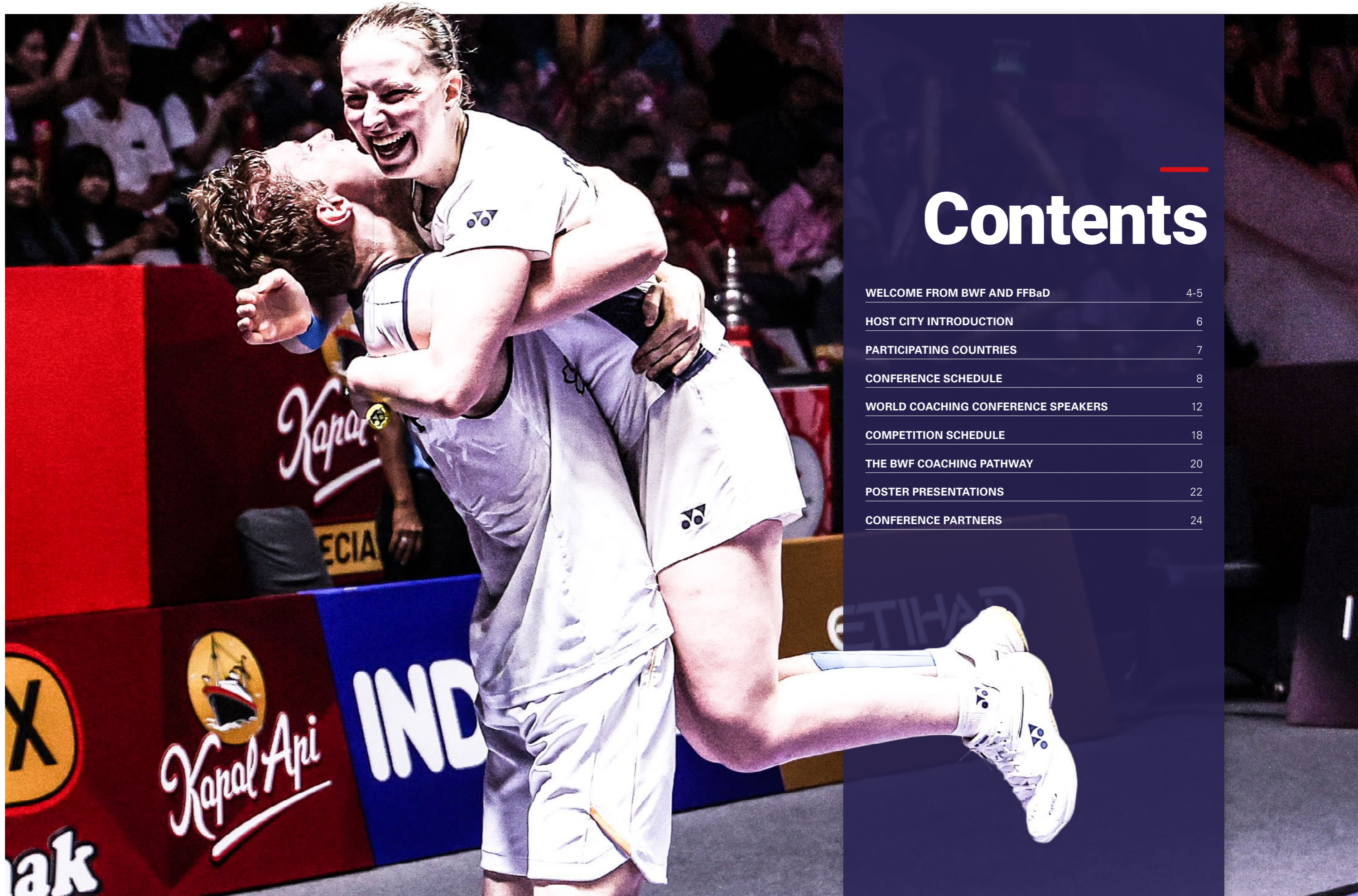


**BWF**

# BWF WORLD COACHING CONFERENCE 2025

29 - 30 August 2025 • Paris, France





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# WELCOME TO THE BWF WORLD COACHING CONFERENCE 2025

## BWF President's Message



**Khunying Patama  
Leeswadtrakul**  
BWF President

A very warm welcome to all our coaches.

Behind every successful athlete stands a dedicated coaching team. It is the synergy, collaboration, and profound mutual understanding between coaches and athletes that fuel sporting excellence.

I am delighted that BWF is once again staging the BWF World Coaching Conference. It has long been our tradition to hold this conference in conjunction with the BWF World Championships, providing an ideal platform for coaches from around the world who travel to the TotalEnergies BWF World Championships 2025 to engage with leading experts and thought leaders.

This year's conference features two enriching days of presentations and dialogue with international specialists in badminton, high performance, coaching, sports science, and Para sport – equipping participants with invaluable insights to support athletes in today's ever-evolving sporting landscape.

By investing in the growth and development of our coaches, we not only elevate competitive standards but also nurture values-based leadership across every corner of the badminton community.

With so many esteemed experts and badminton professionals gathered in one setting, this conference also creates invaluable opportunities to build networks and relationships that are essential for the long-term health and growth of badminton worldwide.

**“I am confident that both formal and informal interactions will spark meaningful engagements and inspire the continued development of our badminton communities.”**

For our sport to thrive, it is vital to have regular discussions and debates, not only on technical aspects but also on emerging trends from across the sporting world. By learning from one another and sharing best practices, we continue to advance together.

I would like to express my sincere thanks to the French Badminton Federation for hosting this conference, and to all the speakers for generously sharing their expertise. I am certain that every participant will leave with fresh knowledge and inspiration to apply within their own environments.

## FFBaD President's Message



**Franck Laurent**  
FFBaD President

On behalf of the French Badminton Federation, I am delighted to welcome you to Paris for the BWF World Coaching Conference 2025, which will take place on 29 and 30 August, alongside the TotalEnergies BWF World Championships 2025.

Coaches play a central role in the development of our sport. Every player remembers their first coach: the person who opened the doors of a gym to them, passed on their passion for badminton, taught them the basics and supported them in their early progress.

Being a coach is a demanding and constantly evolving profession. Techniques change, playing styles evolve, scientific knowledge

advances, the circuit becomes more competitive, and players become increasingly professional. Coaches must therefore constantly train, adapt, question their methods and draw inspiration from best practices in order to offer their players high-quality coaching.

This conference is a unique opportunity to share your experiences, exchange ideas with peers, and draw on the collective wealth of your expertise.

When coaches evolve, players progress, and the whole sport of badminton grows.

I wish you all an excellent conference.

## BWF Development Chair Message



**Nora Perry MBE**  
BWF Chair – Development and Sport for All

What a stellar cast of experts we have assembled for the BWF World Coaching Conference 2025.

Nearly every major topic of interest in contemporary badminton – be it tactics in singles and doubles, fitness, talent identification, mental conditioning, Para badminton, and even the latest technological development that is Artificial Intelligence – will be addressed over the two days of the conference.

We could not have asked for more accomplished names to be presenting these topics. In Wang Yihan, Wong Choong Hann and Christinna Pedersen and Kamilla Rytter Juhl, we have champions who were at the top of their game.

Renowned leadership, culture and mindset coach Allistair McCaw will

offer us insights into developing a world-class athlete, and in Cristian Luque Manjon, we have one of the best from the field of strength and conditioning.

All this and much, much more. I'm looking forward to hearing the presentations from this fantastic gathering of elite speakers.

I'm sure all those of you who have enrolled for this conference will find the presentations informative and engaging. This is a great opportunity to expand one's own knowledge, to share insights, and to build networks that ultimately contribute to the growth of badminton.

Congratulations once again to the BWF and French Badminton Federation on a wonderful event.

# Bienvenue à Paris



Un an après l'accueil des Jeux Olympiques et Paralympiques : des Jeux utiles, responsables, porteurs d'ambitions sociales et environnementales inédites. Paris continue de tracer un chemin, celui d'être une ville ouverte, inclusive et durable

Toutes les informations de la Ville de Paris sur [Paris.fr](https://paris.fr)

A year after hosting the Olympic and Paralympic Games – meaningful and imbued with unprecedented social and environmental aspirations – Paris continues to forge ahead as an open, inclusive and sustainable city.

All information from the City of Paris can be found on [Paris.fr](https://paris.fr)

## Participating Countries



Albania



Algeria



Bangladesh



Belgium



Brazil



Canada



Chile



China



Costa Rica



Denmark



England



Estonia



Finland



France



Germany



Ghana



Greece



India



Indonesia



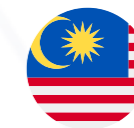
Ireland



Kosovo



Latvia



Malaysia



Mexico



Nepal



Netherlands



New Caledonia



New Zealand



Peru



Serbia



Scotland



Senegal



Seychelles



Singapore



Suriname



Switzerland



Uganda



Vietnam

# Conference Schedule

## Friday 29 August 2025

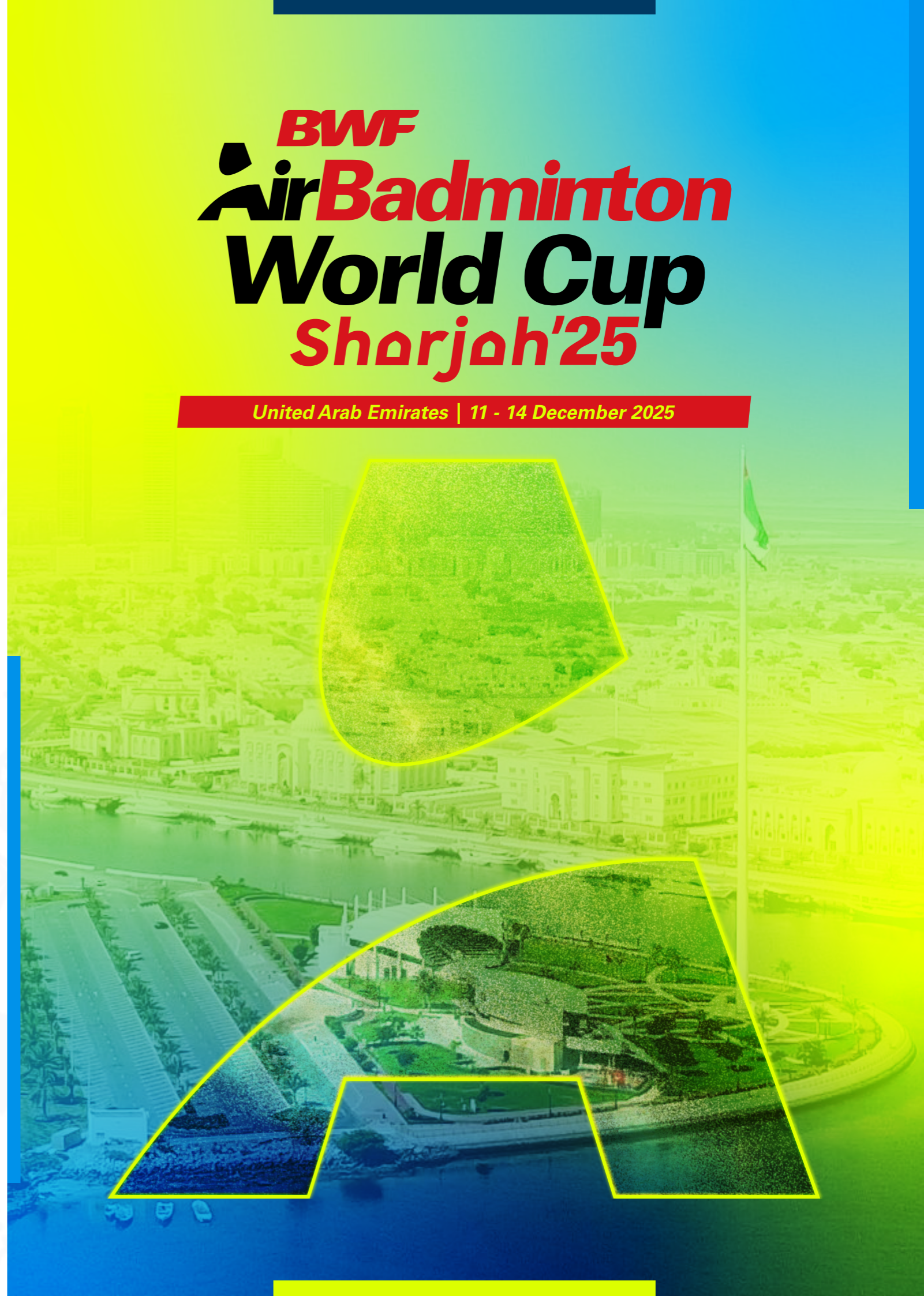
0845 - 0915	Registration and Refreshments
0915 - 0925	Welcome and Housekeeping
0925 - 1015	Allistair McCaw Driving Excellence as a Coach - The 4 key areas every coach should be focusing on right now
1015 - 1100	Wang Yihan - Point by Point: Building attacking strategies from serve to finishing the rally in women's singles
1100 - 1115	Break
1115 - 1200	Cristian Luque Manjon - Training Load Management - Strategies to optimise performance and manage fatigue
1200 - 1230	Johan Pion and Lode Goossens - Sliding Benchmarks for Identification and Biobanding for Development in Badminton
1230 - 1330	Lunch Break
1330 - 1415	Wong Choong Hann - Mastering Men's Singles - High-Performance Trends Mildred Loiseau Taupin - Anticipation and Decision Making in High-Performance Sport
1415 - 1515	Ilona Alberca - Ergonomics of the wheelchair in Para badminton - Biomechanical study of performances and injury risks Stefan Ljutzkanov - The future of Artificial Intelligence (AI) Powered Coaching
1515 - 1600	Elisa Chanteur and Loris Dufay - Paris 2024 Paralympic Games Impact

## Saturday 30 August 2025

0845 - 0900	Registration and Refreshments
0900 - 1000	Christinna Rytter Pedersen & Kamilla Rytter Juhl - Controlling the Controllables – Insights into serve, return of serve and where, when and how to attack in women's doubles
1000 - 1045	Cristian Luque Manjon - Agility, Speed and Change of Direction - Practical applications to enhance on-court movement
1045 - 1130	Christinna Rytter Pedersen & Kamilla Rytter Juhl - Balanced Play, Powerful Impact – The female edge in mixed doubles
1130 - 1245	Lunch Break
1245 - 1345	Wang Yihan From Practice to Podium - Building consistency, shot selection and mental awareness in women's singles
1345 - 1440	Allistair McCaw Developing a Culture of Excellence - The 7 key Factors in Creating an Elite Environment
1440 - 1445	Closing Remarks
1445 - 1600	FFBaD Reception & Networking

# BWF AirBadminton World Cup Sharjah'25

United Arab Emirates | 11 - 14 December 2025



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YONEX



## WHO WE ARE

Our mission is to empower 100,000 grassroots athletes across India.

We do this through interventions in health, leadership, and opportunity, building an equitable and inclusive sports ecosystem that drives personal growth, community transformation, and national development.



1

**Women Health Programme**  
The programme focuses on menstrual health, female nutrition, and mental well-being, having trained over 8,000 athletes and coaches, distributed 10,000 period kits, and tracked 300+ athletes through menstrual tools, with a target of reaching 8,000 beneficiaries by 2025 in partnership with Liverpool John Moores University.

2

**Female Athlete Leadership Programme**  
The programme builds confident leaders through training in soft skills, career planning, and financial literacy, having graduated 40 athletes so far—20 of whom have a career in sport—with a target of training 50 athletes by 2025 and ensuring 40% are employed in sports.

3

**Grant & Scholarship Programme**  
The programme provides direct financial support to grassroots athletes, having awarded 375 academic scholarships, funded 20 grassroots organizations, and provided 45 infrastructure and tournament grants, with a target of supporting 2,000 athletes through partner organizations by 2025.

4

**Badminton Excellence Centre**  
A dedicated Badminton excellence centre is being set up in Bangalore. The high-performance centre will cater to both male & female shuttlers from the country under the guidance of expert coaches and professionals. The centre is expected to be operational by the end of the year.

## Global Collaboration

### Partnership with Badminton World Federation (BWF)

We are co-developing a female athlete health certification, conducting research on menstrual health and performance in badminton, and creating education resources focused on female athlete health.

### Impact So Far

Since its inception, the foundation has empowered over 12,000 athletes, invested more than ₹5 crore in athlete development, and nurtured success stories including Olympians, certified women referees and coaches, and India's first tribal girl football captain.

Video resources for coaches are available on SSF YouTube channel:

<https://www.youtube.com/@simplysportfoundation4760>



Contact: <https://www.simplysport.in/>

Email: [aditi.m@simplysport.in](mailto:aditi.m@simplysport.in)



# Meet the SPEAKERS

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



**Wang Yihan**

- ◀ London 2012 Olympic Games Singles Silver Medallist
- ◀ 2011 World Championships Singles Gold Medallist
- ◀ 19 World Superseries Titles



**Alistair McCaw**

- ◀ World-renowned Sports Performance Consultant and Mindset Coach.
- ◀ Author and Podcast Host



**Cristian Luque Manjón**

- ◀ Former Strength and Conditioning Coach with Chinese Badminton Association
- ◀ Sport Science Director Sanchez-Casal Tennis Academy

# SPEAKERS (Continued)



**Christinna Rytter Pedersen**

- ◀ London 2012 Olympic Games Mixed Doubles Bronze Medallist
- ◀ Rio 2016 Olympic Games Women's Doubles Silver Medallist
- ◀ Yonex All England Badminton Championships 2018 Women's Doubles Winner



**Kamilla Rytter Juhl**

- ◀ Rio 2016 Olympic Games Women's Doubles Silver Medallist
- ◀ 2009 World Championships Mixed Doubles Gold Medallist
- ◀ Yonex All England Badminton Championships 2018 Women's Doubles Winner



**Wong Choong Han**

- ◀ Head Coach – Hong Kong Badminton Association
- ◀ Former Coaching Director – Badminton Association of Malaysia
- ◀ 2003 World Championships Singles Silver Medallist
- ◀ 1998 Commonwealth Games Gold Medallist



**Johan Pion**

- ◀ Ghent University (Belgium) / HAN University of Applied Sciences (Netherlands)
- ◀ Sport scientist / practice oriented research
- ◀ Talent detection-identification-orientation-transfer



**Lode Goossens**

- ◀ Sports scientist & sports physiotherapist
- ◀ Testing and screening specialist



**Mildred Loiseau Taupin**

- ◀ Assistant professor of sports and physical education at the university of Poitiers



**Ilona Alberca**

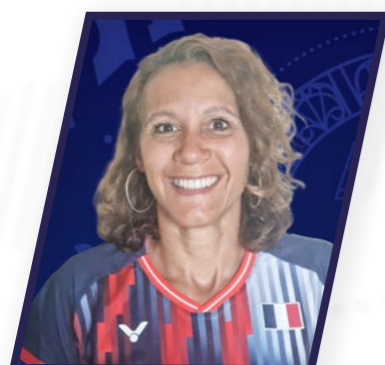
- ◀ Doctor of Biomechanics and Sport Science at the University of Toulon

# SPEAKERS (Continued)



## Stefan Ljutzkanov

- ◀ Former Bulgarian national champion turned international coach, developing systematic coaching methodologies.
- ◀ Chief Product Officer of SportERP and Loughborough University Visiting Fellow.
- ◀ Integrating artificial intelligence and data-driven insights to revolutionize athlete development and personalized coaching pathways in badminton



## Elisa Chanteur

- ◀ High Performance Manager Para Badminton – French Badminton Federation



## Loris Dufay

- ◀ Deputy National Para Badminton Coach – French Badminton Federation



# Badminton4U

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\*The App is available in English and Simplified Chinese.

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# Competition Schedule

## TotalEnergies BWF World Championships 2025

DAY/DATE	SESSION	TIME OF PLAY	STAGES OF CHAMPIONSHIPS	COURTS IN USE
Monday 25 August	Session 1	0900 AM	Round 64	4
Tuesday 26 August	Session 1	0900 AM	Round 64/32	4
Wednesday 27 August	Session 1	0900 AM	Round 32	4
Thursday 28 August	Session 1	0930 AM	Round 16	4
	Session 2	1700 PM	Round 16	4
Friday 29 August	Session 1	0930 AM	Quarterfinals	2
	Session 2	1700 PM	Quarterfinals	2
Saturday 30 August	Session 1	1300 PM	Semifinals	1
	Session 2	1700 PM	Semifinals	1
Sunday 31 August	Session 1	0930 AM	Finals	1

**TotalEnergies BWF 2025 World Championships**

AUGUST 25 TO 31 - 2025

adidas arena

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## #iambadminton



"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**



# 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.

#### Disability Coaching Certificates

Our Disability Coaching courses help participants apply sound coaching skills to working with players with disabilities. Level 1 focusses on supporting the growth of players with physical and/or intellectual disabilities, while Level 2 is more about performance coaching in Para badminton.

#### Why a coaching pathway?

Coaches are the key in taking players from grassroots to podium, but they need different skills and knowledge at different levels of player development. In order to grow the sport, we need more and better coaches at all levels.

The BWF Coach Education framework aims to address those needs as coaches progress along their pathways.

#### BWF Equivalency

Through the equivalency process, national federations can apply for recognition of their national coaching certifications. This allows experienced coaches to progress more easily through the BWF pathway.

For more information on BWF equivalency, 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, Continental Confederations, or the BWF. 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 is run by the BWF and covers content from Levels 1 & 2.



## PLAYER EDUCATION AND DUAL CAREER

## BEYOND BADMINTON



| <https://qrco.de/bd21D2> |

LOOKING BEYOND BADMINTON?

THINKING OF YOUR FUTURE?



BADMINTON OR EDUCATION?

# Poster Presentation

1	<b>Title</b>	Virtual Reality (VR) in Youth Badminton Coaching: A Pilot Study on Feasibility and Effectiveness
	<b>Researcher</b>	Dahlan Abdul Ghani
	<b>Institution</b>	Universiti Kuala Lumpur
2	<b>Title</b>	A Narrative Review - Exploring the Influence of the Menstrual Cycle on Badminton Performance and ACL Injury Occurrence
	<b>Researcher</b>	Maria del Carmen CG & David CM
	<b>Institution</b>	University of Granada
3	<b>Title</b>	Perception of Physical Education Student-Teachers towards the Teaching of AirBadminton in the University
	<b>Researcher</b>	Godfred MM, Ernest YA
	<b>Institution</b>	University of Education Winneba
4	<b>Title</b>	Enriching the Organisational Design of Badminton Games for Young People
	<b>Researcher</b>	Olivier D, Clément L, Lucien C, Kieth D
	<b>Institution</b>	University of the Littoral Opal
5	<b>Title</b>	The Future of Teaching Badminton in School: A Systematic Review of Teaching Method in Badminton
	<b>Researcher</b>	Chenxi Yin
	<b>Institution</b>	University of Edinburgh
6	<b>Title</b>	The Musculoskeletal Profile of the Upper Limb in Badminton Players Compared to a Matched Group of Tennis Players
	<b>Researcher</b>	Steven MC, Michael S, Yi Z, Mark K
	<b>Institution</b>	Loughborough University
7	<b>Title</b>	Effects of Swift-smart Motion Pattern (SSMP) Training with Psychological Skills on Badminton Footwork Agility
	<b>Researcher</b>	Daphne Ng Chiew Yen
	<b>Institution</b>	Duo Sparks Badminton Academy
8	<b>Title</b>	A Scoping Review of Contemporary Badminton World Federation (BWF) Sport Science Research
	<b>Researcher</b>	Idrees AA, Timothy JJ, Maria del Carmen CG, Cristian LM, Tim DB
	<b>Institution</b>	Leeds Beckett University, Aspire Academy, University of Granada, National Institute of Physical Education of Catalonia, University of Lleida

9	<b>Title</b>	Examining Forehand Smash Outcome and Discipline during International Badminton Match Play using Hawkeye Data
	<b>Researcher</b>	Idrees AA, William SA, Mollie W, Andrew DB, Joseph AS
	<b>Institution</b>	University of Gloucestershire, University of Bath, University of Nottingham, Sheffield Hallam University
10	<b>Title</b>	Enhancing Tactical Intelligence and Emotional Control in Junior Women Badminton Players
	<b>Researcher</b>	Anil R & Ravi SR
	<b>Institution</b>	Kannur University
11	<b>Title</b>	Effectiveness of Monitoring Training Load Using Acute Chronic Workload Ratio (ACWR) with Injury Incidence in Junior Badminton Athletes
	<b>Researcher</b>	Tommy A, Muhammad FH, Trisha AS
	<b>Institution</b>	Bandung Institute of Technology
12	<b>Title</b>	Tactical Positioning and Stroke Appropriateness in Junior Badminton Players: A Data Science and Performance Analysis Approach
	<b>Researcher</b>	Algislayne FC, Schelyne R, Tatiane M, Lara MSS, Fabio PGM, David CM, Leyza EBD, Layla MCA
	<b>Institution</b>	Federal University of Mato Grosso, Federal University of Technology – Paraná, University of Granada
13	<b>Title</b>	Comparing Visual Occlusion and Mirror-Based Obstacle Training: A Dual-Approach to Enhancing Perceptual Skills in Badminton
	<b>Researcher</b>	Kumar P
	<b>Institution</b>	Central University of Haryana
14	<b>Title</b>	Contribution of Leg Strength to Change of Direction and Agility in Badminton Players
	<b>Researcher</b>	Low JY, Ler Hy, Koh WT
	<b>Institution</b>	Tunku Abdul Rahman University of Management and Technology, Badminton Association of Malaysia
15	<b>Title</b>	Player Profiling in Badminton: The Present and the Future
	<b>Researcher</b>	Stefan L & Yash D
	<b>Institution</b>	Badminton Ltd

# Conference Partners

Primary Partners:



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# SHUTTLE TIME



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[bwfdevelopment.shuttletime](https://www.facebook.com/bwfdevelopment.shuttletime)





BADMINTON

2025

**BADMINTON WORLD FEDERATION**

Unit 1, Level 29 Naza Tower  
10 Persiaran KLCC 50088 Kuala Lumpur  
t. +603 2631 9188  
f. +603 2631 9688

[www.bwfbadminton.com](http://www.bwfbadminton.com)  
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