



**ATLÉTICO DE MADRID**

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ATLETI CONGRESSES



# Atlético de Madrid

Founded in 1903, Atlético de Madrid Football Club has more than 116 years of history and 37 titles



4<sup>th</sup> Club in Europa (UEFA Clubs Ranking)



UEFA Champions League

16/17: Semifinalist  
15/16: Finalist  
13/14: Finalist



Tri-Champion UEFA Super Cup (2010-2012-2018)



Tri-Champion Europa League (2010-2012-2018)



2<sup>nd</sup> Club in LaLiga (2017-2018-2019)





# Congresses

The programs integrated in the congresses give the possibility to any person or organization to learn about Atlético de Madrid expertise.

Through a series of activities, we offer a global and analytical vision of the entire Atlético de Madrid sports model that does not leave any of its participants indifferent.

Players, coaches, or any person willing to develop and expand their knowledge, skills and proficiency can receive a formation of high value, recognition and prestige from Atlético de Madrid.

## CONGRESO 2019

ANÁLISIS DE RENDIMIENTO Y NUEVAS TECNOLOGÍAS E







# Programs

The courses have been designed by different professionals that belongs to the Atlético de Madrid structure with regard to various sports areas:





# History and values

## Plan of the Program:

- **BLOCK 1:** Key aspects of the centennial Club history:  
Equipment, stadiums, stages of the team development.
- **BLOCK 2:** Let the competition start:  
Club titles and legends.
- **BLOCK 3:** Efficacy and values:  
A unique feeling since 1903

## Professionals dispensing the course:

*Dr. Diego Gutiérrez*

*Main Coach of the of the Atlético de Madrid Academy*







# Methodology

Plan of the program:

- *BLOCK 1:* The Methodology Area within the club structure.
- *BLOCK 2:* Building a Training Model.
- *BLOCK 3:* The methodological Direction of a professional football Academy.
- *BLOCK 4:* Structuring the training process in the training stages:
  - Main training methods applied.
  - Teaching and progression models used.
  - Teaching styles and their application at each stage.
- *BLOCK 5:* Training programming: The mesocycle. The microcycle. The session. The task. The exercise.
- *BLOCK 6:* The methodological progression in the teaching-learning process. Analysis and feedback process of the Model applied.

Professionals featuring the course:

*D. Javier Rodríguez Vidales*

*Sport Director of the Atlético de Madrid Academy*



# Physical training

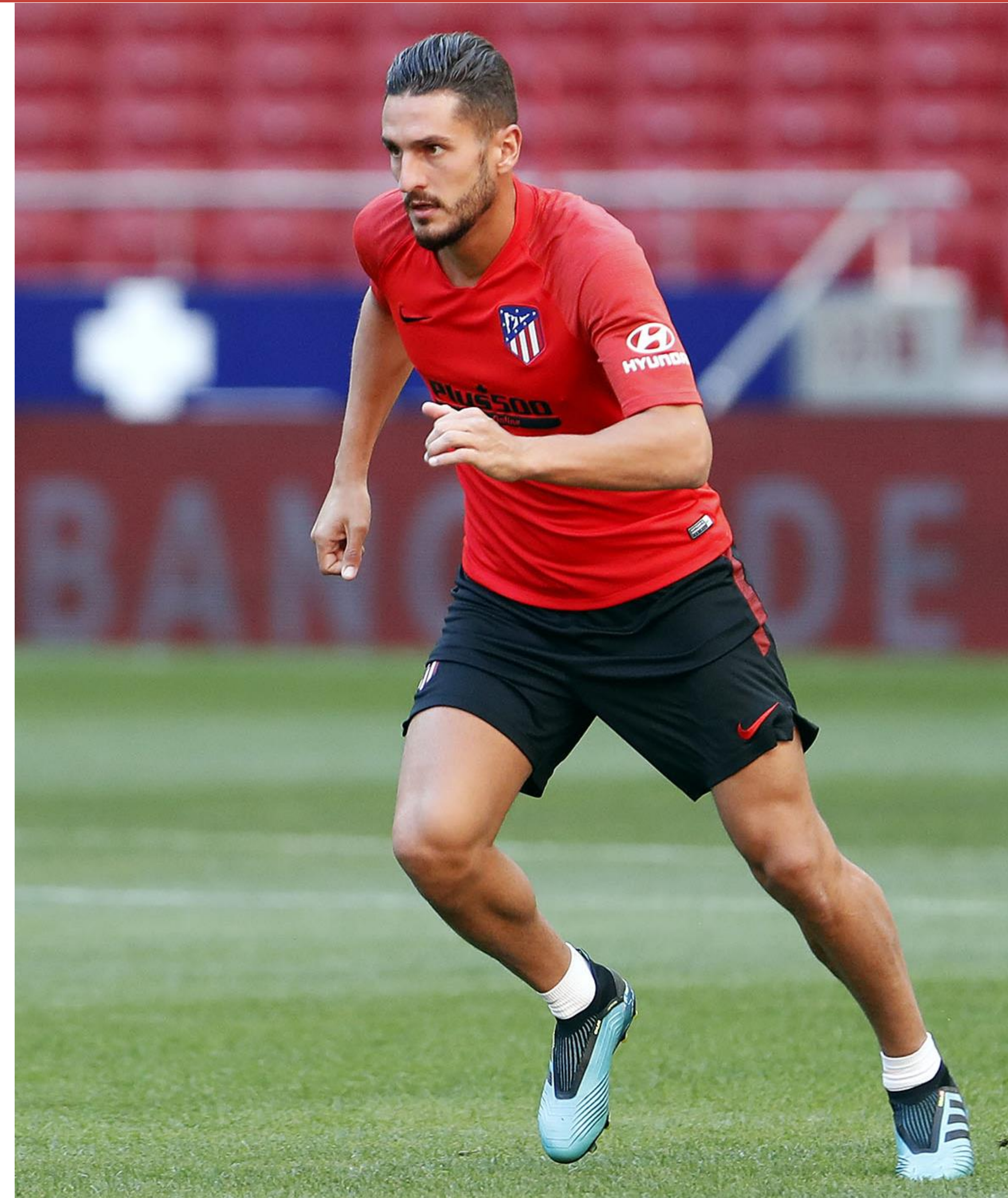
Plan of the program:

- *BLOCK 1:* The role of the physical trainer in Atlético de Madrid.
- *BLOCK 2:* Conditional training through reduced games.
- *BLOCK 3:* Conditional training through technical work.
- *BLOCK 4:* Conditional area planning.
- *BLOCK 5:* Movement skills in football.
- *BLOCK 6:* GPS technology in monitoring external load.
- *BLOCK 7:* Optimization of soccer player performance.

Professionals featuring the course:

*D. Daniel Iglesias*

*Head of Physical Preparation of the Atlético de Madrid Academy*







# Goalkeepers training

## Plan of the Program :

- *BLOCK 1:* Goalkeeper training in the different evolutionary stages:
  - Technical Training (Theoretical-Practical).
  - Tactical Training (Theoretical-Practical).
  - Conditional Training (Theoretical-Practical).
- *BLOCK 2:* Planning and sequencing of the objectives by stage.
- *BLOCK 3:* Usefulness of video-analysis to improve the performance of the goalkeeper:
  - In the competition.
  - In training.

## Professionals featuring the course:

*D. Francisco Galán*

*Head of Goalkeepers Preparation of the Atlético de Madrid Academy*



# Performance analysis

## Plan of the program:

### · **BLOCK 1:** Structure and methodology of work in an Analysis Department

Performance Analysis Department of the Academy of Club Atlético de Madrid.

Introduction and objectives.

Structure, spaces and tools of the DAR.

Work methodology

Optional 1: Development of the operational strategy of the microcycle, from the professional profile of the analyst, in the performance stage.

Optional 2 - Development of the operational strategy of the microcycle, from the professional profile of the analyst, in the stages of competition, initiation and pre-initiation.

### · **BLOCK 2:** Practical work process applied through different analysis tools

Installation and configuration of the NACSPORT Basic Plus analysis application.

Presentation and explanation of the NACSPORT Basic Plus analysis application.

How to generate analysis panels, analyze / cut matches or sessions and produce presentations in video analysis format.

Development of a video analysis project based on a match of the first team of Atlético de Madrid.

## Professionals featuring teach the course:

*Mr. José Luis Sánchez Vera*

*Responsible for the Analysis Department of the Athletic Academy of Madrid.*







# Team management and coaching applied to football

Plan of the program:

- **BLOCK 1:** The Academy structure and the structure of a Professional team.
- **BLOCK 2:** Networks of recruitment and training of players.
- **BLOCK 3:** The figure of the Sports Director and the Football Coach.
- **BLOCK 4:** The footballer as a person and as an athlete.
- **BLOCK 5:** Skills and resources in the direction and management of people: leadership, motivation and effective communication.
- **BLOCK 6:** The development of personal and sports talent through emotional intelligence.
- **BLOCK 7:** The management of training and competition as a means of development and improvement.
- **BLOCK 8:** Conflict management as a means of team growth.
- **BLOCK 9:** How to work in a team effectively.
- **BLOCK 10:** Sports coaching as a tool to increase personal and sports performance.

Professionals featuring the course:

*Dr. Diego Gutiérrez*

*Head Coach of the Atlético de Madrid Academy*



# Medical services as a multidisciplinary team

Plan of the program:

- **BLOCK 1:** The Academy structure and the structure of a Professional team.
- **BLOCK 2:** Networks of recruitment and training of players.
- **BLOCK 3:** The figure of the Sports Director and the Football Coach.
- **BLOCK 4:** The footballer as a person and as an athlete.
- **BLOCK 5:** Skills and resources in the direction and management of people: leadership, motivation and effective communication.
- **BLOCK 6:** The development of personal and sports talent through emotional intelligence.
- **BLOCK 7:** The management of training and competition as a means of development and improvement.
- **BLOCK 8:** Conflict management as a means of team growth.
- **BLOCK 9:** How to work in a team effectively.
- **BLOCK 10:** Sports coaching as a tool to increase personal and sports performance.

Professionals featuring the course:

*Dr. José María Villalón*  
*Director of the Atlético de Madrid Medical Services*







# Legislation and regulation

Plan of the program:

- **BLOCK 1:** Sports Law: introduction and general
  - Introduction
  - Relationship of sports law with other branches of law
  - Forms of conflict resolution
  - Comparative law
- **BLOCK 2:** International institutions
  - National and international organizational sports structure
  - Sports entities
  - International regulations
  - Sports discipline
- **BLOCK 3:** Sports law applicable to football
  - Professional leagues
  - Labor relations in sport
  - Sports associations
  - Representation and intermediation in sport
  - FIFA regulations

Professionals featuring the course:

*D. Alvaro Gil Baquero*

*Head of Sports Management at Atlético de Madrid*





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CONGRESSES PROGRAMS



# Basic Program

The program includes:

- Official Atlético de Madrid 1 day program
- 1 Sports Subject
- 1 ATM Professional
- 1 Theoretical class
- 2 Theoretical sessions
- 1 Practical session
- Opening ceremony
- 1 welcome pack of Atlético de Madrid
- Closing ceremony and delivery of ATM certificates
- Maximun capacity of 75 participants

\* Orientation program which can be adapted according to the organizational needs of each Course or Seminar

EXAMPLE OF BASIC PROGRAM	
HOUR	DESCRIPTION
9:00	Opening ceremony Welcome pack delivery
9:30	1st Session of Methodology (theory)
11:00	Networking Break
11:30	2nd Session of Methodology (theory)
13:00	Lunch
15:00	Practical Session
17:00	Closing ceremony Certificate Delivery



# Specialist Program

The program includes:

- Official Atlético de Madrid - 3 days program
- 2 Sports Subjects
- 1-2 ATM Professionals
- 5-6 Theoretical sessions
- 2-3 Practical Sessions
- Opening ceremony
- 1 Specialist Atlético de Madrid welcome pack
- Round table
- Closing Ceremony & Delivery of ATM Certificate
- Maximum capacity of 150 participants

\* Orientation program which can be adapted according to the organizational needs of each Course or Seminar

EXAMPLE OF SPECIALIST PROGRAM		
DAY	TIMEFRAME	DESCRIPTION
1	Morning	Opening ceremony 1st Methodology class (theory)
	Afternoon	Networking Break 2nd Methodology class (theory) Lunch Practical Session
2	Morning	1st Physical Preparation session (theory)
	Afternoon	Networking Break 2nd Physical Preparation session (theory) Practical Session
3	Morning	Physical Preparation session and Methodology (theory) Networking Break
	Afternoon	Round table Lunch Practical Session Closing Ceremony & Certificates delivery



# Expert Program

The program includes:

- Official Atlético de Madrid - 5 days program
- 2-3 Sports Themes
- 2-3 ATM Professionals
- 8-9 Theoretical Sessions
- 4 practical sessions
- Opening ceremony
- 1 Expert Welcome Pack of Atlético de Madrid
- 2 Round Tables
- Meet & Greet
- Dinner with ATM Professionals
- Closing Ceremony & Delivery of ATM Certificate
- Maximum capacity of 300 participants

\* Orientation program which can be adapted according to the organizational needs of each Course or Seminar

EXAMPLE OF EXPERT PROGRAM		
DAY	TIMEFRAME	DESCRIPTION
1	Morning	Opening ceremony 1st session of Methodology (theory)
	Afternoon	Networking Break 2nd session of Methodology (theory) Lunch Round table Meet & Greet
2-3-4	Morning	1st session Performance Analysis (theory)
	Afternoon	Networking Break 2nd session Performance Analysis (theory) Lunch Practical Session Speakers Dinner (3rd day)
5	Morning	Session: Performance Analysis and Methodology (theory)
	Afternoon	Networking Break Round table Lunch Practical Session Closing Ceremony & Delivery Certificates





# ATLÉTICO DE MADRID

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