ADVANCE - EUROPEAN BADMINTON COACH EDUCATION

TIME TO APPLY – 5th Edition

The Leading international coaching education in Europe

European Countries: Put your coaching talent on the optimal development path **today**

3 former national coaches as tutors and mentors

Get 4.995 Euro worth of education **for free** – Accepted applicants only need to cover travel and accommodation costs.

Only 16 spots available for the best coaching prospects across Europe

Two courses simultaneous with top European U17 & U19 Talent – A unique opportunity to apply theory to practise

Get a network of 16 highly ambitious European coaches

Apply to Advance and take your coaching to the next level

"The BEC ADVANCE badminton coaching education is by far the best coaching education I have attended]…[The Positive and enthusiastic feedback from my players back home reflects the impact of this education " – Nella Siilasmaa, Finland

"We approach tactics in singles and doubles in a way I never experienced in my time of playing or first years of coaching" – Maxime Moreels Belgium, Former MS WR 83





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GENERAL INFORMATION

The only international coaching education spanning longer than a week

22 days of learning spread over 4 camps and 10 months with mentoring, virtual learning and self-study in between physical meetups. This extensive format allows participants to:

- Understand badminton coaching from a broader perspective where **tactic, technique, strength, pedagogy and coaching style** are examined deeply & connected
- Develop, understand and strengthen your **own coaching philosophy**
- Develop your coaching **entrepreneurship:** Make a career out of your coaching
- And much more

"It has definitely opened my mind in terms of what I think I know about the sport" – Ciaran Chambers, Ireland

"It helped me to grow as a person, changed my perspective on coaching and made a huge impact for my coaching path" – Vytauté Fomkinaité, Lithuania

Throughout the course all participants will be supported by a former national coach as a **personal mentor.**

Advance equivalates the BWF level 3 course

SELECTION PROCESS AND CRITERIA

TARGET GROUP: aspiring coaches with the ambition, commitment and potential to become coaches in challenging coaching positions across Europe within the next 5-7 years.

CRITERIA:
We are looking for coaches who has the motivation and determination to seek a career as badminton coach. If you fulfil two or more of the below requirements, we will be happy to receive your application:

- Have a formal badminton education
- Have experience in coaching competition players
- Is a current or former international player
- Have been training in high performance environment on regional or national level either as a junior or an adult player
- Have a sports related education as physiotherapist, physical trainer, PE teacher, university degree in sports etc.

It is **mandatory** that the participants are **based in Europe** and **a good level of English** is required. Tasks and assignments will be delivered in English.

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DURATION OF THE COACHING EDUCATION

The education has a duration of **10 months.**

- Starting date: May 2026
- Ending date: January 2027
- Participants will have to arrive one day prior to the courses

COURSE	DATES	DURATION	LOCATION
1	25 – 30 May 2027	4 days	Holbæk (Denmark)
2	10 – 18 July 2027	7 days	Vejen (Denmark)
3	October 2027	5 days	Holbæk (Denmark)
4	January 2028	6 days	Date and Location TBC
Optional	Flexible	5 days	Holbæk (Denmark)

Additional option to go to the BEC High Performance Centre for an internship and further development.

Activities between courses: virtual mentor meetings, workshops, individual coaching book/portfolio building, preparation for upcoming courses and final assignment.

TUTORS' INFORMATION



JONATHAN SØGAARD
BEC Dev & HP Senior Officer &
Former national coach of Germany



KENNETH LARSEN
Former Danish National Coach
PhD Learning processes
Former Associate professor at Aalborg University



JACOB OEHLENSCHLÆGER
BEC Dev & HP Senior Manager
Former national coach of Germany

"The Advance course and its tutors challenge you to critically reflect on yourself and ask questions that drive your own development" – Eefje Besselink, Netherlands

FREE EDUCATION

The **full education will be delivered free of charge.**

However, participants must **cover their own accommodation, food and travel costs** for the physical courses. Accommodation in shared rooms will be offered.

Prices for food and accommodation are expected to be **between 65-85€ per day and per person.**

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APPLICATION PROCESS AND DEADLINE

Two steps will need to be followed:

1. Submission of **application and motivation letter**
2. **Interviews** with shortlisted candidates

Your application must be submitted with an email of your Member Association supporting your candidature.

Documents needed in order to submit your application:

1. **Motivation letter** (1 page maximum):
   - Explain why you are attracted by the Education
   - Demonstrate your personal commitment to badminton
   - Outline and give details about your future aspirations as a badminton coach
   - 1 reference with e-mail address and phone number
2. **Candidate's CV**

Send all documents to **Jonathan.soegaard@badmintoneurope.com**

Deadline to submit your application: **30 November 2026**

GENDER EQUITY

The ADVANCE project team supports a gender balanced sport and encourage both genders to seek the opportunity to be part of the ADVANCE European Badminton Coaching course.

CONTACT INFORMATION AND ENQUIRIES

For further information, please contact Jonathan Søgaard, BEC Senior Development and High-Performance Officer, at **Jonathan.soegaard@badmintoneurope.com**