



**BWF**



# BWF WORLD COACHING CONFERENCE 2023

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COPENHAGEN, DENMARK  
24 - 25 AUGUST 2023





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# WELCOME TO THE BWF WORLD COACHING CONFERENCE 2023

## BWF President's Welcome



**Poul-Erik Høyer**  
BWF President

Welcome to Copenhagen for the BWF World Coaching Conference!

The WCC has been a feature of the World Championships since its inaugural year in 1977, and has always been a much-anticipated event.

This year we have some renowned badminton and Para badminton experts, such as Ra Kyung Min, Christinna Pedersen, Kenneth Larsen, Andy Wood and Chan Yan Kit, and just as significantly, we have invited experts from the larger sporting world. It is important to provide a platform where the badminton community can listen not only to the best of its own, but also learn from other experts in the wider sporting world.

Thus, we will have the privilege of listening to Director of Elite Performance at Brentford Football Club, Ben Ryan, who led the Fiji Rugby 7's team to gold at the Rio 2016 Olympics, injury expert Jan Ekstrand, matchplay expert Alistair Higham and Team China physio Cristian Luque Manjón. Players Hans-Kristian Solberg Vittinghus and Chan Ho Yuen Daniel will also contribute their thoughts about the contemporary game in badminton and Para badminton.

All in all, we are set for two days of invaluable knowledge sharing. I'm sure this will be a great opportunity for participants to learn from the experts and from each other.

Thank you to Badminton Denmark for facilitating this conference, and to all the sponsors and volunteers for their support.

## Badminton Denmark President's Welcome

On behalf of Badminton Denmark, I am pleased to welcome you to the BWF World Coaching Conference 2023, which will be held alongside the TotalEnergies BWF World Championships 2023 in our fantastic capital Copenhagen.

We are happy to co-host this important event, as the coach has a crucial role in giving everyone with a racket in hand a good experience, the opportunity to develop, experience relatedness - but most importantly feel the joy of our sport. Badminton is for everyone and is for life, regardless of ambition and level.

We can't get enough of good coaches, and good coaches don't just come by. It's important that all coaches develop and get educated, so that training will be even better tomorrow.

The coach shouldn't only have knowledge about the training of technical and tactical skills, but the coach must have a wide range of other skills and competencies. We are very pleased to welcome world-class speakers from not only our sport, but also other sports, all of whom are willing to share their knowledge and practical experience with you.

So don't hold back! Get inspired and take everything you can from the presentations, the network with the other participants from all over the world - and of course by seeing the world's best players in action.

We hope that you will find the conference interesting and motivating and will be able to benefit from it and the input from the speakers.



**Kristian Phil**  
President of Badminton Denmark

## BWF Development Chair Welcome



**David Cabello**  
BWF Chair – Development and Sport for All

The World Coaching Conference is an exciting way to build on the BWF World Championships to add value for our stakeholders. Coaches have the opportunity not only to hear from world-renowned experts on current topics, but also to strengthen their networks and share knowledge with the other participants over two inspiring days.

We are proud to say that inclusivity is an integral part of the conference, ensuring that individuals from diverse backgrounds reap the benefits. The conference topics are applicable to both badminton and Para badminton. And together with Olympic Solidarity and Badminton Denmark, we have worked to provide opportunities for female coaches from each of our Continental Confederations to further develop their leadership and coaching skills.

I would like to thank all those involved for helping to make this conference an example of how we can move forward together.



# Velkommen til København

Danes rank among the world's most happy people. In Copenhagen and the beautiful surrounding region, you'll learn why. The buzzing capital mixes royal history, modern architecture and loads of culture with sustainable living and a mouthwatering restaurant scene. Get to know Copenhagen right here and fuel your wanderlust even more over on our website: [www.visitcopenhagen.com](http://www.visitcopenhagen.com)

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## Participating Countries



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Slovenia



Spain



Sweden



Switzerland



Syria



Uganda



Ukraine



USA



Vietnam



# Conference Schedule

## Thursday 24 August 2023

1545 - 1600	Registration and Refreshments	Foyer
1600 - 1615	Official Welcome and Opening of Conference	Main Stage
1615 - 1715	Ben Ryan - <i>The culture of consistently winning teams</i>	Main Stage
1715 - 1745	Ben Ryan - Q & A	Court
1745 - 1825	Andy Wood & Alistair Higham - <i>Momentum, match flow and the art of competing</i>	Main Stage
1825 - 1900	Break & Networking	Foyer
1900 - 2000	Ra Kyung Min - <i>The role of the female player in mixed doubles &amp; offensive and defensive strokes used in mixed doubles</i>	Court
2000 - 2100	Kenneth Larsen - <i>A new approach to coaching badminton</i>	Main Stage & Court

## Friday 25 August 2023

0845 - 0900	Registration and Refreshments	
0900 - 1000	Speed Station Presentations	Breakout Room
1000 - 1100	Yan Kit Chan - <i>Training for elite wheelchair para badminton athletes</i>	Court
1100 - 1130	Break & Networking	Foyer
1130 - 1230	Ra Kyung Min - <i>Importance of service and return of service in mixed doubles</i>	Court
1230 - 1315	Jan Ekstrand - <i>Injuries in Sport - impact management of players and the role communication has on preventing injuries</i>	Main Stage
1315 - 1415	Lunch	Canteen/Courtyard
1415 - 1515	Christian Luque Manjon - <i>Physical preparation in elite badminton and para badminton athletes - from theory to practice</i>	Main Stage & Court
1515 - 1550	<i>A Year on Tour with Vittinghus - plus Special Guests</i>	Main Stage
1550 - 1600	Conference Round Up & Closing Remarks	Main Stage



“i am badminton” is a BWF’s global integrity campaign.

Players are at the centre of this campaign because they have the right to compete in clean and fair sport.

The “i am badminton” campaign is an opportunity for players to show their commitment to protecting the sport from threats like doping, match fixing, illegal betting and corruption.



i am clean  
i am honest  
i am badminton







# Speed Station Presentations



**Anil Ramachandran**  
**Kannur University**  
*Post-match recovery strategies: Influence of metabolic, hormonal, fluid, and electrolyte responses.*



**Mark King**  
**Loughborough University**  
*Comparison of smash performance and technique between elite male and female international badminton players.*



**Ian Wright**  
**Badminton World Federation**  
*AirBadminton as a competitive sport.*



**Sofie Kent**  
**Leeds Beckett University**  
*"The Degree of Success": What can we learn from the stress and coping experiences of UK dual-career badminton athletes?*



**Niels Christian Kaldau**  
**Sports Orthopedic Research Center – Copenhagen (SORC-C), Department of Orthopedic Surgery, Copenhagen University Hospital, Amager-Hvidovre, Denmark**  
*ACL injuries in badminton: Is it a problem and can we prevent it from happening?*

STAGE

1

2

ROOM LAYOUT

3

4

ROOM LAYOUT

5



# Meet the Speakers

The BWF is pleased to welcome eleven world-class speakers at this year's World Coaching Conference in Copenhagen. Speakers will share their expert knowledge and personal experiences from the world of badminton, sport science and global sport.



## Kenneth Larsen

Kenneth Larsen is a former Associate Professor at the University of Aalborg in Denmark. He is a recognised coach, coach educator, and author on a variety of topics in the field of badminton, including his recently published book, "170 Mental and Tactical Game Exercises for Badminton". Kenneth holds a PhD in social psychology from the University of Aalborg. He is currently the national coach for the Badminton Iceland.



## Ben Ryan

Ben Ryan is currently the Director of Elite Performance at Brentford Football Club. He is perhaps best known for leading the Fiji Rugby 7s team to the gold at the 2016 Rio Olympics – Fiji's first ever Olympic medal. However, when Ben became coach of the team in 2013, the Fijian Rugby Union was bankrupt and none of its players were contracted or in training. The squad was so demotivated and unfit that, at his first training session with them, Ben won the fitness test! From this inauspicious and unpromising start, Ben led them to win the World Rugby 7s Series twice, in addition to their Olympic victory.



## Ra Kyung Min

Na Kyung-Min is currently a professor at the Korea National Sport University. She is also a Director at the Korea Badminton Association, as well as working with elite female athletes and with the Korean Olympic Committee. She holds Doctoral and Master's degrees in Athletic Measurement and Evaluation from KUSN.

She has in the past coached the Daekyo Noonoppi Badminton Team as well as the Korean national team. Her achievements as a player include medals at Asian Games (team gold in 1994, gold in mixed doubles in 1998), Olympic Games (gold in mixed doubles in 1996; bronze in women's doubles in 2004) and World Championships (gold in mixed doubles in 1999 and 2003).



## Cristian Luque Manjón

Cristian Luque Manjón is currently the strength and conditioning and return to play coach for Zheng Siwei and Huang Yaqiong. He was the coach of Wang Yilv, Huang Dongping, Chen Yufei, Zheng Siwei and Huang Yaqiong during the preparation for Tokyo 2020. Bsc in Sport Science and Physical education and MSc in High performance training for team sports. His areas of expertise include training load, strength and power training, injury reduction, and return to play.

He was previously the Head strength and conditioning coach at the Sanchez-Casal tennis academy in Nanjing and Barcelona, focusing on developing and coordinating the daily tasks of the strength and conditioning team, developing training system and training the top players in the academy.



# BWF World Coaching Conference Speakers (Continued)



## Jan Ekstrand

Jan Ekstrand has been a professor of Sports Medicine at the University of Linköping, Sweden since 2000. He is also a medical doctor and specialist in orthopaedic surgery, having previously served as Chief Medical Officer at Aspetar Orthopaedic and Sports Medicine Hospital. He was team physician for the Swedish men's national football team for over 100 matches, including a World Cup bronze medal.

His doctoral dissertation in 1982 was one of the first scientific studies to show that sports injuries could be prevented. Jan spent 20 years leading UEFA Elite Club Injury Study, which is currently the largest scientific database of injuries in men's professional football globally.



## Andy Wood

Andy Wood has over 40 years of professional coaching experience. He is a former professional badminton player, Great Britain Olympic head coach and team manager, and Badminton World Federation (BWF) expert consultant. Andy was personal coach to the athletes that won the first ever Olympic medals for Great Britain – Simon Archer and Joanne Goode and Nathan Roberston and Gail Emms. He coached numerous World, Commonwealth, and European gold medallists, and in the 2006 World Championships mixed-doubles finals between Anthony Clark/Donna Kellogg and Nathan Robertson/Gail Emms, he had the remarkable distinction of having coached and nurtured all four players since their childhoods. Formerly the Director of Badminton at Loughborough University, Andy founded the Derbyshire Institute of Sport and was UK Sport Coach of the Year, and BBC Sports Coach of the Year in 2006.



## Alistair Higham

Alistair Higham is an international expert on match play and momentum in sport. His work on momentum includes advising professional tennis players, athletes, and teams. Author of two bestselling books on momentum in tennis and football, he presents on momentum at conferences across the world. Formerly the LTA Head of Coach Education, Alistair was GB 16U Age Group Captain, coaching and managing international junior players at the highest levels of junior tennis all over the world. He currently heads the GB University Programme for the LTA and is GB Team Manager/Coach for World University Games. His teams have won gold and silver medals in South Korea (2015) and silver and bronze medals in Taiwan (2017). In the 2017 European Masters, the GB student team defeating the US team to win gold, followed by silver medals in 2018, 2019 and 2022.



## Yan Kit Chan

Sean Chan Yan Kit is a former representative of the Hong Kong badminton team. His highest world ranking of No. 9 in men's singles is a testament to his dedication and hard work. After retiring from professional competition, he turned his attention to coaching, guiding the Hong Kong Badminton men's singles team to success from 2018 to 2022 and helping to shape a new generation of talented athletes.

Sean Chan Yan Kit also served as the head coach of the Hong Kong Para Badminton Team. In 2022, his leadership and guidance proved invaluable as his team earned one gold and two bronze medals at the Para Badminton World Championships. Throughout his career, he has shown dedication, skill, and passion for the sport, both as a player and as a coach, inspiring countless individuals and helping to elevate the game to new heights.



## Chan Ho Yuen

Daniel Chan (Chan Ho Yuen) is a Paralympic medallist with over 13 years of Para badminton experience, having competed in over 300 international matches. He is a very active wheelchair player, competing in the WH2 sport class, and has reached a world ranking of number 3 in singles. He has won over 70 international medals, including the bronze medal at the 2020 Tokyo Paralympic Games.

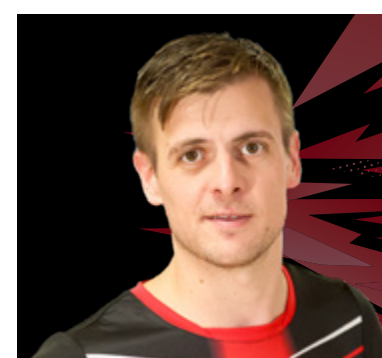
Off court, Daniel has been a member of the Para Athletes Commission (PAC) since 2018, as well as an Integrity Ambassador for the BWF "i am badminton" campaign since 2020.



## Christinna Pedersen

Christinna Pedersen is a former Danish international badminton player whose achievements include a bronze medal in mixed doubles at the London 2012 Olympic Games and a silver medal in women's doubles at the Rio 2016 Olympic Games.

In March 2019, Pedersen announced her retirement from international badminton together with women's doubles partner, Kamilla Rytter Juhl. However, the duo's journey in badminton continues at the national level. Pedersen currently represents Skovshoved in the Danish Badminton League and trains in Copenhagen with the national team. Off the badminton court, Pedersen is a qualified maths, history, and food technology teacher.



## Hans-Kristian Vittinghus

Hans-Kristian Vittinghus is a Danish international badminton player with top results including a gold medal at the 2016 Thomas Cup and a silver medal at the 2014 Dubai Super Series Finals. He hosts his own podcast called *A Year On Tour with Vittinghus*, where he talks about his experience at tournaments and various BWF World Tour events in which he has participated. He also co-hosts another podcast together with fellow Danish badminton player Anders Antonsen, called *The Badminton Experience*, where they cover many different topics on badminton, ranging from players and technical aspects of the game.



# Competition Schedule

## TotalEnergies BWF World Championships 2023

DATE	SESSION	TIME OF PLAY	COURTS IN USE
Monday 21 August	Preliminaries	0900 AM	4
Tuesday 22 August	Preliminaries	0900 AM	4
Wednesday 23 August	Preliminaries	0900 AM	4
Thursday 24 August	Round of 16	1200 PM	4
Friday 25 August	Quarterfinals	1100 AM	2
Saturday 26 August	Semifinals	1000 AM	1
Sunday 27 August	Finals	1200 PM	1



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# The BWF Coaching Pathway

Supporting coaches in taking players from grassroots to podium

## Elements of the pathway

### Level 1 Coaching Certificate

The Level 1 course prepares candidates with basic badminton experience (including Shuttle Time teachers looking to advance their skills) to plan and deliver linked coaching sessions for badminton players of all abilities and disabilities.

Contents cover basic coaching principles, basic coaching methodology, and introductory elements to technical, tactical, physical and psychological work with badminton players.

### Level 2 Coaching Certificate

The focus of the Level 2 course is on planning and delivery of annual training and competition programmes, along with more detail on the underpinning sport science.

Contents include more advanced coaching principles to help coaches work at more professional levels with higher levels of players, including Para badminton players. The technical, tactical, physical and psychological elements are also addressed in greater depth.

### Level 3 Coaching Certificate

The Level 3 course takes a broader scope, looking at the role of the coach within a player development pathway, while also examining key points within that pathway, such as youth development and working with elite players.

Level 3 is an extremely interactive course, where coaches look at existing models to discuss, debate, reflect, and finally apply their findings to their own contexts in a post-course project.

### Why a coaching pathway?

Coaches are the key in taking players from grassroots to podium. In order to grow the sport, we need more and better coaches at all levels.

Coaches need different skills and knowledge at different levels of player development. The BWF Coach Education framework aims to address those needs.

At the same time, in order for coaches to be effective, they must also be able to work within national or regional structures. The coaching pathway looks beyond coaches' on-court work to examine how this fits into the larger perspective of player development within a national system, thereby helping coaches and players achieve the best possible results.

### Equivalency

The equivalency process is now open, allowing national federations to apply for recognition of their national coaching certifications. The application consists of a series of structured tasks that will guide national federations in documenting expected outcomes and skills for the relevant level(s) of BWF Coach Education.

This equivalent BWF status for national certifications will allow experienced coaches to progress more easily through the BWF pathway.

For more information, please contact Sharon Springer at [s.springer@bwf.sport](mailto:s.springer@bwf.sport)



## Resources

### Manuals

Our coaching manuals can be downloaded at no cost in a variety of languages at: [www.bwf.sport/coacheducation](http://www.bwf.sport/coacheducation)

### Videos

Supporting videos can be accessed on our YouTube channel: BWF Development

### Courses

BWF-certified Coach Education courses are delivered by qualified BWF Tutors. Depending on the level, these are run by Member Associations or Continental Confederations. Contact your local body for information.

### Flexible Delivery Options

**Online education:** Coaches can access the theory portion of Level 1 through our interactive online component. In some cases, this may allow for shorter, more focused face-to-face courses, offering greater flexibility for coaches to attend.

**FastTrack course:** This intensive format is aimed to help former elite players successfully transition into coaching. The course covers content from Levels 1 & 2.

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**PLAYER EDUCATION  
AND DUAL CAREER**

**BEYOND BADMINTON**



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INFORMATION





# Poster Presentation

<b>1</b>	<b>Title</b> <b>Researcher</b> <b>Institution</b>	Effect of badminton in improving the Heart Rate Variability (HRV) of overweight recreational badminton players - A randomised control trial Dobson Dominic Saveetha Medical College & Hospital
<b>2</b>	<b>Title</b> <b>Researcher</b> <b>Institution</b>	Sensor-based measurement of external workload in badminton Nico J. Delleman Delta Sport Innovation
<b>3</b>	<b>Title</b> <b>Researcher</b> <b>Institution</b>	The association between gaze behavior and Parabadminton serve efficacy Carla Patricia Guimarães National Institute of Technology, Brazil
<b>4</b>	<b>Title</b> <b>Researcher</b> <b>Institution</b>	A retrospective comparison of cognitive and physical function in regular recreational badminton participants and sedentary individuals Syed Murshid SZ, Adam L, Raja Nurul Jannat RH, Aqil Z, Tengku-Fadilah TK and Hanno F Universiti Teknologi MARA, Universiti Putra Malaysia, University Kaiserslautern
<b>5</b>	<b>Title</b> <b>Researcher</b> <b>Institution</b>	A holistic approach to badminton development: unveiling the path to sustainable and independent organisations Stefan Ljutskanov and Mark King Loughborough University
<b>6</b>	<b>Title</b> <b>Researcher</b> <b>Institution</b>	Comparative analysis between the energy expenditure in specific protocol to athletes of wheelchair Para badminton Saulo O, Igor O, Marcelo H and Hanno F Federal University of Pernambuco, University of Campinas, Federal University of Sergipe, Olympic Training Center Rhineland Palatinate/Saarland, eMovER Research Group
<b>7</b>	<b>Title</b> <b>Researcher</b> <b>Institution</b>	Association between mechanical power and energy expenditure in Para badminton athletes Saulo O, Igor O, Marcelo H and Hanno F Federal University of Pernambuco, University of Campinas, Federal University of Sergipe, Olympic Training Center Rhineland Palatinate/Saarland, eMovER Research Group
<b>8</b>	<b>Title</b> <b>Researcher</b> <b>Institution</b>	Badminton for cardiovascular & neuromuscular function among older adults with and without non-communicable disease in United Arab Emirates Animesh Hazari, Sondos Jalgoum, Praveen Kumar Gulf Medical University
<b>9</b>	<b>Title</b> <b>Researcher</b> <b>Institution</b>	Anterior cruciate ligament injuries in elite badminton athletes; a retrospective study on the return to sport, return to performance and injury mechanism Yuhan T, Niels CK, Imelda LG, Nicolas C.B, Koenraad P University Hospital Brussels, Amager-Hvidovre Hospital, Nicolaas Institute of Orthopaedic Research, University Hospitals Leuven

<b>10</b>	<b>Title</b> <b>Researcher</b> <b>Institution</b>	Towards intelligent prediction of lower extremity loadings in a lab-simulated badminton court Lin Yu, Qichang Mei, Justin Fernandez, Yaodong Gu Ningbo University, The University of Auckland
<b>11</b>	<b>Title</b> <b>Researcher</b> <b>Institution</b>	Impingement and range of motion in the shoulder in world elite junior badminton players Niels Christian Kaldau, Stewart Kerr, Per Hölmich Sports Orthopedic Research Center Copenhagen (SORC-C), Department of Orthopedic Surgery, Copenhagen University Hospital, Amager & Hvidovre Hospital.
<b>12</b>	<b>Title</b> <b>Researcher</b> <b>Institution</b>	Return to badminton play after ACL injury is common, but only 19 % return to previous performance Niels CK, Kristoffer WB, Frederik FA, Peter NH, Per H Sports Orthopedic Research Center Copenhagen (SORC-C), Department of Orthopedic Surgery, Copenhagen University Hospital, Amager & Hvidovre Hospital.
<b>13</b>	<b>Title</b> <b>Researcher</b> <b>Institution</b>	ACL injury mechanism in badminton: A retrospective study of 539 danish badminton players Niels CK, Kristoffer B, Frederik FA, Peter NH, Per H Copenhagen University Hospital, Amager & Hvidovre Hospital
<b>14</b>	<b>Title</b> <b>Researcher</b> <b>Institution</b>	The short-term health benefits of AirBadminton: A case-control study Medhi Anvari, M. Pouria, S. Taghavi, F. Madadi National Olympic Committee of Iran, Iran Badminton Federation
<b>15</b>	<b>Title</b> <b>Researcher</b> <b>Institution</b>	Understanding expert coaches' activity through the coach-athlete relationship, a perspective for high-level coaches' education? Julie K/bidy University of Western Brittany
<b>16</b>	<b>Title</b> <b>Researcher</b> <b>Institution</b>	Modelling badminton movement for injury prevention and performance enhancement Raees Chohan and Taahirah Mangera University of the Witwatersrand
<b>17</b>	<b>Title</b> <b>Researcher</b> <b>Institution</b>	Training young adults with intellectual disabilities with Badminton Shuttle Time Starter Lessons Chih-Chia Chen Mississippi State University
<b>18</b>	<b>Title</b> <b>Researcher</b> <b>Institution</b>	Technical factors contributing to individual variation in performance for the jump smash of Malaysian Elite Badminton Yuvaraj R , Yeap MW , Harley T, Mark K National Sports Institute of Malaysia, Loughborough University
<b>19</b>	<b>Title</b> <b>Researcher</b> <b>Institution</b>	New concepts of data collection procedures and injury definitions in badminton: A consensus statement David Cabello, Ana Marchena and Gabriel Gijón Badminton World Federation and University of Malaga



# THE WINNING EDGE IN BADMINTON

## Momentum, Match Flow, and the Art of Competing

Andy Wood &  
Alistair Higham



Gold dust for all badminton lovers  
- a must read! Gail Emms



## Poster Presentation (Continued)

20	<b>Title</b> <b>Researcher</b> <b>Institution</b>	Coaching needs for badminton players with intellectual disability Selina Khoo, Yuhanis Adnan and Mark Brooke University of Malaya and University of Gloucestershire
21	<b>Title</b> <b>Researcher</b> <b>Institution</b>	Volleyball training promotes transfer of learning in badminton skills for young adults with intellectual disabilities Chih-Chia (JJ) Chen Mississippi State University
22	<b>Title</b> <b>Researcher</b> <b>Institution</b>	Shuttle Time for seniors: The impact of 8-weeks structured badminton training on markers of healthy ageing and evaluation of lived experiences Jason T, Darren R, Sharn PS, Neil DC, Rhys OM, Mark N, Michael JD, Emma LJE Coventry University





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## **BADMINTON WORLD FEDERATION**

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