



HENNES WEISWEILER ACADEMY

COACHING & TECHNICAL DEVELOPMENT COURSE

COACH EDUCATION & INTERNATIONAL
RELATIONS





**COULD
YOU
HANDLE
THEM?**

HENNES WEISWEILER ACADEMY

**WE TEACH
YOU HOW.
ARE YOU
READY?**

COACH EDUCATION & INTERNATIONAL RELATIONS

FUEL YOUR MIND - REACH YOUR POTENTIAL

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**STAND OUT FROM
THE CROWD. DARE TO
BE DIFFERENT AND
BECOME A TRUE 21ST
CENTURY FOOTBALL
EXPERT. GET STARTED
AND APPLY TODAY.**

THE GERMAN FOOTBALL ASSOCIATION (DFB) NOW OFFERS A
COMPREHENSIVE CERTIFICATION PROGRAM WITH ITS COACHING
AND TECHNICAL DEVELOPMENT COURSE (CTDC) AT THE HENNES
WEISWEILER ACADEMY.



REASONS FOR A DFB CERTIFICATION

- Raise your team coaching and management potential
- Distinguish yourself from other coaches and managers
- Advance more quickly in your football career

COURSE - DURATION & CONTACT DETAILS

- Two weeks residential at the Hennes Weisweiler Academy (HWA) in Hennef/Cologne
- Places are limited to 25 participants
- For further information please refer to: coach@dfb.de

COACH EDUCATION & INTERNATIONAL RELATIONS

TEACH ↔ LEARN

TRADITIONAL TEACHING AND LEARNING STRATEGIES ARE BECOMING INCREASINGLY INEFFECTIVE BECAUSE TODAY'S COURSE CURRICULUMS OFTEN PRESENT COACHES WITH ASSIGNMENTS THAT LACK CONNECTION AND CONTEXT TO THE REAL FOOTBALL WORLD. HOWEVER, THERE ARE NEW MODELS OF TEACHING AND LEARNING OUT THERE ...

The DFB has worked with education experts across Europe to develop the highly efficient concept of Challenge-Based Education (CBE). CBE encourages participants to use prior experiences to solve problems encountered in the real football world. CBE is collaborative and hands-on, asking participants to work with other participants, their instructors, and other experts to become a true 21st Century Football Coach and Technical Development Expert. During the course participants will be presented with the latest coaching and training strategies from the world-renowned DFB Technical Department. Participants will be instructed and guided by internationally experienced DFB Coaches (with UEFA Pro Licence) to improve their coaching and management skills.



ONCE IN A LIFETIME EXPERIENCE

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PART OF THE COURSE WILL BE A VISIT TO A PROFESSIONAL BUNDESLIGA CLUB INCLUDING THE OBSERVATION OF A 1ST TEAM TRAINING SESSION AS WELL AS THE VISIT OF LIVE BUNDESLIGA MATCHES. FURTHERMORE YOU'LL GET THE CHANCE TO TAKE AN INSIGHT LOOK INTO THE CLUB'S YOUTH ACADEMY AND MARKETING DEPARTMENT. AND THAT'S JUST THE BEGINNING...



/01

COACHING PRACTICE

SURELY, YOU REMEMBER THOSE DAYS WHEN TEACHING BASICALLY MEANT AN INSTRUCTOR AT THE FRONT OF THE CLASS, HOLDING FORTH, WITH THE PARTICIPANTS PASSIVELY LISTENING? THAT'S COACHING FROM THE ICE AGE!

THIS COURSE WILL PROVIDE YOU WITH SEVERAL OPPORTUNITIES TO ACTIVELY IMPROVE YOUR COACHING SKILLS. BOTH THEORETICALLY AND PRACTICALLY, AND COVERING ALL THINGS TECHNICAL AND TACTICAL.

/02

MATCH ANALYSIS

EVER SINCE THE 1954, 1974 AND 1990 WORLD CUP VICTORIES AGAINST TEAMS THAT WERE UNIVERSALLY HELD TO BE MORE TALENTED, THE GERMAN NATIONAL SIDE HAS ALWAYS BEEN AMONGST THE TOURNAMENT'S FAVOURITES DUE TO THEIR TACTICAL INTELLIGENCE.

AND WE WOULD LIKE TO INTRODUCE TO YOU ONE OF THE REASONS FOR THIS: MATCH ANALYSIS.

/03

GOALKEEPER TRAINING

WHAT DO THESE GOALKEEPERS HAVE IN COMMON? TUREK, MAIER, SCHUMACHER, KAHN, LEHMANN, ADLER AND NEUER?

THEY ALL WERE OR STILL ARE WORLD CLASS GOALIES. AND THEY ALL "LEARNT THE ROPES" FROM DFB GOALKEEPER COACHES. WE WILL SHOW YOU HOW. BRING YOUR GLOVES.

/04

GUEST LECTURES

IN ADDITION TO CUTTING-EDGE TECHNICAL AND TACTICAL TRAINING SESSIONS, GUEST SPEAKERS WILL PROVIDE YOU WITH INFORMATION ON HOW SPORT PSYCHOLOGY AND NUTRITION SCIENCE IMPACT ON PERFORMANCE AND GIVE AN INSIGHT INTO THE MATCH PHILOSOPHY OF THE GERMAN NATIONAL SIDE.

SAMMER: "SUCCESS CANNOT BE PLANNED, BUT PERFORMANCE CAN."

/05

DFB TALENT PROMOTION

GERMANY WENT TO THE 2010 WORLD CUP IN SOUTH AFRICA WITH ONE OF THE ALL-TIME YOUNGEST QUALIFIED TEAMS.

AND NOT WITHOUT SUCCESS, BASED IN NO SMALL DEGREE ON THE GERMAN FA'S TALENT PROMOTION PROGRAM. YOU'LL SEE WHY.



VENUE/ ACCOMODATION/ TRANSFERS/ ASSISTANCE

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- The course will be staged at the Hennes Weisweiler Academy (HWA) in Cologne/Hennef
- Full-board accommodation including breakfast, lunch and evening meal
- All transfers within the course as well as pick up + drop off from/to Cologne/Bonn Airport are included
- A DFB course assistant will be available to answer questions and provide support



FREQUENTLY ASKED QUESTIONS

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LEVEL / CERTIFICATE

COMPARABLE TO DFB B-LEVEL, WITH ELEMENTS OF A- AND PRO-LEVEL.

PARTICIPANTS WILL RECEIVE A DFB CERTIFICATE WITH THE CONTENT LISTED. THERE WILL BE NO FORMAL TESTING ON KNOWLEDGE AND SKILLS BUT CHALLENGE-BASED TASKS WILL BE ISSUED IN ACCORDANCE WITH THE DIFFERENT ENTRANCE LEVELS OF THE PARTICIPANTS AND THE SPECIFIC AND NON-COMPARABLE CONTENT OF THIS COURSE IN RELATION TO OTHER PROGRAMS.

/02

ELIGIBILITY REQUIREMENTS

- CANDIDATES MUST BE AT LEAST 24 YEARS OLD.
- CANDIDATES MUST HAVE A GOOD COMMAND OF THE ENGLISH LANGUAGE (LANGUAGE OF INSTRUCTION).
- CANDIDATES MUST HAVE HAD:
 - EITHER 1ST CLASS PLAYING EXPERIENCE
 - OR HOLD A COACHING LICENCE, BE A CERTIFIED SPORTS TEACHER OR INVOLVED IN THE ORGANIZATION OF FOOTBALL AT A NATIONAL LEVEL (CLUB, FEDERATION OR MINISTRY OF SPORTS).

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PRACTICAL INFORMATION

AS PARTICIPANTS ARE REQUIRED TO BE ACTIVELY INVOLVED IN ALL PRACTICAL SESSIONS YOU SHOULD BE PHYSICALLY FIT WHEN ARRIVING FOR THE COURSE.

PLEASE NOTE: IF A PARTICIPANT HAS A DISABILITY THAT MAY PREVENT HIM/HER PARTICIPATING ACTIVELY IN THE PRACTICAL SESSIONS, THE COURSE ORGANIZER WILL TAKE ANY NECESSARY STEPS TO CATER TO THE PARTICIPANT'S REQUIREMENTS.

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MEDICAL INFORMATION

YOU MUST DECLARE ANY RELEVANT, CURRENT OR PREVIOUS INJURIES/ ILLNESSES THAT LIMIT YOUR INVOLVEMENT OR PARTICIPATION IN COACHING ACTIVITIES.

PLEASE NOTE: A DECLARATION OF INJURY OR ILLNESS DOES NOT AUTOMATICALLY EXCLUDE YOU FROM THE COURSE. PLEASE PROVIDE ANY RELEVANT INFORMATION REGARDING THE ABOVE MEDICAL INFORMATION DURING THE APPLICATION PROCESS.

/05

EQUIPMENT

EACH PARTICIPANT WILL BE EQUIPPED WITH THE FOLLOWING:

- DFB FOLDER WITH TRAINING SESSIONS
- DFB NOTE PADS + PENCILS
- ADIDAS POLO SHIRT
- ADIDAS TRAINING SHIRTS, SHORTS + SOCKS
- ADIDAS BAG
- PLASTIC MARKERS/CONES
- TACTIC BOARD WITH MAGNETS



A HISTORY OF SUCCESS

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MEN'S NATIONAL TEAM ★★★

World Champions 1954 / 1974 / 1990 | European Champions 1972 / 1980 / 1996

WOMEN'S NATIONAL TEAM ★★

World Champions 2003 / 2007 | European Champions 1989 / 1991 / 1995 / 1997 / 2001 / 2005 / 2009





COURSE APPLICATION | CONTACT INFORMATION:
COACH@DFB.DE

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