

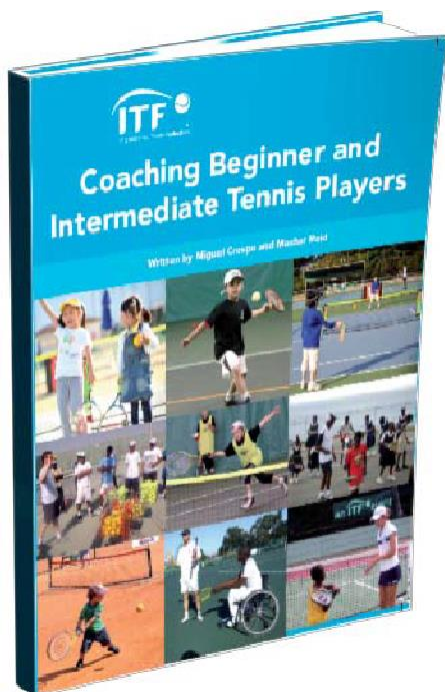


Editorial

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This issue of ITF Coaching & Sport Science Review is a monographic edition which is devoted to the "Business of Tennis". In preparing this issue we have collated articles from tennis experts and entrepreneurs who are at the forefront of tennis marketing and features best business practices used in tennis throughout the world. Articles include "Fundamentals of Tennis Sponsorship" from the ITF Commercial Department, "Marketing to the Generations of Today" by Travis Atkinson of Tennis Australia and "Running a Profitable Tennis Business" by Mark Tennant and Richard Marklow. All great articles to help a coach or association promote tennis, improve their business, and increase tennis participation.



The preparations continue for the forthcoming 16th ITF Worldwide Coaches Conference 2009 which will take place at the Velódromo Lluís Puig, Valencia, Spain from Friday 30th October to Tuesday 3rd November 2009. Albert Costa, Francis Roig and Eric Winogradsky are already confirmed as speakers.

Registration is still open and places available, so for more information visit the official conference website www.itfcoachesconference.com where hotel details, speakers' biographies, a tentative programme and much more can be found.

During the recent ITF Annual General Meeting in Madrid, the Development Department launched "Tennis 10's" which is the recommended competitive format for 10 & under tennis. This new initiative advises that all competition at this age group is played with either a slower red, orange or green ball on the appropriate sized court.

The ITF Coaching Department is pleased to announce the publication of its new book, the ITF Coaching Beginner and Intermediate Tennis Players Manual. Written by Miguel Crespo and Machar Reid, it is one of the few tennis resources that provide comprehensive information, both practical and scientific, on all elements of the game as related to coaching players of this level. The book will be available for sale in the autumn. For further information on this publication or any other ITF publication, please visit <https://store.itftennis.com/>

Finally, we hope that you continue to take advantage of this and other resources provided on the Coaching weblet (<http://www.itftennis.com/coaching/>) and that you enjoy this 48th issue of the ITF Coaching & Sport Science Review.

RECOMMENDED ITF TENNIS ACADEMY CONTENT (CLICK BELOW)



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