



5S Sports

Strive | Surpass | Succeed

Modern Coaches Experience
Courses by: Atletico de Madrid Academy
and Melvin Boel

Our Origin Story

5S Sports is a sports education company working to bridge the gap between the international and African sports landscapes.

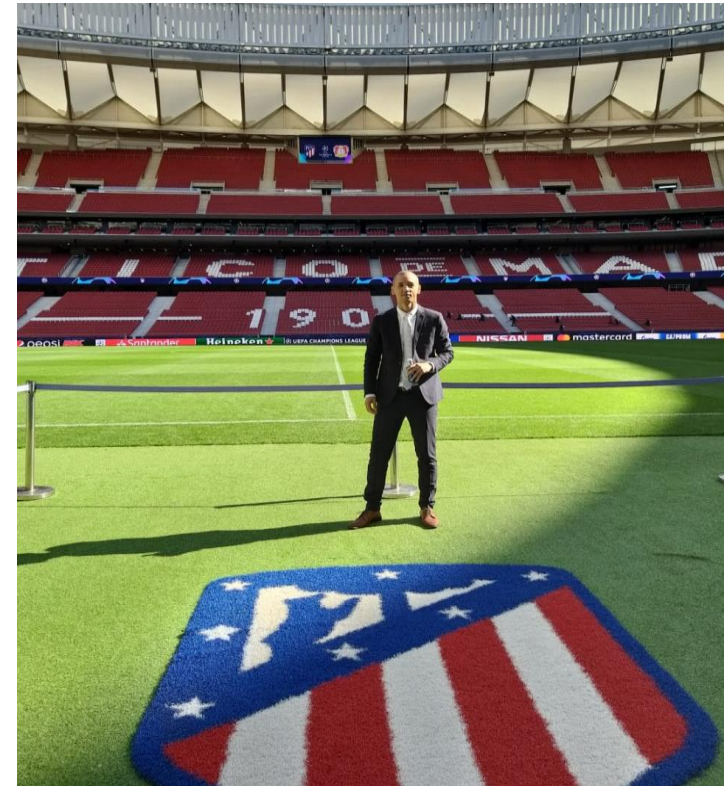
In a constantly changing world, all sports stakeholders need to stay updated on the latest trends, innovation, and best practices regardless of the role they serve or the levels at which they operate.

This creates a need for easy and regular access to information and continuous professional development.

There is a need for practical knowledge that can be adapted to different situations. The pedagogy must transcend theoretical knowledge and plug the gap in producing relevant, updated and feasible practical solutions to take the sports industry to a higher level.

5S Sports makes these opportunities possible by bringing the industry leaders to the doorstep of Africa's sports stakeholders.

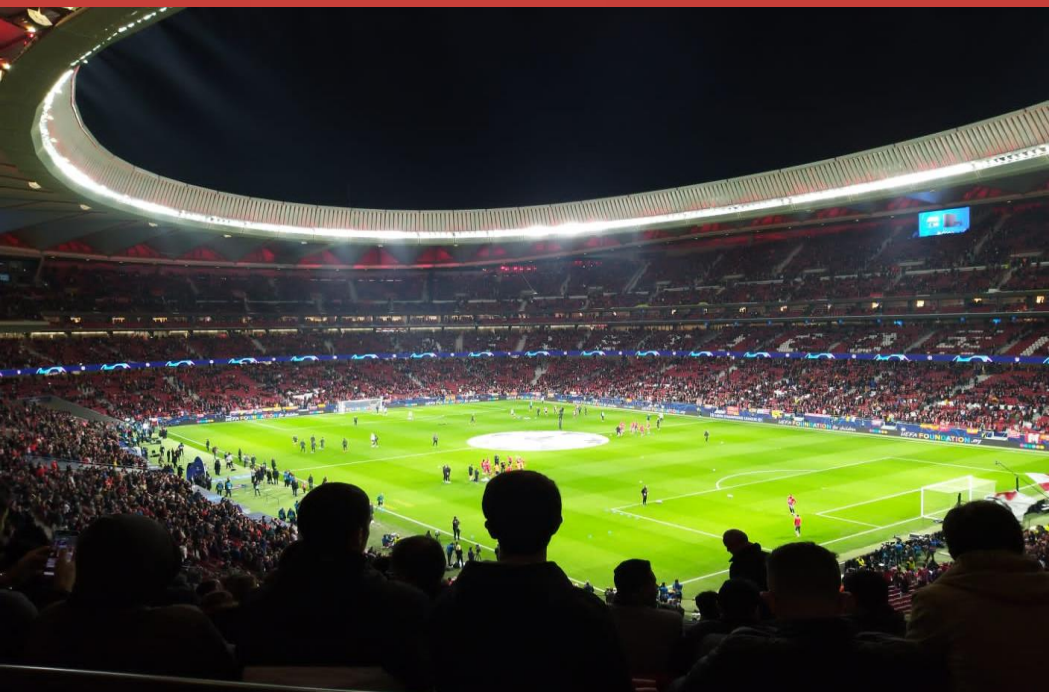
5S Sports is founded by (FIFA Match Agent) Mr. Rasthoem Simons who is known for facilitating unique international partnerships. Simons also has a record of providing challenging and unique opportunities to the South African market, including courses with Sports Business Institute Barcelona, Raymond Verheijen and the World Football Academy, Dan Abrahams and Feyenoord amongst others.





ATLÉTICO DE MADRID

Coaches Experience Online Program



5S Sports and the Atletico de Madrid Academy offers a **3-tier option of courses to the SA Market.**

These courses encompass:

- Atletico de Madrid experts presenting insights into the successful methodology of the club.
- Theoretical sessions
- Video sessions
- Private groups
- Atletico certificate
- Discounts from the Atleti online store

This program is for professionals and future professionals who wish to improve their current knowledge.



360° Online Programs



Programs & Prices

Details	ATM WAY III	ATM WAY II	ATMWAY I
Duration *	20 hours	14 hours	6 hours
Theoretical Sessions	✓	✓	✓
Video Sessions	✓	✓	✓
Q&A Sessions	✓	✓	✓
Small Groups	✓	✓	✓
Atlético Certificate	✓	✓	✓
Discount in the ATM Online Store	✓	✓	✓
Online Networking Event	✓	-	-
ATM Merchandise raffle**	✓	-	-
Multiple speakers in specific classes	✓	-	-
Price***	R8 950	R5 850	R3 300

*Approximate time of educational sessions.

**Depending on the selected program, the discount and/or merchandise to be circumvented will vary





ATLÉTICO DE MADRID

Coaches Experience Online Program



COURSE INFO

WAY 1- WAY III

Dates: 7 September

Venue: ZOOM

WAY I

Price: R3 300

Limited to 25 delegates

WAY II

Price: R 5 850

Limited to 25 delegates

WAY III

Price: R8 950

Limited to 25 delegates

Contact 5S Sports to register

EFT, Debit Card and Credit Card payments accepted.



Share live insights with our experts

- Access to privilege and exclusive content from our Academy model
- The opportunity to learn from the most prepared professionals in our club's Academy
- Receive theoretical training through online talks on the different sports areas of the club
- Observe and analyze Atlético de Madrid Academy teams trainings sessions led by our professionals
- Participate in discussions with the Academy coaches and get the answers to all your questions



Unique e-Learning Opportunity

The Atlético de Madrid Academy offers to international coaches the possibility to learn online the successful methodology and philosophy of the Atlético de Madrid.

Our mission is to make feel our participants as a part of the Academy through a set of presentations and training sessions analysis developed by the Atlético de Madrid.

Our participants will receive complete presentations dealing with the concepts of physical, technical, tactical, psychological, and organizational matters.



Atlético de Madrid

Founded in 1903, Atlético de Madrid Football Club has more than 117 years of history and 37 titles



4th Club in Europe (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)



2nd Club in La Liga (2017-2018-2019)



Modern Day Youth Academy Coaching Presented by Melvin Boel (Online)

Feyenoord Rotterdam's U18 coach Melvin Boel has made a name for himself as a dynamic youth coach who has been instrumental in developing the future of youth football across the world.

Boel has proven that drive, determination, a desire to learn, teach and develop together are instrumental to success matching the legacy of the distinguished Feyenoord Academy itself. This is where his journey in football began after moving from business and never having played professionally.

In addition to working as the Academy U17 coach in the past, Boel has served as a Feyenoord's Academy international development coach which saw him lead training and coaching initiatives across the world including South Africa.



Modern Day Youth Academy Coaching Presented by Melvin Boel (Online)



The inspirational Boel hosts a 75min presentation covering:

- The journey from business consultant to Feyenoord's U18 coach
- Objectives and characteristics of training:
 - U8- U11,
 - U15-U17
 - Adult
- Analyzing football for the different age groups
- Professional football
 - Tactical training
 - Individual training
 - Playing styles
- Training structures for competitions
- Evolution of training due to COVID-19
- Q&A



Modern Day Youth Academy Coaching Presented by Melvin Boel (Online)



Date: 2 September 2020

Price: R350

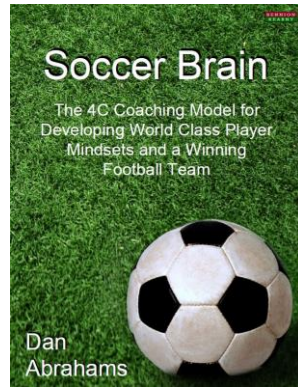
Limited to 50 delegates.

Contact 5S Sports to register.

EFT, Debit Card and Credit Card payments accepted.



<https://www.youtube.com/watch?v=bDjftvxkXCw>



Previous Guests

Previous Guests

Feyenoord Coaching (2014- 2016): 16-time Eredivisie champions, Feyenoord have one of the most successful development structures in Europe. The Feyenoord Academy coaches have made regular visits to South Africa to run coaching initiatives with both players and coaches. Coaching courses and clinics have taken place in the Free State as well as Cape Town and Johannesburg.

Sports Business Institute Barcelona: In 2015 5S Sports brought experienced journalist, sports management consultant, and educator Diego Valdes to South Africa. The Managing Director of the SBI Barcelona presented a Football Management course to delegates in Johannesburg, offering his experience and expertise from his time working in European and world football.

Dan Abrahams (2015): Globally recognized sports psychologist and author Dan Abrahams was hosted in Johannesburg. In this interactive practical and theoretical course, Abrahams highlighted key tools in soccer psychology to 40 coaches from South Africa, Namibia, Ethiopia, and Nairobi.

World Football Academy (2012-2014): The first to bring the World Football Academy to South African shores, by hosting Periodisation courses in both Cape Town and Johannesburg. Bloemfontein was also represented as hosts for the Elite Expert Meeting featuring experts in their field presenting to top-level international coaches.



Contact us

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