Committee
Chair

11.15 - 12.15: Identifying talent
The challenges and opportunities
Brendan Purcell
Director Performance, BTF

12-15-12.30: Prize given ceremony National Federation Junior ranking

12.30-13.45: Lunch
Agenda

13:45-14:00  Media  Paul Groves  
            ETU Media Manager

14.00-15.10  ETU Events 2015  Kathleen Smet  
             2015 calendar update  ETU Secretary General

EB decisions on races  Denis Jaeger  
                     ETU Vice President

Baku European Games ‘15  Azer Makarramov  
                       Azerbaijan President

European Championships ’15  Patrick Smid  
                           Swiss Triathlon President

European Sport  Ian Howard  
   Championships 2018  BTF President, ETU Board

Presidents Conference Loughborough England 31st Jan 2015
Agenda

15.10 - 15.15: ETU Marketing plans
Sally Lockyer
TE Board Member

15.15 - 16.00: Coaching framework for National Federations
Jack Buckner,
CEO, BTF

16.00 - 16.15: Tea Break

16.15 - 17.15: Major Events
Maximising the impact
Jon Ridgeon/
Helen Wyeth, BTF
Evening Reception

18.45 - 19.45  Drinks Reception, Council Chamber, Hazelrigg Hall

19.45 - 22.00  Dinner hosted by the BTF, Hazelrigg Hall
Finance Report 2014/2015
Alicia Garcia
ETU Treasurer
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Development Report
Bernard Saint-Jean
Chair
ETU Development Committee
EU Development Projects 2015
Development Financial 2014 Flash Back

✓ Amount spent during the 2014 year (to date) by ETU =
  ✓ 98.108 € on National Federation Projects
  ✓ 11.084 € on Athlete Scholarship

✓ 20 NF’s involved: Armenia, Belarus, Bulgaria, Croatia, Cyprus, Estonia, Finland, Georgia, Greece, Israel, Latvia, Lithuania, Luxembourg, Macedonia, Malta, Norway, Romania, Serbia, Slovenia, Turkey

Presidents Conference Loughborough England 31st Jan 2015
Development Financial 2014 Flash Back

- 16.120 € on Coordination (CC Fees and Travels)
- 8.528 € on Coaches Course level 1 and level 2
- 23.614 € on development Camp
- 4.692 € on NF’s Travel grants

Total amount = € 162.146

Presidents Conference Loughborough England 31st Jan 2015
Classification of National Federations

✓ Category 1: no NF in place:

- Albania, Andorra, Bosnia-Herzegovina, Moldova, Monaco, Montenegro, San Marino

✓ Category 1+: started process or only affiliated to ITU, no programme in place:

2015 – Development programme
- 5 Categories -

Presidents Conference Loughborough England 31st Jan 2015
2015 – Development programme

- 5 Categories -

✓ Category 2: NF in place but lacking in Athlete Development Programme and/or no National Education Programme in place and no Elite Athlete (ETU Point list) and/or no Event Calendar:

- Armenia, Cyprus, FYR Macedonia, Georgia, Iceland, Latvia, Liechtenstein, Lithuania, Malta

Presidents Conference Loughborough England 31st Jan 2015
2015 – Development programme
- 5 Categories -

✓ Category 3:
   a) NF in place and start of an Athlete Development Programme without advanced pipeline programme and/or coach education programme to an elite level

   b) Category 2 + Elite athlete
      - Azerbaijan, Belarus, Bulgaria, Croatia, Estonia, Finland, Greece, Romania, Serbia, Slovakia, Slovenia

Presidents Conference Loughborough England 31st Jan 2015
2015 – Development programme
- 5 Categories -

✔ Category 4: NF, Athlete Development Programme and coach education programme and event calendar but still need of advanced programme to ensure sustained competitive excellence

- Austria, Czech Republic, Hungary, Ireland, Israel, Luxembourg, Norway, Poland, Portugal, Sweden, Turkey, Ukraine
Category 5: NF that are self-sufficient in terms of sport development and fully functional in all aspects of the athlete development programme through to High Performance with a sustained level of competitive excellence

- Belgium, Denmark, France, Italy, Germany, Great Britain, Netherlands, Russia, Spain, Switzerland
2015 – Development programme

ETU will again spend 120,000€ + 40,000€ = 160,000 (tbc) € for the development of Triathlon and Multisport in Europe

In Cooperation with ITU, ETU will organize coaches’ courses and Technical official courses where needed

ETU will organize again an athlete scholarship program called now ETU High Performance Team

 Presidents Conference Loughborough England 31st Jan 2015
2015 – Development programme

National Federations listed in Category 2 and 3 will have the opportunity to present projects.

ETU will organize again a Development Camp.

ETU also invites NFs in categories 4 and 5 to make offers of development help, and under what conditions they are able to do so.
2015 – Update Development programme at the time of President Conference in Loughborough

17 NFs involved for 2015: Armenia, Belarus, Bulgaria, Croatia, Cyprus, Estonia, Finland, Georgia, Greece, Latvia, Liechtenstein, Lithuania, Macedonia, Malta, Romania, Serbia, Slovenia

Presidents Conference Loughborough England 31st Jan 2015
2015 – ETU High Performance Team

- Circuit = ETU Sprint European Cup Events
- Athletes = Elite and Juniors with potential to reach Elite Level
- 7 triathletes (4 male and 3 female) from NFs Cat. 2&3
- Travel grant, accommodation and experienced coach
- Possibility of 2 additional triathletes from NFs Cat. 4 at the own cost of the NF concerned

- Application before January 31st – Decision February 11th

Presidents Conference Loughborough England 31st Jan 2015
2015 – Development process

- Final Decisions will be made by the end of January
- ETU will:
  - Ensure all projects are clearly planned
  - Outline the content and outcome of each project
  - Check that funds and resources are managed in a transparent way

Presidents Conference Loughborough England 31st Jan 2015
Identifying Talent
Brendan Purcell/
Dan Salcedo
BTF High Performance Team
Talent Development
Challenges and Opportunities
Dan Salcedo: Performance Pathway Manager
## BTF/UKS Performance Programme
### Senior Leadership Team

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### Integration vs Specialisation
Greats practice more then the good

Stefan Holm

Donald Thomas
The Challenges?

1. Find the right athlete

Nature via Nurture

Born Made

Greats practice more then the good
Capture
Nurture
Develop
The Challenges?
The Challenges?

1. Find the right athlete
The Challenges?
1. Find the right athlete

What do we know?

the path to success

what people think

the reality
1. Young sport
2. Athlete Capture – are we missing athletes?
3. Determination/Fascination

Determination & Fascination
1. Find the right athlete

Determination & Fascination
Genius is 1% inspiration and 99% perspiration

Thomas Edison
The Challenges?
1. Find the right athlete

attitude drives behaviour drives results

IMG tennis academy
The Challenges?

2. Culture
culture precedes success

James Kerr
The Challenges?
2. Culture

Humble: sweep the sheds
Excellence: be the best and win
Respect: the jersey

Champions do extra

NEW ZEALAND ALL BLACKS
The Challenges?

2. Culture

Mathematics
The Challenges?

2. Culture

European Proverb
‘if God doesn’t bring it the earth will not give it’

Chinese Proverbs
‘don’t depend on God for food, but on your own 2 hands’
‘if a man works hard the land will not be lazy’
The Challenges?

2. Culture

- Practice (a lot)
- Common language
- Expensive

- Practice (a lot)
- Common Language
- Basic
- Peer to Peer

- Practice (a lot)
- Common Language
- Basic
- Peer to Peer
The Challenges?

3.
The Challenges?
4. Opportunity

Bill Gates
1955

Steve Jobs
1955

Sir Tim Berners-Lee
1955
## The Challenges?

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The Challenges?
4. Opportunity

Support £ Support
The Challenges?

4. Opportunity
2. Culture
3. Environment
4. Opportunity
Genius is 1% inspiration and 99% (culturally and environmentally influenced, correctly guided, totally fascinated and very determined) perspiration

(preferably in the right place at the right time)
Questions

Dan Salcedo: Performance Pathway Manager
To promote excellence in our sport, and create opportunities for everyone to achieve their personal triathlon challenges

ETU Presidents Conference
Loughborough UK
Parade of Champions
Prize Giving
National Federation
Junior Ranking
Junior Team ranking 2014

1. FRA
2. GBR
3. GER

Presidents Conference Loughborough England 31st Jan 2015
Lunch
Media Report
Paul Groves
ETU Media Manager

Presidents Conference Loughborough England 31st Jan 2015
ETU Presidents Conference
Loughborough
31st Jan 2015
Media – it’s important!

Presidents Conference Loughborough England 31st Jan 2015
Sochi Ironstar ETU Triathlon European Cup Final

ETU is very pleased to announce that the European Cup Final will take place this year in Sochi, on the Black Sea coast. The Russian Triathlon Federation staged a very successful and popular event there in October 2014 and with this last event, attended by Age Groupers as well as Para and Elite athletes, the foundation has been laid for an exciting finale to the 2015 European Cup series. With all important sponsor support, the event will be known as the Sochi Ironstar ETU Triathlon European Cup Final. The weekend will host not only our own Cup Final but also a long distance race over the 10k/20k/21.1k distance. ETU will be working... | Full Story

Somos Triatión

16/01/15 - We are in January. Only a couple of weeks to go before the first ETU medals are presented to victorious athletes. Where will this take place? In Spain. There are only two words you need to know when you go... | Full Story

Triathlon.org News

Gasado receives TBI’s Ron Smith award
Jan 27 2015 | Full Story

RANKINGS

Presidents Conference Loughborough England 31st Jan 2015
European Triathlon Union

Presidents Conference Loughborough England 31st Jan 2015
Presidents Conference Loughborough England 31st Jan 2015
ETU – committed to development

It is always thrilling to see the enthusiasm of youngsters as they come into our sport. Even the very top elite had to start somewhere. ETU regularly holds development camps to encourage the participation in triathlon and to provide coaches and athletes with a greater understanding of the all-import

This summer the Lithuanian Triathlon Federation

Presidents Conference Loughborough England 31st Jan 2015
Our four main platforms that are used to promote:

ETU
the athletes
the sponsors
the sport
Where do the images and words come from?

Presidents Conference Loughborough England 31st Jan 2015
2015 Reinosa ETU Winter Triathlon European Championships

Event Location: Reinosa, Spain

Date: January 31 2015
Technical Delegate: Edu Lakuntza (ESP)

Website: Visit External Site
Contact: Jorge Garcia

Contact Information

Email: Jorge Garcia
Phone: +34 650 64 63 62
Mailing Address: Federacion Española de Triatlon Ferraz 16 3ºccha 28008 Madrid
Pre-Event.
I will make contact with the LOC to ask them to send me a link to their photos along with permission to use them on the Website / Newsletter / Facebook & Twitter pages.
Pre-Event publicity

An event preview will be published that features possible medal winners, athletes of special interest, promotion of sponsors if possible along with images of the venue, course maps and any athlete / spectator information available.
Post-Event
This is where it gets difficult.
Results are available quickly – I can read the results and read the race

BUT
What I need is information from the race.

I need good images and first-hand experiences.
Twitter is easily the most immediate way to communicate images and quick updates.

At championship events we plan to use Twitter, which will supplement any live feed.
With Twitter we can engage spectators around the world in “real-time”.

Within seconds an update is speeding around the world.
The previous slide shows that within only a short time there is reaction to a news posting.
Main source of information
This comes from Facebook contacts.
I send the athlete a congratulation message and ask them a few questions about the race.
They reply using their own words (sometimes in their own language), which I then repeat in the report.
Result of using Facebook?

The athlete sees their own words. There is no confusion and there is no “mis-quote”
More benefit from Facebook
The athlete can quickly send out links to their own family, friends and sponsors.

ETU (with National Federations and sponsors) is transmitted all over the world.
Winning gold on home soil was extra special for Frintová who said, “I really wanted to want at home soil but the race definitely didn't go as I planned. I was so surprised when I was first out of the water and then didn't really know what to do on the bike. As I was riding with an Italian girl for first 10k till she got dropped and I was in solo breakaway with still keeping the same time to the chase pack. I didn't want to waste too much energy because there's WTs Stockholm and Edmonton Grand Final. But I was only caught in the 6th from 7 bike laps. I was a bit worried that my legs won't be too fresh for the run but it worked well at the end.

It's always special to win at home and I'd like to thank the organisations for a great event and the people for cheering me. Karlovy Vary is a beautiful city with very tough and honest course.”
Sadly Sergiy Kurochkin (UKR) had a freak accident as he mounted the bike leaving T1. Somehow his foot became entangled in the bike.

“It all happened suddenly, during the transition from the swim to the bike I jumped on my bike and began to accelerate. Suddenly I felt an impact. My foot was a mess. One toe was missing and two others were broken and with open wounds. I did not feel the pain immediately but stopped by the police who called an ambulance. People who were nearby were shocked looking at my leg, but I was calm, waiting for the ambulance. Thankfully my coach Eduard Panarin came and found me and together we went to the hospital in Constanta. The doctors there quickly gave me some painkillers and decided to transfer me to Bucharest for an operation. I had to go in a medivac by helicopter. The flight took one hour and after a five hour operation it was successful, the missing toe seems secure. The Bucharest hospital is taking very good care of me. I am waiting for a speedy recovery to begin to train again! Thanks to doctors and all those who help and support!” ETU would like to wish him a speedy and full recovery.
Reports like this from the athletes take the reader right into the race.
Who reads the reports?
With the newsletters we can identify every recipient. We can also see if they open the mail once they have received it.

This is a useful tool that can be used to show sponsors the potential of them supporting us.
With Facebook there are tools that show all sorts of statistics.
### Insights

#### People

#### Women
- 44% People Reached
- 25% Your Fans
- 0.526% 13-17
- 4% 18-24
- 21% 25-34
- 13% 35-44
- 3% 45-54
- 1% 65-64
- 1% 65+

#### Men
- 55% People Reached
- 74% Your Fans
- 0.572% 13-17
- 4% 18-24
- 20% 25-34
- 20% 35-44
- 7% 45-54
- 2% 65-64
- 1% 65+

#### Country

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<tr>
<td>United Kingdom</td>
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<td>Estonia</td>
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<td>Spain</td>
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<td>Portugal</td>
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#### City

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<td>Saint Petersburg, Saint Petersburg</td>
<td>170</td>
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<td>Tallinn, Harjumaa</td>
<td>168</td>
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<td>Krasnoyarsk, Krasnoyarsk</td>
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<td>Krasnodar, Krasnodar</td>
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#### Language

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<td>English (US)</td>
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<td>English (UK)</td>
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<tr>
<td>Spanish</td>
<td>137</td>
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<tr>
<td>Portuguese (Portugal)</td>
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</table>
The most popular Facebook posting of the year with 6,668 people reading the article ...
Alanya Junior European Cup.

So – why was this so popular?
Co-operation
Turkish Federation + LOC + photographer + athletes

= 
Sport + ETU + NF + athletes + sponsors get wonderful publicity.
What plans do we have for 2015?
For each event we are planning a short presentation of images using music that is appropriate to the venue / country.
I plan more contact with the LOCs, in advance, to ensure we can obtain good photos.
With a strong network created using Social Media, I have access to more athletes and by maintaining regular contact, hope to be able to obtain post-race interviews.
Working together the ETU Family can promote our sport, our federations, our athletes, our sponsors, our coaches and our technical officials.
How to contact me:

paul.groves@etu.triathlon.org

https://www.facebook.com/paul.groves1
ETU Events
2015
2015 Calendar Update

Kathleen Smet

ETU General Secretary
ETU Events 2015

January

31 Reinosa Winter Triathlon European Championships
ETU Events 2015

March

21 Quarteira Triathlon European Cup
22 Quarteira Triathlon Junior European Cup
ETU Events 2015

April

12  Horst Duathlon European Championships
19  Melilla Triathlon European Cup
19  Melilla Triathlon Junior European Cup
26  Alcobendas Duathlon European Championships
ETU Events 2015

May

3  Antalya Triathlon European Cup
10  Madrid Triathlon European Cup
24  Rimini Challenge Middle Distance Triathlon European Championships
30  Vienna Triathlon Junior European Cup
ETU Events 2015

June

6    Kupiškis Triathlon Junior European Cup
13-14 Baku European Games
21   Burgas Sprint Triathlon European Cup
21   Burgas Triathlon Junior European Cup
27   Cologne Aquathlon European Championships
28   Kyiv Triathlon European Cup
28   Istanbul Sprint Triathlon European Cup

Presidents Conference Loughborough England 31st Jan 2015
ETU Events 2015

July

4    Holten Triathlon  Premium European Cup
4    Holten Triathlon Junior European Cup
5    Tartu Sprint Triathlon European Cup
9-12 Geneva Triathlon European Championships
18-19 Châteauroux Triathlon European Cup
18-19 Châteauroux Triathlon Junior European Cup
19    Schluchsee T Natura Cross Triathlon European Championships
25-26 Banyoles U23 & Youth Triathlon European Championships
## ETU Events 2015

### August

<table>
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<tr>
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<td>Tabor Triathlon Junior European Cup</td>
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<td>8-9</td>
<td>Tiszaújváros Junior European Cup</td>
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<tr>
<td>9</td>
<td>Riga Sprint Triathlon European Cup</td>
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<td>Eğirdir Triathlon European Cup</td>
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<tr>
<td>23</td>
<td>Karlovy Vary Triathlon European Cup</td>
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<tr>
<td>30</td>
<td>Tulcea Triathlon Junior European Cup</td>
</tr>
</tbody>
</table>

Presidents Conference Loughborough England 31st Jan 2015
ETU Events 2015

September

5  Bled Triathlon Junior European Cup
6  Constanta-Mamaia Triathlon Premium European Cup
13 Weymouth Challenge Full Distance Triathlon European Championships
27 Sochi Triathlon European Cup Final
ETU Events 2015

October

4  Nice European Club Triathlon Championships
10  Castro Urdiales Cross Duathlon European Championships
18  Alanya Triathlon Junior European Cup
Regional European Events 2015

6 June: Kupiškis Baltic Triathlon Championships
18 July: Zagreb Balkan Triathlon Championships

The points to be awarded are yet to be finalised
ETU Regional Rankings

- ETU Points list
- ETU Series list – 25,000€ overall Prize Money for top 10 male and female athletes
- Junior Ranking
- Junior Team Ranking – 10,000€ Prize Money for the top 3 teams
TNatura ETU Cross Triathlon Circuit

• 14\textsuperscript{th} June Revine largo – Tarzo Italy
• 13\textsuperscript{th} Sept Bohinj – Slovinia
• 27\textsuperscript{th} Sept Sardinia - Italy
EB Decision on Events
Denis Jaeger
ETU Vice President
PRESIDENTS’ CONFERENCE
Events Committee
Lougborough
31 January 2015
Races

Denis Jaeger
Frankfurt 2014 : Global vision
Frankfurt 2014: Global vision

Loughborough 2015: Concrete decisions on races
1) 2016 European Youth Festival
1) 2016 European Youth Festival
2) European Championships **Sprint Distance**
1) 2016 European Youth Festival
2) European Championships Sprint Distance
3) New Packages European Championships
1) 2016 European Youth Festival
2) European Championships Sprint Distance
3) New Packages European Championships
4) Prize Money for Cross Triathlon circuit
1) 2016 European Youth Festival
2) European Championships Sprint Distance
3) New Packages European Championships
4) Prize Money for Cross Triathlon circuit
5) ETU Cup Final
1) 2016 European Youth Festival
2) European Championships Sprint Distance
3) New Packages European Championships
4) Prize Money for Cross Triathlon circuit
5) ETU Cup Final
6) Champion's Race
1) 2016 European Youth Festival
That Festival is our President's idea
Topic at our roundtable
So, I will not tell you more now
YOUTH FESTIVAL

A WAY TO MOTIVATE OUR YOUNG ATHLETES
VISION

• TO CREATE A YEARLY EVENT FOR OUR YOUTH TRIATHLETES AGED 16 AND 17
• SAME CATEGORY OF THE YOG
• TO CREATE A YEARLY EVENT FOR STAKEHOLDERS INVOLVED IN THE YOUTH MOVEMENT
BACKGROUND

- YOG IS NOW A WELL ESTABLISHED EVENT.
- SINGAPORE 2010  NANJING 2014
- EOC IS ORGANISING THE EYOF
- TBILISI (GEORGIA) 2015
- MINSK (BLR) 2019
- 9 Sports are part of EYOF and Triathlon is not in yet
HOW

• COMPETE ON SUPER SPRINT DISTANCE AND MIXED RELAY (REGIONAL TEAM FOR THE MIXED RELAY WILL BE CONSIDERED)
• SEMI-FINAL, FINAL FORMULA. NO LIMIT TO THE NUMBER OF ATHLETES
• ALL APPLICATIONS THROUGH THE NFs
• THE EUROPEAN TITLE, INDIVIDUAL AND MIXED RELAY, WILL BE ASSIGNED
WHERE

• MAJOR SUCCESS FACTOR IS THE SELECTION OF THE LOCATION

• INEXPENSIVE, FRIENDLY ENVIRONMENT, RELAXED ATMOSPHERE,

• EASY TO REACH FROM ALL OVER EUROPE
2) European Championships *Sprint Distance*
From 2016 ETU will have an EC on Sprint Distance
From 2016 ETU will have an EC on Sprint Distance

The 1st one will take place in

CHATEAUXOUX - FRANCE
3) **New Packages** European Championships
From 2016: **European Youth Festival**:

- Youth individual and Mixed Relay
From 2016: **European Youth Festival**:

- Youth individual and Mixed Relay
- U23 Individual on Sprint Distance
From 2017:

Olympic Distance European Championship:

- Elite individual and Mixed Relay
From 2017:

Olympic Distance European Championship:

- Elite individual and Mixed Relay
- Age Groupers Olympic Distance
From 2017:

**Olympic Distance European Championship:**

- Elite individual and Mixed Relay
- Age Groupers Olympic Distance
- Juniors individual and Mixed Relay
From 2017:

**Olympic Distance European Championship:**

- Elite individual and Mixed Relay
- Age Groupers Olympic Distance
- Juniors individual and Mixed Relay
- Congress
Sprint Distance European Championship:

- Elite individual
Sprint Distance European Championship:

- Elite individual
- Age Groupers Sprint Distance
Sprint Distance European Championship:

- Elite individual
- Age Groupers Sprint Distance
- Paratriathlon
5) ETU Cup Final
5) ETU Cup Final
It is from now on, compulsory
5) ETU Cup Final

It is from now on, compulsory to compete on the **European Cup Final**,
5) ETU Cup Final

It is from now on, compulsory to compete on the European Cup Final, to have access to the overall Prize Money.
6) **Champion's Race**
Champion's Race Test Event

4th October 2015  Nice - France
Triathlon de Nice côte d'azur
3 & 4 OCTOBRE 2015

Informations et inscriptions : www.triathlondenice.fr
Facebook : TriathlonNiceCoteAzur

[Logos de partenaires]
- **Mixed Relay Race (2M + 2 F)**
- Mixed Relay Race (2M + 2 F)
- Maximum 20 invited teams
- Mixed Relay Race (2M + 2 F)
- Maximum 20 invited teams
- Clubs from NF ranked ETU cat. 4 and 5
- Mixed Relay Race (2M + 2 F)
- Maximum 20 invited teams
- Clubs from NF ranked ETU cat. 4 and 5
- **400 € subsidy** / Team for accommodation
- Mixed Relay Race (2M + 2 F)
- Maximum 20 invited teams
- Clubs from NF ranked ETU cat. 4 and 5
- 400 € subsidy / Team for accommodation
- 17.000 € Prize Money
Invitation and registration details will be sent by mid February to NF.
Open event

European Champs LOC

1: Contact the NF

Already registered athletes 1
Open event

European Champs LOC

2: If NF agreement, NF informs Challenge about changes and enters the athlete.
Open event

3: Confirmed athlete move

European Champs LOC

3: If NF agreement, NF informs Challenge about changes and enters the athlete.
Open event

European Champs LOC

Already registered athlete

CASE 1

2: If NF agreement, NF enters the athlete

CASE 2

3: Confirmed athlete move

CASE 3

4: Confirmation email from Challenge to the athlete and NF
Open event

European Champs LOC

If no NF agreement, athlete stays in Open race
European Champs LOC

CASE 2

- Not registered athletes

1) Contact the NF

150 slots available for all NFs
2) If NF agreement, NF informs LOC

European Champs LOC
CASE 2 - Not registered athletes

* Challenge provides access only to European NFs to enter athletes to the European Champs.

500 slots available for all NFs

3) LOC gives registration info to Athlete, (copy to NF)
If NF agreement, NF informs LOC.

CASE 2 - Not registered athletes

* Challenge provides access only to European NFs to enter athletes to the European Champs.

500 slots available for all NFs.

4) Athletes fills LOC’s entry form and pays entry fee
European Champs LOC

If no NF agreement, no EC race possible, only Open race.
Thank you !!!
Baku
European Games
NF Places
### Baku European Games 2015

**-Quota per NF-**

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## Baku European Games 2015

- Quota per NF -

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Baku European Games 2015

-Quota per NF-

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Presidents Conference Loughborough England 31st Jan 2015
### Baku European Games 2015

- Quota per NF -

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Presidents Conference Loughborough England 31st Jan 2015
**Baku European Games 2015**

-Quota per NF-

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<tr>
<td>UKR</td>
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</table>
Coaching Framework

Developing and Supporting High Quality Triathlon Coaches
• Background & Purpose

• To review the ITU coaches education system, aligning to the **International Sport Coaching Framework**

• Common principles, a common education framework, leading to a greater portability of qualifications around the world
NEW Coach Education Pathway

Triathlon Activator
(Community)

Level 1 Triathlon Coach
(Community)

Level 2 Triathlon Coach
(Community)

Performance Development Triathlon Coach

To promote excellence in our sport, and create opportunities for everyone to achieve their personal triathlon challenges
Progress Since Edmonton

- Development of On-line eLearning platform
- Pilot Level 1 Courses Nov 2014 – Bucharest (RO) & Chinese Taipei
- Review meeting 27-29th January: Rio Maior (POR)
- Level 2 Curriculum agreed
- Guidelines produced for
  - Development Coordinators – “How to” guide for organising courses
  - NF’s in selecting appropriate candidates – right coaches right level
ITU Level 1 Pilot Coaching Course, November 2014, Bucharest (RO)

- Candidates from 10 countries: Romania, Lithuania, Serbia, Latvia, Macedonia, Croatia, Sweden, Greece, Malta, Estonia
- 5 day course
- 5 ITU facilitators (Slovenia, Portugal, Canada, UK, Croatia)
- Successful trial of eLearning Platform pre/during/post course

To promote excellence in our sport, and create opportunities for everyone to achieve their personal triathlon challenges
ITU On-line Education Platform

Welcome to the ITU Education Hub

Welcome to the ITU's official e-learning education hub. This resource hub hosts education and learning materials for individuals enrolled onto official ITU education programmes. If you are returning to this website, please login using the username and password issued.
Going forward...Next steps

- Finalisation of Level 1 content
- Implementation plans of further Level 1 Pilots in Oceania, Americas & African Regions
- February - Level 2 development starts
- ITU translation of courses and learning material into **French** & **Spanish**
- Alignment to European Qualifications Framework.
Contact Details

For more information, please contact:

Paul Moss (GBR)
BTF National Coach Development Manager
paulmoss@britishtriathlon.org

Zita Csovelyak (HUN)
ITU Senior Sport Development Manager
zita@triathlon.org
British Triathlon
Coaching System Initiatives

“Developing Coaches, Systems, Culture & Improving Performance”

To promote excellence in our sport, and create opportunities for everyone to achieve their personal triathlon challenges
To create a world-leading coaching system, to enable highly skilled triathlon coaches to support triathletes of all abilities and stages of development, from grassroots to high performance.
60 Tutors & Assessors

Qualifications (3 Levels)

Mentor Development Programme

Annual Performance Conference

Regional workshops & seminars

High-Performing Coach development

Coaches Hub: e-learning Portal

To promote excellence in our sport, and create opportunities for everyone to achieve their personal triathlon challenges
Contact Details

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Online information
Including Video

**Table of Contents**

1. Coaching Freestyle Swimming
2. Freestyle Stroke Cycles
3. Elements of an Efficient Freestyle Stroke
   - 3.1 Breathing - Exhalation
   - 3.2 Breathing - Using the Row Wave
3.3 Head Position
3.4 Body Position
3.5 Body Rotation
3.6 Arm Recovery
3.7 Hand Entry
3.8 Catch
3.9 Keeling Technique
3.10 An Example of an Efficient Freestyle Stroke
3.11 Swim Pacing
3.12 Individuality
4. Swimming Equipment
5. Swimming Drills
   - 5.1 Breathing Drills
   - 5.2 Extension and Rotation Drills
   - 5.3 Keeling Drills
   - 5.4 Arm Recovery Drills
   - 5.5 Catch Drills
5.6 Open Water Skills
5.7 Stroke Demonstrations
5.8 Level 1 Swimming Session Cards
9. Further Reading
7. End of This Book

**Catch Drills**

**Doggy Paddle**

One of the oldest drills in the book and still one of the best for improving the catch and pull through is the doggy paddle drill. This drill can really help to develop a swimmer’s catch mechanics.

**Sculling**

A second drill that can really help with developing a feel for the water and enhance your catch is known as Sculling. While there are several sculling positions, in this action we'll be examining Scull #1, at the initial part of the catch.
Online assessments

ITU Level 1 Coaching Course Assessment Workbook

To complete the assessment, you need to complete the workbook, which is attached below. For some of the tasks you may use your own templates (e.g. session plans, risk assessments) or you can use the one provided.

Once completed attach all relevant files below, and then click on the 'submit' button to send your work to the tutor.

Assessment Workbook

The video to the right shows you how to submit your work.

Grading summary

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View/grade all submissions

Submission status
ITU Level 1 Coaching Course Assessment Workbook

My allocated delivery topics during the course

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Task 1 – Personal Coaching Philosophy

You should have completed your coaching philosophy pre-course on the e-learning resource task. Having discussed philosophies with other coaches you may want to consider updating this now.

Notes:

Task 2 – Coaching code of conduct

You will be required on the final day of the course to confirm you have read and agree to abide by the ITU Coaching Code of Conduct. Please ensure you have read it, you may be asked questions before signing.

Task 3 – What is coaching?

5A. Describe the coaching process (i.e. Plan, Do, Review), and explain why each area is important. At your current level what will you do for each of these activities?

Plan

Do

Review

Who – the knowledge you need about participants
How – the knowledge you need about how to teach triathlon to participants
What – the knowledge you need about the sport of triathlon
Assessing work
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Communication with candidates
Tea Break
Major Events
Maximising Impact
Helen Wyeth
John Ridgeon
BTF
Major Events
Maximising the Impact

To promote excellence in our sport, and create opportunities for everyone to achieve their personal triathlon challenges
Why BTF delivers major events

• To raise the profile of the sport
• To attract a new audience
• To provide performance pathway opportunities
• To inspire new participants
• To attract talented people
• To attract new commercial partners
Challenges

• Sustainability of major events, primarily financial
• Venues for the biggest events
• Volunteer recruitment and retention
• Date scheduling, increasing competition for dates both nationally and internationally
• Resource heavy
Raising the profile of the sport

- BBC live TV coverage helps to make the sport and our athletes famous.
- 100+ journalists at the event annually – pre and post event sport promotion, competitions etc.
The PruHealth World Triathlon Grand Final 2013 attracted a global television audience of over 50 million viewers.
Attracting a new audience

- Digital campaigns around WTS London generate high spikes in growth in twitter, Facebook and web
Performance pathways

• Provide the stage on which our world-class athletes can perform
• Create high-profile opportunities to engage people with sport
• Demonstrates the legacy of London 2012 and Glasgow 2014
Inspiring participation

- Inspiring spectators
- Inspiring TV viewers
  - Tri It’ wave for 900 novice including a women's only wave
  - Signpost GoTri
Attracting talented people

• Inspiring Technical Officials
• Inspiring volunteers
• Inspirational workplace
Attracting New Sponsors

To promote excellence in our sport, and create opportunities for everyone to achieve their personal triathlon challenges.
To promote excellence in our sport, and create opportunities for everyone to achieve their personal triathlon challenges

ETU Presidents Conference
Loughborough UK
Evening Reception

18.45 - 19.45  Drinks Reception, Council Chamber, Hazelrigg Hall

19.45 - 22.00  Dinner hosted by the BTF, Hazelrigg Hall
Closing Words

Thanks Enjoy Your Stay and Safe Home