



**ELITE
PERFORMANCE
PROGRAM**

DEVELOPING HIGH PERFORMING ATHLETES ON & OFF THE FIELD

October 17th – 20th 2021 | The Sevens Stadium, Dubai





ELITE PERFORMANCE PROGRAM

For further details on the program, please contact

MATTHEW BURN - Program Manager

matthew.burn@emirates.com

EXPRESS INTEREST

or

SIGNUP HERE



*” PERFECTION IS NOT ATTAINABLE,
BUT IF WE CHASE PERFECTION
WE CAN CATCH EXCELLENCE.*

- VINCE LOMBARDI

CONTENTS



05 Elite Performance Program

07 The EPP Way

10 Who are we?

11 The Coaches

14 Performance Camp

15 Off Field Modules

17 Tech & Videography

18 Performance Reporting and Benchmarking

20 The Top-Up Day

23 Age Groups, Reports, and Legacy Program

25 Final Day & BBQ/Braai

27 Playing at the Dubai 7s

28 Arete Performance

30 Contact





ELITE PERFORMANCE PROGRAM

The Dubai 7s EPP has been designed by a group of world class coaches and players to give young, aspirational rugby players an insight into training & playing at the very highest level of the game.

The program is tailored by players and coaches who understand what it takes to get to the very top of the game while empathizing with what insights they would have wanted as young rugby players. What tools were required to get the most of them and to sharing those experiences.



The program is the first of its kind in the Middle East and will be coached and delivered by players & coaches who many will have seen gracing the pitch 1 field in December each year as part of the world famous Emirates Airline Dubai 7s.

While the program uses rugby 7s as it's vehicle for delivery the skills that are worked on are completely transferable into the XV's game. We strongly believe if you can execute the fundamentals of rugby at high speed & high stress it makes you a more complete rugby player.

THE EPP WAY

A young male athlete in a yellow and black jersey is running with a white football on a green field. He is looking forward with a focused expression. In the background, other players in similar jerseys are visible, along with a large brick building and trees under a clear sky.

We believe that building engaging, honest relationships between athletes and coaches is essential for player development. With young coaches who are currently playing at the highest level of the game delivering the program who are accessible and approachable gives an opportunity to build an immediate rapport.

The program is what we consider to be "athlete-centric" to ensure maximum amount of 'play time'.

- Maximise each individual players time involved in 'play'
- Minimise time of coaches talking
- Introduce game play through conditioned drills that always develop through games
- Encourage athlete leadership development across the age-group
- Safe but challenging environment for all
- Master fundamental techniques and skills that are transferable to all forms of the game of rugby





*” SUCCESS IS WHERE
PREPARATION AND
OPPORTUNITY MEET.*

- BOBBY UNSER



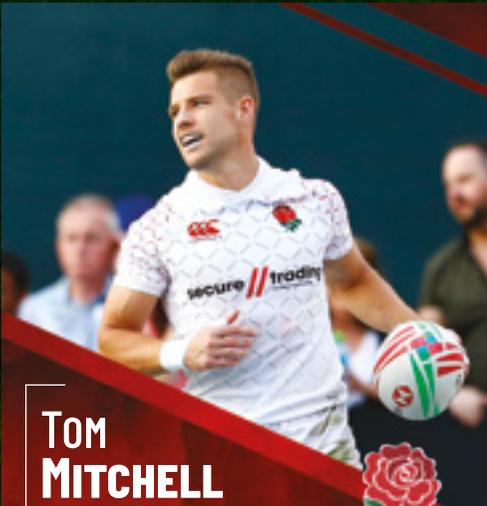
WHO ARE WE?

Every coach involved in the program are first and foremost 'aspirational role models' for the young athletes involved.

We strongly believe that young athletes are inspired by not only great coaching but also by working with role models that engage with them on a level that they understand, can relate to and aspire to.

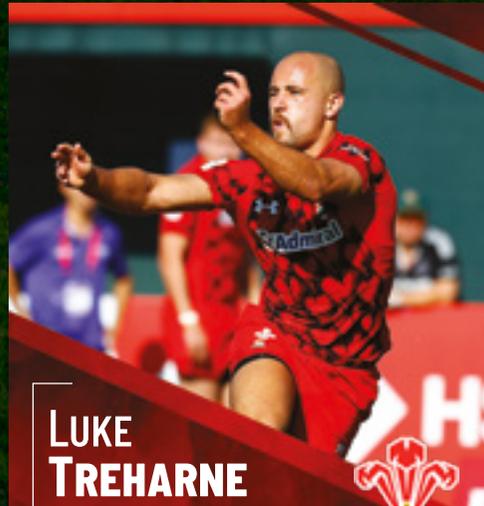
Our coaches are young, vibrant, creative and many of them still playing on the HSBC World Sevens Series, they put exactly what they preach into practice for the boys in the program to watch on TV or from the stands.

MEET THE COACHES



TOM MITCHELL

Nation: England & GB (Captain)
Position: Back
Dubai 7s Cup wins: Two
Famous for: Olympic Silver Medallist
Specialist Skill: All round magician



LUKE TREHARNE

Nation: Wales (Captain)
Position: Half Back
Caps: 32
Dubai 7s Cup Wins: Zero
Specialist Skill: Kicking & Analysis

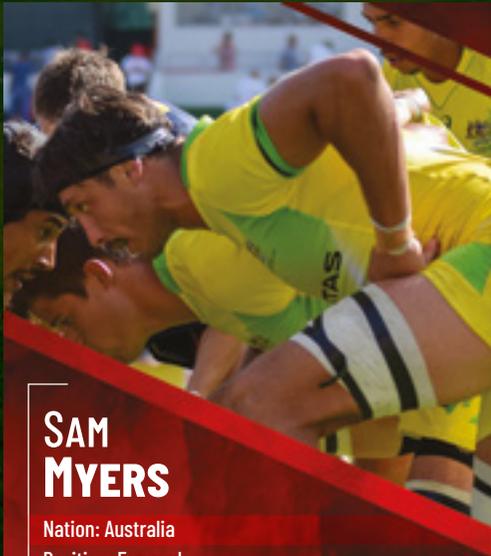


CHRIS CRACKNELL

Nation: England (player) & Fiji (coach)
Position: Forward
Caps: 33
Dubai 7s Cup wins: Four
Famous for: Asst. coach to Fiji gold medal in Rio Olympics

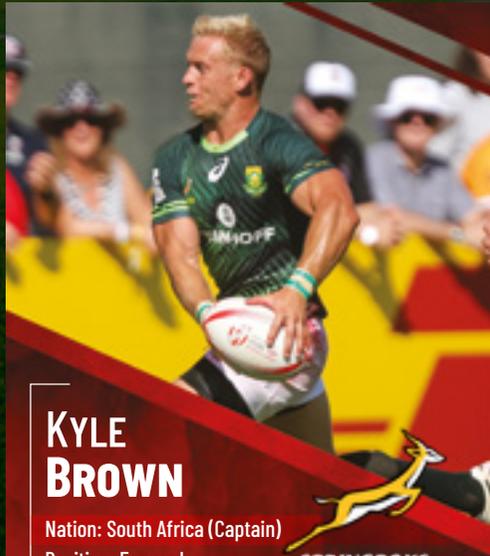


*FINAL CONFIRMED COACHES SUBJECT TO TRAVEL RESTRICTIONS AND AVAILABILITY.



SAM MYERS

Nation: Australia
Position: Forward
Dubai 7s Cup wins: Zero
Specialist skill: Kick-Offs & Breakdown



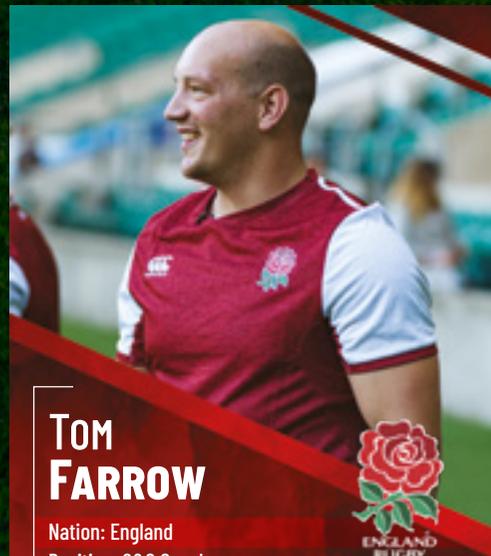
KYLE BROWN

Nation: South Africa (Captain)
Position: Forward
Caps: 69
Dubai 7s cup wins: Three
Specialist Skill: Breakdown Beast
Famous for: Leading Blitzboks to World Series victory



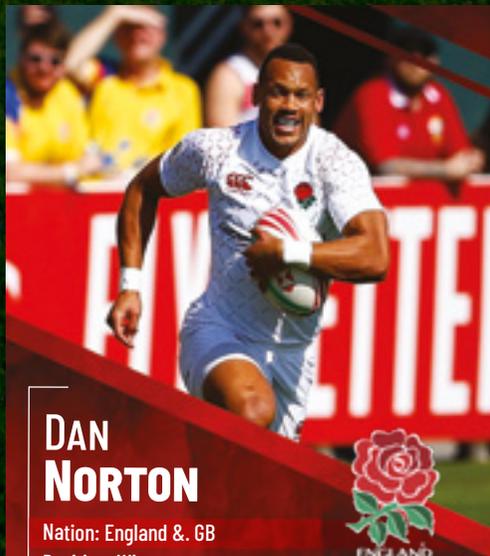
JB GOBELET

Nation: France
Position: Forward
Caps: 33
Dubai 7s Cup win: Zero
Specialist Skill: All round big man
Famous for: Winning Top 14 with Biarritz



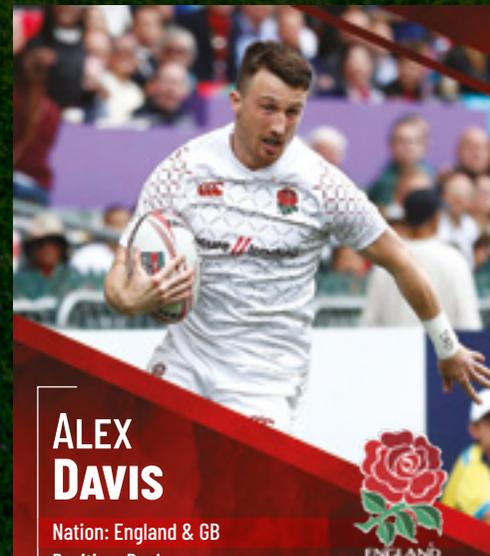
TOM FARROW

Nation: England
Position: S&C Coach
Dubai 7s cup wins: Zero
Specialist Skill: Creating all round athletes



DAN NORTON

Nation: England &. GB
Position: Wing
Caps: 83
Dubai 7s cup wins: Two
Specialist Skills: Electric Speed and dirty feet
Famous For: All-time leading try scorer on World Series



ALEX DAVIS

Nation: England & GB
Position: Back
Dubai 7s cup wins: Zero
Specialist skill: All round legend
Famous for: Medal winner at Commonwealth & Rugby 7s World Cup





*” EXCELLENCE IS THE
GRADUAL RESULT OF ALWAYS
STRIVING TO DO BETTER.*

- PAT RILEY

THE PERFORMANCE CAMP

Taking place over 3 days, the camp gives an insight into all aspects of high performance sport.

The EPP features on and off field development to develop the full range of skills required for success. From the FUNdamentals of the game of rugby, biomechanics & athleticism through to an understanding of high-performance behaviors off the field including mental fitness & agility, video analysis (of ones self & others), nutrition for performance and movement prehab & rehab.

Ultimately, high performance development must be about more than just rugby. We want young athletes to excel in all aspects of their lives and use the vehicle of rugby 7s to help develop those skills. We work with players on soft skills, goal setting and the importance in classroom educating them on how high performance can be the foundation for success in all aspects of light.



OFF-FIELD MODULES

The modern sportsman requires an understanding of all elements that make up on & off field high performance. With that in mind we have designed off field, engaging classroom sessions to support what takes place on the field.

Mental Fitness & Agility

Understanding how to deal with pressure both from sport and everyday life from elite athletes & wellness experts that have faced those very challenges and can share their experiences honestly and transparently

Performance Nutrition

Much is made of on & off field nutrition. We break it down with our experts in a way that young athletes understand and embrace. It's not about what you cannot have or even what you must have. It's about education in building a healthy lifestyle that supports performance





Movement Prehab & Rehab

All sports are about movement. Be it lateral, linear, fast, slow, powerful, controlled. Our boys must support this not just for now but to also future proof us for the game itself. We look at the building blocks required to succeed on the field and ensure movement is correct to be able to work on strength & conditioning without injury.

Video Analysis

Players need to be able to analyse and understand their own actions but also those of others. Working with coaches to breakdown matches from the World Series with the players who played in the game. 'We did this because' and 'We did this due to this' with the detail then taken on to the paddock.

World Series Q&A

Ask the players and coaches anything. No holds barred. How did they get on the World Series. Worst and best moment. It's never an easy journey, we share our experiences.

TECH & VIDEOGRAPHY

The EPP works with cutting edge technology to help support analysis and understanding of the game.

From Drones, to speed & biomechanics markers through video analysis software, we will give the athletes an insight into the tools that are on hand to prepare for tournaments and matches around the world.

Data is collected on all players throughout the camp and included in the bespoke player reports.

PERFORMANCE REPORTING & BENCHMARKING

Performance reporting utilising speed, power and fitness tests is useful for tracking physical qualities that can influence players abilities on the rugby field. Although skill within your sport is always the most important quality, developing physical abilities can mean you have more options when faced with various problems in a game situation.

Testing and reporting isn't about competing with teammates or other players. The aim is for the player and their coaches to understand their strengths as a player, alongside the areas that might need further development and focus. Performance testing can be a valuable tool for tracking progress as players grow and mature.





*” IF YOU CAN'T OUTPLAY
THEM, OUTWORK THEM.*

- BEN HOGAN

THE TOP-UP DAY

The Top-Up Clinic day is an extra day of specific skills sessions with players attending able to choose specialist clinics with expert coaches to work on areas of the game that are either particular to the position they play in or perhaps are an area of weakness to work on. Each player chooses two clinics to added on the top-up day



The Jackal & Breakdown Clinic

Understanding the breakdown and the technical skills required is something that all players and positions should work. We break down the component parts to gain an advantage

Kicking Clinic

Be it kick-offs or for posts. Kicking is a huge part of the game. Work with World Series kickers to understand the impact of the kicking game and specialist skills to ensure consistency in performance

Strength & Conditioning

Want to know more about the physical requirements for 7s and how to master them? Work with our experts on movement patterns and programming to best condition you for the 7s or 15s game

Play Maker

Both 7s & 15s require field generals. This clinic looks at the vital role of playmakers on the field in all positions and concentrates on the creativity of players impacting the success of others

Sprint Mechanics

Want to know how to run fast? Reach your potential. This is the clinic for you with one of the fastest in the world

Life as a Modern Pro

Get an in-depth insight into all aspects of the modern professional rugby player

AGE-GROUPS, REPORT & LEGACY PROGRAM

While the themes of the sessions are similar for both age-groups the content and the development speed differs depending on experience and age-group of players.

All of the coaches have worked in Academy programming before and are experienced in working with either Junior or Senior age-groups to ensure the highest standard of engagement for the appropriate age-group.

**The Junior Academy
age-groups are
Year 8, 9 & 10**

**The Senior Academy
age-groups are
Year 11, 12 & 13**

**The Girls age-groups
are Year 11, 12 & 13
& Women's**

At the beginning of the camp, each player is assigned a 'Coach Mentor' who they will work with throughout the program. The coach-mentor will put together a bespoke report for each of their players at the culmination of the week which will include a full data analysis and coaching report. This information will be able to be used and distributed to club & school coaches and S&C coaches for continued development following the completion of the EPP.

Players can choose to extend their time with the EPP by joining the Legacy Program with options to include the following



Bespoke Training Program
(tailored to the athlete and
his goals)



One on One verbal report with
parents & player



Monthly or Bi-Weekly
Check-In with Coach, Mentor
& Experts (including video
analysis where appropriate)



Further education in off-field
development: Mental Fitness,
Nutrition, Game Understanding,
Video Analysis

END OF CAMP BBQ & BRAAI



Rugby is about community even at the highest level of the game.



On the final afternoon of the performance camp (20th) parents are invited to the Sevens Stadium to watch the athletes take part in an afternoon of live match play followed by an end of camp braai/BBQ.



The boys and coaches get the chance to spend time together in a relaxed environment and look back at the work and effort that has gone in during the week and the achievements across the board.



*” STRIVING FOR IMPROVEMENT,
FOR THOSE 1% GAINS IN
EVERYTHING WE DO.*

- DAVID BRAILSFORD

ARETÉ PERFORMANCE



Areté Performance are physical performance specialists; they work with individuals, teams, schools, businesses and other coaches to help them find solutions to the obstacles they encounter on their performance journeys.

With decades of experience from a wide variety of performance environments, across multiple sports and organisations, they have a clear understanding of what it takes to achieve at the highest levels. In addition to this, they have worked across a range of academy, school and developmental programmes so also appreciate the work it takes to reach elite standards, as well as how to make the training experience a playful and enjoyable one.

Success in the performance arena comes from mastering the moment, but the foundations for success are laid many moments before the defining occasion. Whether your goals are far in the future or 4 weeks away, Arété help you perform to your potential when it matters most.

ELITE SPORT EXPERIENCE



SCHOOLS



CONTACT



For further details on the program, please contact

MATTHEW BURN - Program Manager

matthew.burn@emirates.com

EXPRESS INTEREST

or

SIGNUP HERE