

# ADVANCE - EUROPEAN BADMINTON COACH EDUCATION

## TIME TO APPLY – 3<sup>rd</sup> Edition

### The Leading international coaching education in Europe

European Countries: Put your coaching talent on the optimal development path **today**

3 former national coaches as tutors and mentors

Get 4.995 Euro worth of education **for free** – Accepted applicants only need to cover travel and accommodation.

Only 16 spots available for the best coaching prospects across Europe

Two courses simultaneous with top European U17 & U19 Talent

Get a network of 16 highly ambitious European coaches

Apply to Advance and take your coaching to the next level

**"The BEC ADVANCE badminton coaching education is by far the best coaching education I have attended [...] The Positive and enthusiastic feedback from my players back home reflects the impact of this education"** – Nella Siilasmaa, Finland

**"We approach tactics in singles and doubles in a way I never experienced in my time of playing or first years of coaching"** – Maxime Moreels Belgium, Former WR 83 MS



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## GENERAL INFORMATION

### The only international coaching education spanning longer than a week

22 days of learning spread over 4 camps and 10 months with mentoring, virtual learning and self-study in between physical meetups. This extensive format allows participants to:

- Understand badminton coaching from a broader perspective where **tactic, technique, strength, pedagogy and coaching style** are examined deeply & connected
- Develop, understand and strengthen their **own coaching philosophy**
- Develop your coaching **entrepreneurship**: Make a career out of your coaching
- And much more

"It has definitely opened my mind in terms of what I think I know about the sport" – Ciaran Chambers, Ireland

"It helped me to grow as a person, changed my perspective on coaching and made a huge impact for my coaching path" – Vytautė Fomkinaitė, Lithuania

Throughout the course all participants will be supported by a former national coach as a **personal mentor**.

Advance equivalates the BWF level 3 course

## SELECTION PROCESS AND CRITERIA

**TARGET GROUP:** aspiring coaches with the ambition, commitment and potential to become coaches in challenging coaching positions across Europe within the next 5-7 years.

### CRITERIA:

We are looking for coaches who has the motivation and determination to seek a career as badminton coach. If you fulfil two or more of the below requirements, we will be happy to receive your application:

- Have a formal badminton education
- Have experience in coaching competition players
- Are a current or former international player
- Have been training in high performance environment on regional or national level either as a junior or an adult player
- Have a sports related education as physiotherapist, physical trainer, PE teacher, university degree in sports etc.

It is **mandatory** that the participants are **based in Europe** and a **good level of English** is required. Tasks and assignments will be delivered in English.



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## DURATION OF THE COACHING EDUCATION

The education has a duration of **10 months**.

- Starting date: May 2025
- Ending date: March 2026
- Participants will have to arrive one day prior to the courses

COURSE	DATES	DURATION	LOCATION
1	14-18 May 2025	5 days	Holbæk (Denmark)
2	9-13 July 2025	5 days	Vejen (Denmark)
3	January 2026	5 days	Date and Location TBC
4	9-15 March 2026	7 days	Holbæk (Denmark)

**Activities between courses:** virtual mentor meetings, workshops, individual coaching book/portfolio building, preparation for upcoming courses and final assignment.

## TUTORS' INFORMATION

The main tutors for these courses are:



### JONATHAN SØGAARD

BEC Dev & HP Senior Officer & Former national coach of Germany



### KENNETH LARSEN

Former Danish National Coach  
PhD Learning processes  
Former Associate professor at Aalborg University



### JACOB OEHELENSCHLÄGER

BEC Dev & HP Senior Manager  
Former national coach of Germany

"The Advance course and its tutors challenge you to critically reflect on yourself and ask questions that drive your own development" – Eefje Besselink, Netherlands

## FREE EDUCATION

The **full education will be delivered free of charge**.

However, participants must **cover their own accommodation, food and travel costs** for the physical courses. Accommodation in shared rooms will be offered.

Prices for food and accommodation are expected to be **between 60-80€ per day and per person**.



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## APPLICATION PROCESS AND DEADLINE

Two steps will need to be followed:

1. Submission of **application and motivation letter**
2. **Interviews** with shortlisted candidates

**Your application must be submitted with an email of your Member Association supporting your candidature.**

Documents needed in order to submit your application:

**1. Motivation letter** (1 page maximum):

- Explain why are you attracted by the Education
- Demonstrate your personal commitment to badminton
- Outline and give details about your future aspirations as a badminton coach
- 1 reference with e-mail address and phone number

**2. Candidate's CV**

**3. Short video** (5 minutes max.). The video must present:

- You as badminton coach
- You as a person

We encourage you to use [WeTransfer Link or similar](#) to send your video

Send all documents to [Jonathan.soegaard@badmintoneurope.com](mailto:Jonathan.soegaard@badmintoneurope.com)

Deadline to submit your application: **16 March 2025**

## GENDER EQUITY

The ADVANCE project team supports a gender balanced sport and encourage both genders to seek the opportunity to be part of the ADVANCE European Badminton Coaching course.

## CONTACT INFORMATION AND ENQUIRIES

For further information, please contact Jonathan Søgaard, BEC Senior Development and High-Performance Officer, at [Jonathan.soegaard@badmintoneurope.com](mailto:Jonathan.soegaard@badmintoneurope.com)

