



AdBhoops

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JANUARY
FEBRUARY 2020

XAVI PASCUAL

PRE-SEASON OFFENSIVE STRATEGIES

BUILD THE OFFENSE STEP BY STEP



MICK DOWNER
BUILDING A DEFENSIVE
SYSTEM (FIRST PART)



ROBERTO CHIARI
IOT-INDIVIDUAL
OFFICIATING TECHNIQUE



DR. BILL SUTTON
HAVE YOUR SALES
TECHNIQUES
& APPROACHES
EVOLVED IN 2020?





Pinturas a L'altura dels MÉS GRANS

"Paints at the tallest ones' level."

Pinturas Isaval
co-patrocinador
oficial del **Valencia**
Basket Club



valencia
basket
club
des de 1986



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THUMB SET
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AROUND THE COURT
THE ZALGIRIS KAUNAS
AND ITS FANS
BY GIORGIO GANDOLFI

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A FEW TOP AUTHORS AND A MINI BASKETBALL SECTION

In every issue we try to have at least one article by a top United States or European coach and in this issue we have the privilege of featuring an article by Xavi Pascual, winner of a EuroLeague, and several Spanish and Greek Championships. He explains how to build the offense of a team during the pre-season.

From Europe we cross hemispheres to New Zealand. We contacted Mick Downer, former assistant coach of the Australian Senior National Team, and presently head coach of the Canterbury Rams of the New Zealand Division I, runner-up for the title, and the best defensive team in the league. In a very deep analysis on how to build the defense, Coach Downer explains that in order to have a strong and aggressive defense, it's necessary to take care of not just the X's and O's, but also be able to analyze several additional factors.

ZALGIRIS
KAUNAS AND
THE ARENA



We do not want to be too self-referential, but the Alqueria Lab, run by Pedro Cotoll, and in partnership with the University of Valencia, is a unique example of how Alqueria wants to help basketball worldwide to grow in every aspect, from medicine to technique, to strength & conditioning, to nutrition, marketing and other fields, promoting the requisite research in these fields, as well as the gathering of the essential personnel needed to support its efforts.

Mini basketball has a huge diffusion, primarily in Europe, but also in the rest of the world, and growing fast in Asia and Africa, so we decided to add a new section, with the first article on this topic by Maurizio Cremonini, the Italian Basketball Federation Mini Basketball Technical Director for 20 years and a key speaker at multiple clinics around world. (Italy can count over 150,000 boys and girls mini players.)

There are several "actors" in the sports and entertainment world, who can attract a following, so it is a must for the basketball leagues and clubs to find the proper way to "sell" their "product": basketball. In this issue we are happy to have Prof. William Sutton, Director Emeritus of Sport Marketing & Entertainment School at the University of South Florida, former NBA Vice President of Team Marketing, and one of the top sport marketers in the world, who'll share ideas and suggest new and better approaches and strategies to help sell our sport.

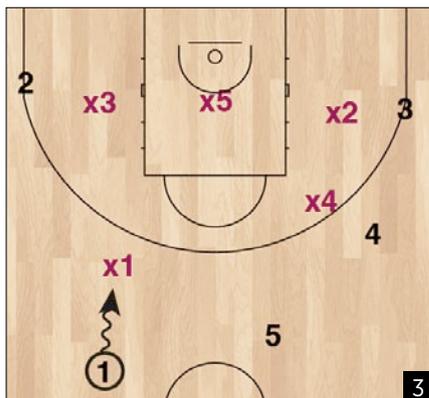
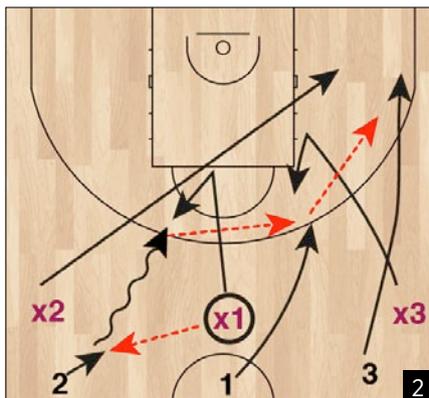
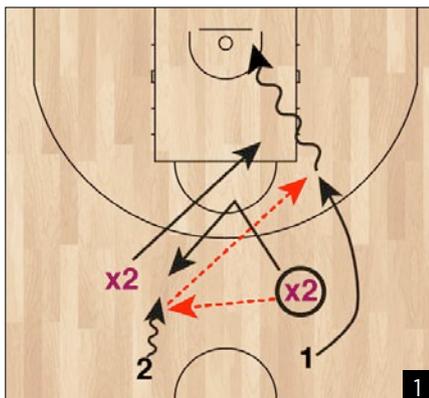
Lithuania is a small country, but a giant in basketball, which is its top sport. Aside from the national team, the epitome of all things basketball in Lithuania is the Zalgiris Kaunas Club and its Zalgirio Arena. In an interview with Paulius Motiejunas, the Zalgiris' young and very active President, we talk about their fans and how the club had a near perfect, 100% arena capacity attendance during these past two EuroLeague seasons.

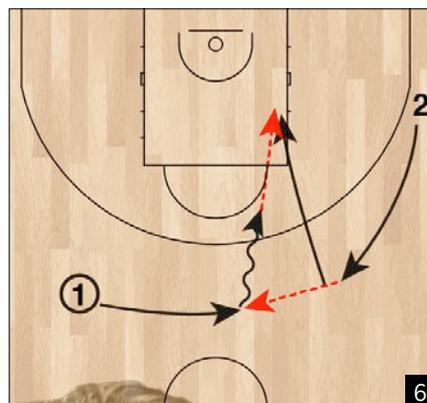
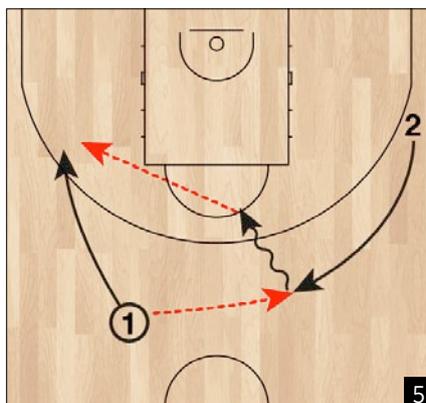
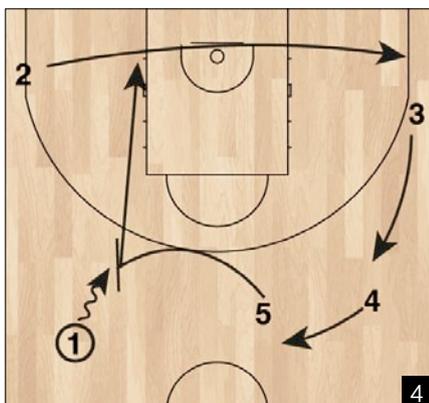
In the spring issue at the end of March, new great authors are already on board!

PRE-SEASON OFFENSIVE STRATEGIES

BUILD THE OFFENSE STEP BY STEP

When I sit down with my staff to evaluate the overall offensive pre-season plan, and why and how we will play that offense, we must cover multiple aspects and details in addition to reviewing the simple technical and tactical looks.





MAIN PHILOSOPHY

Location of the Club and History

One of the pillars for building our offensive strategy is to evaluate where the club is located and the history of the club. We look to the future while not losing sight of the past; we respect a club's traditions, as well as its fans.

Skills and Characteristics of the Players

It is of the utmost importance to carefully evaluate the players you have, their strengths and weaknesses, before deciding on your offensive strategy. Do not think that an offense that you used successfully with one team could be easily adopted by a new team with different players on its roster.

Basic Rules

The players must have a very clear picture of the basic rules of our offense and know why we have decided to play with that particular offensive system. There is no room for error or misunderstanding, because they are the "actors" who must learn the "script" exactly as written and "act" it on the court.

THE START OF OUR OFFENSE

We want to run every opportunity we get and go on a fast break after a defensive rebound, a recovered

WINNER
OF ONE
EUROLEAGUE, FOUR
SPANISH LEAGUES
AND TWO GREEK
LEAGUES



COACHES ▶ PRE-SEASON OFFENSIVE STRATEGIES

ball, an opponent's field goal or free-throw, a sideline and baseline out-of-bounds, or defensive out-of-bounds from our backcourt.

The Fast Break and the Drills to Build It

Regardless of the time on the game clock, we want to run—always.

Drills

After stealing the ball, all five players, no matter their positions, must run and get to the basket before the defense has set up. Here are two on two drills (diag. 1 and 2).

Fast Break

After we get the defensive rebound, the fast break rules depend on which player has grabbed the rebound, but we try to bring the ball to the front court as quickly as possible, and as deep as possible on the opponent's defensive half court.

If we cannot beat the defense with a quick score, we start our transition offense (diag. 3 and 4).

SPACING AND GAME WITHOUT THE BALL

Spacing

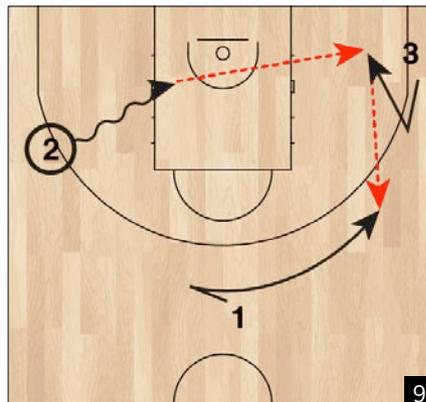
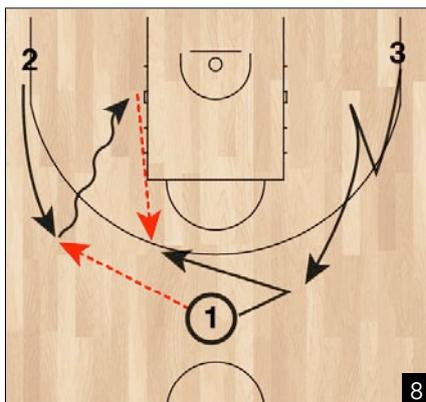
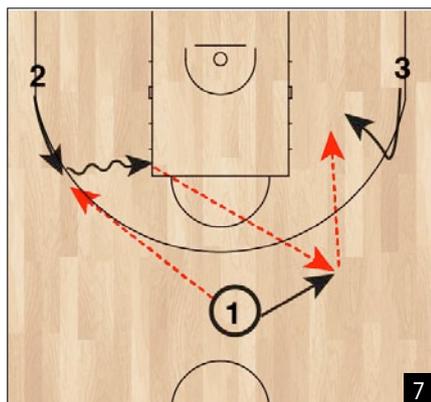
It is fairly certain that close to 90% of the time that a player is on the court he does not have the ball in his hands. Rather, players must react and change position any time that there is a side dribble, a penetration, or a pass, with the aim to spacing and creating a passing lane to the ball handler.

This means that a player has to understand the game before being able to read situations on the court. This is a very important aspect of our offensive philosophy, because you can have several chances to start the offense, from different picks & rolls, screens off the ball, and so on, but spacing is the key to success on offense.

GENERAL RULES

- ▶ All the players on the court must see the ball handler.
- ▶ Do not stay too close to the out of bounds line when you are on offense without the ball so as to avoid touching the line.
- ▶ We want a dribble penetration with a shot or a pass, and, possibly another dribble penetration, but not two penetrations in a row, except in a special situation that I'll show later.
- ▶ The players without the ball must always offer a passing lane to the ball handler.
- ▶ Never rest on offense (or on defense, naturally): the player can rest on the bench.
- ▶ Concentrate on the details on offense to avoid

Nick Calathes,
Panathinaikos Athens



turnovers and use the corners to avoid the double teams.

- ▶ Be extremely aware of shot selection to avoid a bad shot.
- ▶ Use the bounce or lob pass for getting the ball to the centers.
- ▶ Be aware of which pivot foot.
- ▶ Use safe passes.
- ▶ Pass with one hand over the head.
- ▶ Pass with two hands over the head on the weak side of the court.

**ONE
EUROLEAGUE
COACH OF THE YEAR,
FOUR SPANISH LEAGUE
COACH OF THE YEAR,
TWO GREEK LEAGUE
COACH OF THE YEAR
AWARDS**



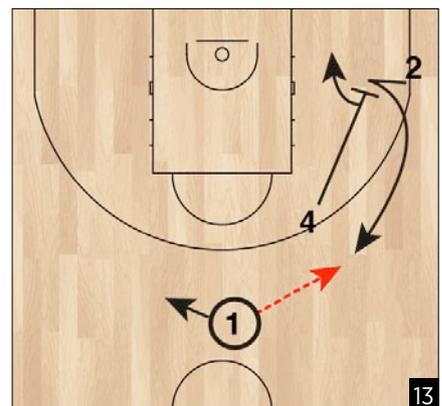
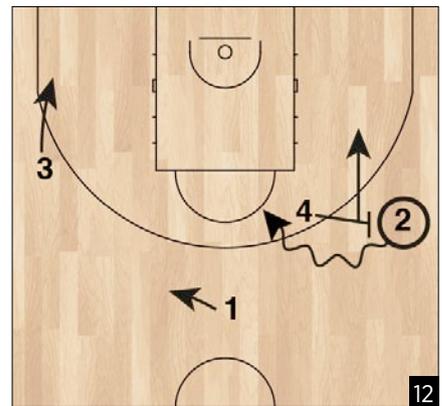
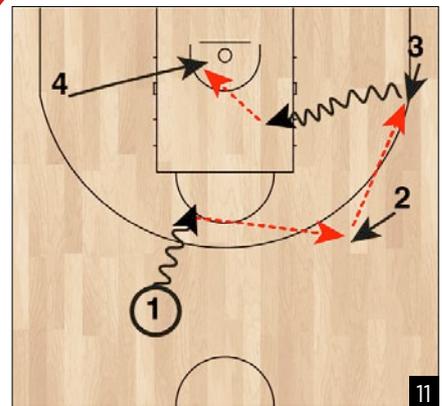
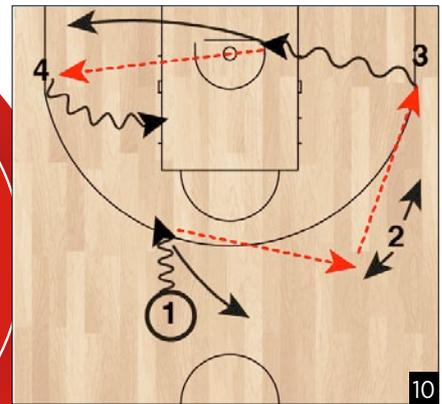
TIDBITS

He plays padel and he likes fishing from the shore

A great movie fan

Bachelor of Engineering Industry

2001-05 He worked as an Engineer in the City Council of Viladecans



CAREER

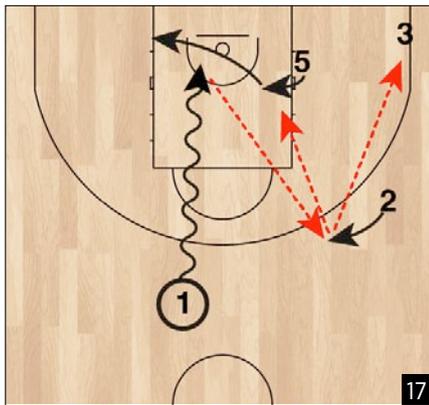
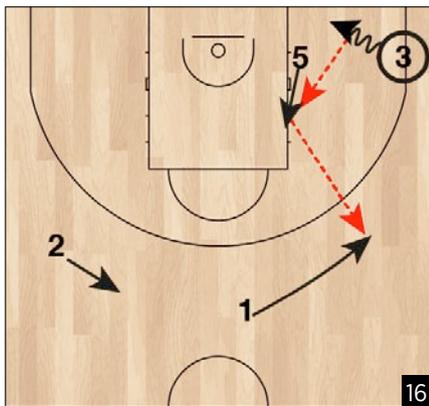
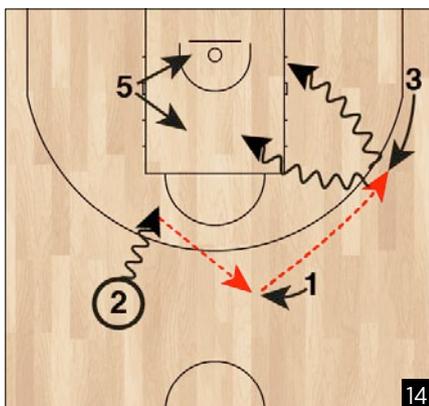
1991-2004
SPANISH LOWER
DIVISIONS ASSISTANT
AND COACH

2004-2005
FC BARCELONA B TEAM

2005-2008
FC BARCELONA
ASSISTANT

2008-2016
FC BARCELONA

2016-2018
PANATHINAIKOS ATHENS



PLAYING ON THE FOUR OUTSIDE POSITIONS ON THE HALF COURT

The players must first understand what we want before practicing without the defense, and then with the defense.

- ▶ Two against zero on the closeout, on the same side (diag. 5 and 6).
- ▶ Three against zero on the closeout on the baseline, on the same side (diag. 7, 8, and 9).
- ▶ Four against zero in the corners, with two dribble penetrations in a row— this is not a normal situation (diag. 10 and 11).
- ▶ Four against zero on a side pick & roll (diag. 12).
- ▶ Four against zero on an off-the-ball screen and pop out (diag. 13).

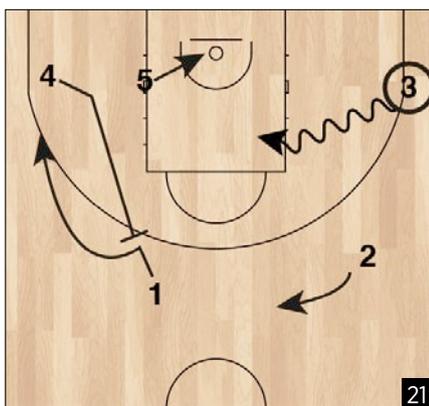
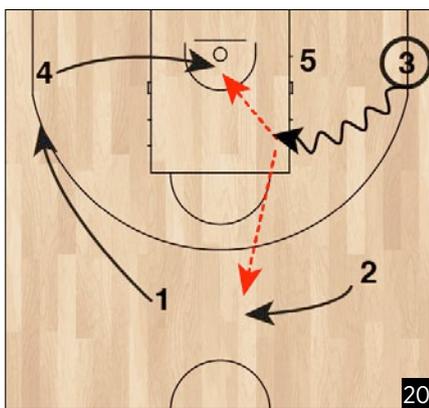
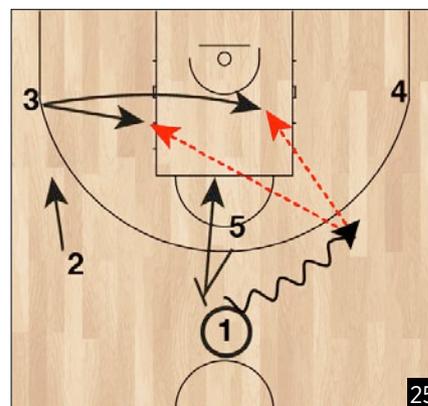
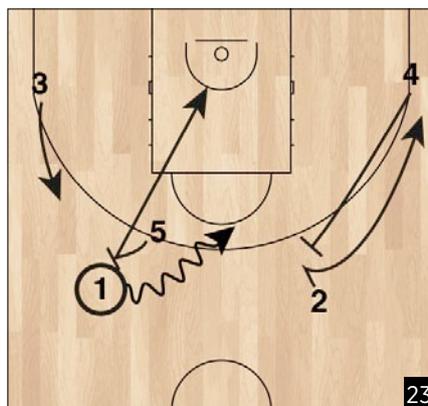
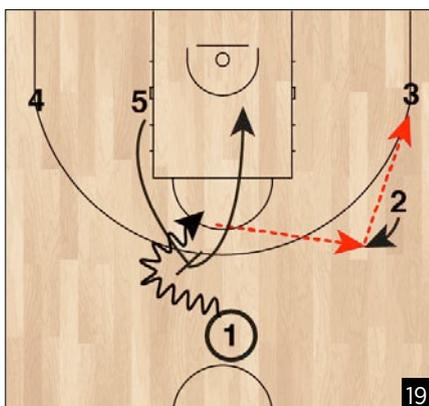
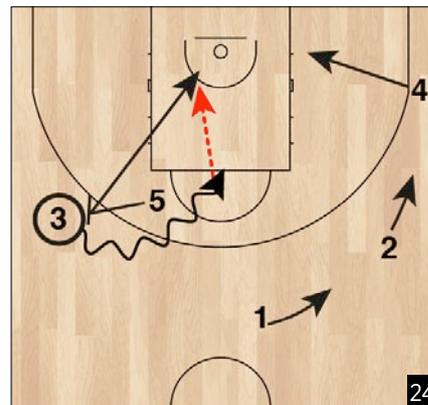
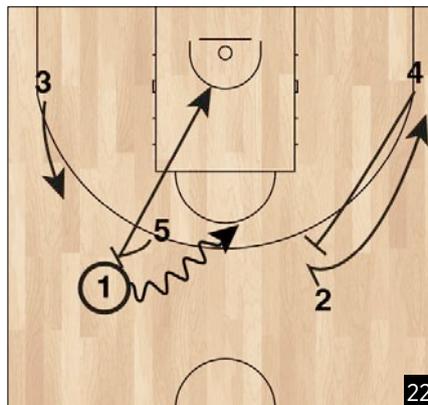
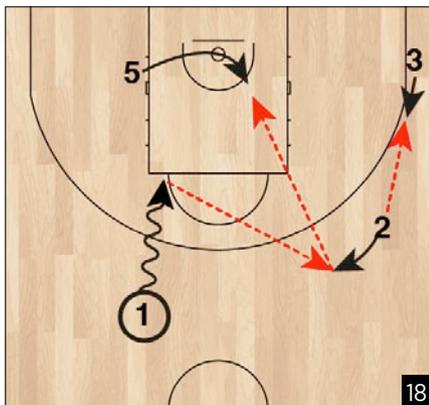
PLAYING WITH THE INSIDE PLAYER

- ▶ Four against zero penetration from the corner with the inside player on the opposite side (diag. 14).

Juan Carlos Navarro, 2010 Euroleague Final Four MVP



- ▶ Four against zero penetration from the corner with the inside player on the same side (diag. 15 and 16).
- ▶ Four against zero penetration from the middle of the court with the inside player on the other side (diag. 17).
- ▶ Four against zero penetration from the middle of



the court with the inside player on the same side (diag. 18).

FIVE ON ZERO

- ▶ Five against zero on high pick & roll situations (diag. 19, 20, and 21).
- ▶ Five against zero on side pick & roll situations outside of the three-point line (diag. 22 and 23).
- ▶ Five against zero on side pick & roll situations (diag. 24).
- ▶ Five against zero on specific back door cuts situations (diag. 25).

LAST STEP FOR BUILDING OUR OFFENSE

Playing five on five with tactical situations.

FINAL CONSIDERATION

Do not rush to build your offense, and be completely sure that your players fully understood your offensive philosophy and how to run it. Do not be afraid to go back a step if something is not running properly. As I have shown, we build our offense step by step, taking care of every possible detail in every specific situation—first walking through all the situations, then playing without defense, and finally, playing with defense.

BUILDING A DEFENSIVE SYSTEM

(FIRST PART)

OVERCOMING LIMITATIONS IN TIME AND RESOURCES
WITH CREATIVITY AND INNOVATION

INTRODUCTION

In many leagues around the world coaches are faced with the challenge of assembling a team and preparing it for competition with a limited pre-season. Limited often in both time and resources. In this article we present a case study of the Canterbury Rams

who play in the New Zealand National Basketball League (NZ NBL).

The Rams alongside the eventual champions Wellington Saints (coached by NZ National coach Pauli Henare) finished the 2019 season leading the league at the defensive end of the court.



BASKETBALL
New Zealand



Some Statistics of the NZ and Australian Leagues Averages

METRIC	AUSTRALIA	NEW ZEALAND
PPG	89.9	90.9
PACE	79.2	83.4
POSSESSIONS	86.0	86.5
EFG	51.6	51.9
3PT POR PARTIDO	25.6	28.1
3PT %	36.0	33.1
FTA	20.9	18.7
OR%	28.1	28.6
REG SEASON GAMES	28	18
2019 CHAMPIONS	Perth Wildcats	Wellington Saints
BEST DEFENSIVE TEAM	Perth Wildcats	Canterbury Rams
BEST OFFENSIVE TEAM	NZ Breakers	Wellington Saints

NBL
NATIONAL BASKETBALL LEAGUE



NEW ZEALAND AND AUSTRALIAN PRO LEAGUES

The NZ National Basketball League (NZ NBL) begins in early April each year, has fourteen rounds (18 games) and a Final Four weekend held in mid-July. It starts immediately after the Australian NBL season, which holds playoffs early March. There is a significant overflow of both players and coaches, who play their trade in both leagues throughout the year. The shorter NZ NBL season, great living conditions, and the rising standard of the league are appealing factors for players to sign in New Zealand.

Moving from Australia to New Zealand

For the 2018/19 I accepted the role to coach the Canterbury Rams in the NZ NBL. The preparation time for the Rams pre-season was likely to be between 3-5 weeks. Assembling a staff, a roster and the education of a style of play while abroad were the initial priorities. A few key factors influenced the strategies used to achieve these tasks.

Researches of the NZ League Included:

- ▶ Profiling recent NZ NBL seasons (last 3 years):
 - Championship and Playoff teams
- ▶ Who won, how they won and why?

COACHES ► BUILDING A DEFENSIVE SYSTEM (FIRST PART)

- ▶ Offensive & defensive team stats, league averages, line-ups
 - Trends Matrix of the style of play (coaches game style)
- ▶ Pace of the league, trends within halfcourt sets, general offensive trends
- ▶ Common coverages of pick & roll, post defense and disruption defense
- ▶ Frequency and type of disruption defenses used (i.e. 1-3-1 zone)
 - Best players in the league. What are the most talented deepest positions?
- ▶ This influenced recruitment, types of coverages required (i.e. post trapping)
- ▶ 2018 Canterbury Rams key players, statistics
- ▶ This influenced recruitment (GAP analysis and deficits) and retention

In the process of building a staff and team, researching the league's recent trends, key players, winning teams and coaching styles were all central tasks. Investing time and energy into educating our key stakeholders of my coaching philosophy, style of play and pre-season implementation plan formed the basis of our relationship building.

Other key components of coaching in a new league is to ensure you understand what you are getting into include:



- ▶ Understanding the Clubs Values and Mission Statement
- ▶ The key influencers within the club and their leadership style
- ▶ Are they a recruitment or development club?
- ▶ Where do they sit on this continuum?
 - This is critical as it shapes recruiting decisions
- ▶ How my leadership style will integrate into the management team
- ▶ Recruiting talented people, who bring specialized skills that add value to your skill set
- ▶ Including people who have an intimate knowledge of the club's history and the league (both assistant coaches have had a long history with the league & club and are involved for the right reasons)
- ▶ Being abroad meant a need to conduct regular video conferences and group calls

It is critical for coaches to ensure that they have a clear understanding of the current landscape of the club, the direction it wants to head, and the resources available for you to achieve this. Be clear and upfront with the management before taking the job to ensure you understand the expectations and direction and whether you truly accept the responsibility of leading the team with the people and resources you have available.

THE SHORT PRESEASON: PEOPLE, PLAN, PROCESS

The challenge is implementing your style of play in a short period of time to ensure your team is ready to perform. It is common in NZ for import players to arrive late to the league after finishing in Europe, G-League or US colleges. Getting sufficient pre-season games is also a challenge financially, geographically and having your full roster. Our 2019 pre-season comprised of:

- ▶ 4 Weeks (which two key players arrived after first round of the season)

- ▶ Club Events (Season Launch, Media Day, Player Welfare Orientation, Community Programs)
- ▶ Player Physiological Screenings and Movement Assessments
- ▶ 14 Competitive Practice Sessions, 6 Shooting & Skill Development Sessions
- ▶ 2 Official Pre-season Games
- ▶ 1 Intra Squad Scrimmage

Our club used an App "OwnUrGoal" as a platform to centralize communications regarding our Calendar, Contact Lists, Scouts, Athlete Loads and Wellness Reporting.

PEOPLE	PLAN	PROCESS
Senior Management	<i>Program Planning Meeting</i> <ul style="list-style-type: none"> ▪ Club Vision, Expectation & Strategic direction ▪ Budget discussions ▪ Facility Agreements, Support Staff Agreements ▪ Updated League rules discussions 	<ul style="list-style-type: none"> ▪ Management Staff Workshop ▪ Allocate tasks, priorities and timeframes ▪ Finalize budget – General Manager ▪ Impact & opportunities with league rules ▪ Contact service providers, share vision and expectations
Coaches & Support Staff	<i>Establish Performance Services Team</i> <ul style="list-style-type: none"> ▪ General Manager, Coaching Staff, Strength & Cond., Physiotherapist, Team operations, Community Manager 	<ul style="list-style-type: none"> ▪ Communicate Pre-season plan ▪ Collaborate on Scheduling (ie. Training venues) ▪ Produce Athlete Welfare Information Pack ▪ Staff Roles, Goals and reporting lines ▪ Schedule Staff Meetings ▪ Training Environment Expectations
Recruitment, Retention, Development (RRD)	<i>Establish RRD Sub Committee</i> <ul style="list-style-type: none"> ▪ Roles of panel members ▪ 2019 Recruitment plan ▪ 3 Year Strategic Outlook 	<ul style="list-style-type: none"> ▪ Utilize Centralized (online) communications platform "OwnUrGoal" ▪ 2019 Roster: Athlete Depth Chart, Recruiting needs / parameters
Operations	<i>Planning</i> <ul style="list-style-type: none"> ▪ Media & Marketing ▪ Travel & League Logistics ▪ Training Facilities 	<ul style="list-style-type: none"> ▪ Contact staff and invest time in learning about their skills, background and goals ▪ Build relationships with staff ▪ Development & Goal Plans for Staff
Players	<i>Retention:</i> <ul style="list-style-type: none"> ▪ Meetings with 2018 players ▪ Discuss roles, game style growth plan <i>Recruitment:</i> <ul style="list-style-type: none"> ▪ GAP Analysis of returning players ▪ Identify Needs for team ▪ Recruitment Import players 	<ul style="list-style-type: none"> ▪ Phone/video calls to all players ▪ Face to face meetings ▪ Individual Performance Plans



THE SHORT PRESEASON - BUILDING OUR DEFENSE

Key Points

- ▶ Defense needs to be equally as valued as the offensive end of the floor
- ▶ Paint a picture of our defensive identity, what shots we live with, what we take away
 - The non-negotiable
- ▶ Less is more, build a foundation of a preferred way to guard common actions. Basic rules
- ▶ Intelligent instincts: repetition to develop great habits, allow players to make decisions
- ▶ Communications tools:
 - Style of Play (framework),
 - Language (Visual/Verbal calls)
 - Curriculum Checklist (technical, tactical components)
 - Video & Written Playbook
- ▶ Environment: live & breath defense at practice, in video, in meetings. Show your players you value it and care about it and reward good defense

In more recent years a greater amount of attention has been given throughout online and broadcast media and the coaching fraternity regarding a team's ability to score the ball with big examples from the NBA (Golden State and Houston Rockets, above all). But almost all winning teams have their ability to defend. This does not devalue other key factors, but as far as I'm aware championship teams can all defend and are often the best or, if not, the top three in their respective leagues.

Defense is extremely challenging, embrace the challenge of achieving defensive greatness together.

When building a house, it's not the foundation being prepared and poured (which is often the first visible action), but the meticulous planning and blueprint of not only the design, but its location on the land and how it will be constructed that gives the project momentum. The "design" is what binds all the contractors, who are experts in their own right to work together during construction. Knowledge, talent, patience, persistence, flexibility and a commitment, is what is needed by each expert in each part of the process to ensure the house is completed. Before the talent gets to work, they need to be shown the "full picture," which gives them context and a point of reference to where their talents will be used.

THE BASKETBALL BLUEPRINT

In a basketball environment the blueprint can be communicated in the form of a "Style of Play" (SOP) document. Please find below a copy of our SOP document for the season.

GENERAL CONCEPTS - DEFENSIVE STYLE OF PLAY (SOP)			
<ul style="list-style-type: none"> - Starts with predictable style of play shots on offence - moving on flight of the ball <ul style="list-style-type: none"> - Constant ball pressure with PACK help support - Clear Communication: improves trust, confidence and ability to be aggressive <ul style="list-style-type: none"> - Disruption: in many different forms, but constantly throughout the game <ul style="list-style-type: none"> - Building Pressure through consecutive stops (3 in a row = Kill) <ul style="list-style-type: none"> - Minimizing high percentage shots (opposition scouts) - Paint Protection: Pack help, push points, rim protection - Adaptive and Flexible to make reads and adjustments: front foot mentality <ul style="list-style-type: none"> - Finish possessions off, getting in the rebounding war!!! 			
A G R E S S I V E E B A G G L M U R S P R I E S T A T I O N E C O M M U N I C A T I O N E D E F E N S I V E E	COVERAGES		
	REBOUNDING ROLES		
	PREDICTABLE SOP SHOTS: Allows us time to move on the flight of the ball		
	PAINT SHOTS: In the paint = in the war. PERIMETER SHOTS: Thru the elbows		
	TAG UPS: Move forward on the flight of the ball		
	SAFETY: Highest player on the court. Assess Fires (Leakouts, Baseline Spill, Crashers)		
	PICK & ROLL D		
	1 OPTIONS Conservative (Drops/Ice) Moderate (Quick Shows, Hustle), Aggressive (Blitz), Zor		
	RAID Captain, Nail & Rover ready to raid on ball movement		
	Suits our talent, simple communication, opposition weaknesses		
	POST D		
	1 OPTIONS Straight Up (standard), Front, Blitz (mismatches or to disrupt)		
	RAID Captain, Nail & Rover ready to raid on ball movement		
CLOSEOUTS			
SITUATIONS: Stunt v Slice, Corners, Fire. Individual Player Scouts			
CONTAIN			
FULLCOURT D			
D TRANS: Contain bust outs, kickeheads and early on balls			
HALFCOURT D			
Pack Team: "Live Ball" = Hunting, "Dead Ball" = Denial			
Contain Penetration (PACK HUNTING), Ball Pressure, Positioning, Bailouts & Closeouts			
3rd LINE: Hot & Cold shooters. RIM PROTECTION: Verticality v No Lay Ups			
DISRUPT			
FULLCOURT D			
ON THE FLY: Plugger "Hit" v "Blitz". AFTER MAKES: Jam v Face			
SITUATIONS: After FT's, ATO's, TO's, Start/End of Quarters			
HALFCOURT D			
RED: Denial & Blitz opportunities (P&R & Post). TEAM SCOUT: Opponent specific			
COMMIT			
PLAYER SCOUTS			
Perimeter & Post tendencies, lower % moves, one contested shot per possession at best			
BOARDS			
War on the glass - win the possession game			

CONSTRUCTING OUR DEFENSIVE HOUSE

Meeting as a complete team, staff and players, to discuss the "vision" of our defensive philosophies is part of the overall process, but now we must have a detailed "inventory" of all the materials we'll need to build our defensive house. The process I have

BODY MOVEMENT PATTERNS	DEFENSIVE SITUATIONS	SHELL DRILLS
Defensive Slides - Efficient Movement - Contact Integrity Pick & Roll Guards - Foot Angles - Blast Picks - Hip Chasing - Contesting Pick & Roll Bigs - Show/Blitz to recovery - Mush to Verticality Screening - Technique - Footwork - Bracing Post Defence - Chest Blows - Arm Bar - Verticality	D TRANS - 2 Possessions - 3 v 3 Bustouts - 4 v 4 - 5 v 5 DISRUPTION - Run & Jump - Jam - Plug - Face - Zone Press - Zone FOULING - Freeze - Euro - Hot "1", "2" - Burn POST - White - Blitz - Spin	"LIVE" = PACK - Live Ball D - Pack Positioning "DEAD" = DENIAL - Dead Deflections - Denial & Bailouts PENETRATION Stay & Go - Stay & Bailouts - Go & Rotate PICK & ROLL - 2 v 2 Lane Drill - 3 v 3 (2/3s Drill) - 4 v 4 1/2 Court - Random P&R 1 v 1 DEFENCE - Trace Ball - Chest Blow Pivots - Dead Deflections SCENARIOS - Shuffle / Stagger - Flex / Down - Xpick / Down pick - Horns



found to be most effective is to have a "Curriculum Checklist," which includes all the concepts and components of our defensive curriculum that we want to establish during pre-season training. Please, find on the left an extract from our "Curriculum Chcklist."

EXECUTE OUR JOBS LET'S TALK OUR LANGUAGE

Below is an extract from our "Communication Chart". It's a way of unifying our team and building chemistry and accountability through a common language.

DEFENCE

Disruption "40"

"JAM"



Jam Inbounder

"FACE"



Face guard AFT

"44"



Blitz Ball Carrier

Disruption "ZONE"

"42"



2-2-1 to Zone

"22"



1-2-2 to Zone
"21" Man, "22" Zone

"2"



Halfcourt Zone
2-3 Zone

Post Coverage

"STRAIGHT"



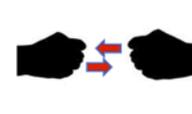
Play behind
No baseline spin

"WHITE"



Front Post
Raid Ready

"STORM"



Baseline Blitz
Raid Ready

Pick & Roll Coverage

"SHOW"



Quick Show

"BLITZ"



Trap Ball

"DROPS"



FT Line Catch

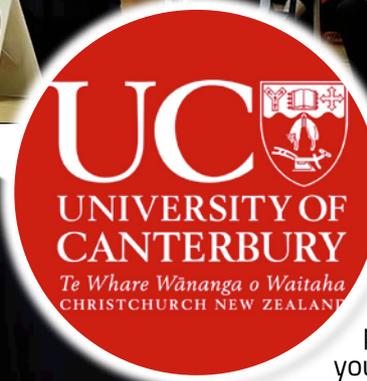
OPPOSITION SCOUTING

THE BALANCE OF TIME,
PREPARATION
AND INFORMATION SHARING

These two articles are a corollary to Mick Downer's piece, and were written by Piet Van Hasselt, Chief Scouting of Canterbury Rams, Professor of Coaching Master at the University of Canterbury, and Head Coach of New Zealand U23 in the 3x3 World Cup, and by Andrew Prince, an expert in basketball analysis, who also worked with the Australian national team and with the New Zealand and Australia leagues, and also co-host of the "Limited Minutes," the official podcast of the NZ Breakers club team.

FINDING YOUR OWN SCOUTING PHILOSOPHY

Every coach is different, as is the individual and collective learning styles of each athlete on your team,



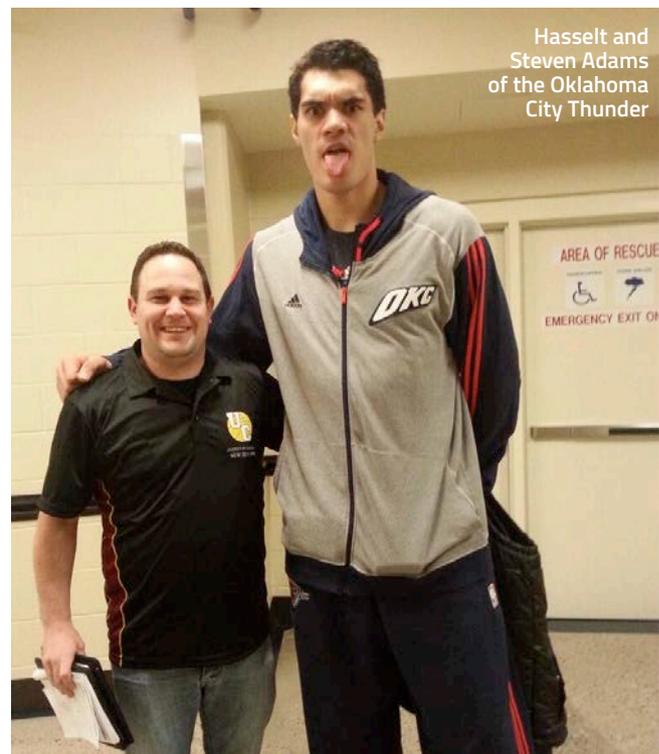
so using all resources available to you to help prepare your team makes common sense. Most importantly, learn from your players, how they like to learn? Absorb and process when their opinions are offered, this establishes a cultivating and engaging environment that is collaborative.

This is where the art and science of coaching can either harmoniously co-exist or collide.

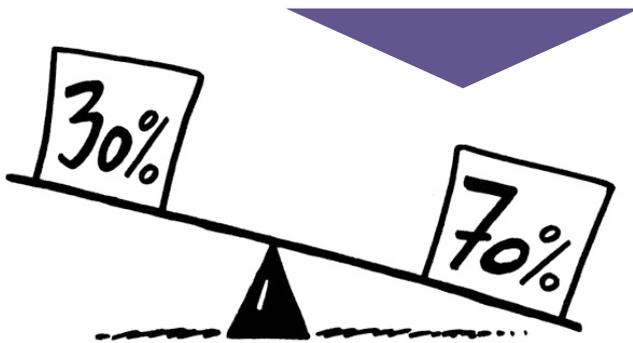
Meticulous preparation leading into games is critical for the coaching staff when it comes to scouting, however



messaging and methods of our delivery to the team needs to be simple, concise and consistent. Our players have enough cognitive processing, learning, growing and excelling in our own systems so loading them up unnecessarily on opposition teams can be fraught with danger. This has been a big shift in my scouting as over the years I have been guilty of over complicating in scouts. Assistant coaches / scouts must work within the constraints of time and technology available to them and consistent with the vision and philosophy of the head coach. Our goal was to allocate our scouting time, 70% us 30% them (one-page limit for



Hasselt and Steven Adams of the Oklahoma City Thunder



paper scouts, and 5 min limit on video). By prioritizing our own development, we aim to improve from a new team, to a good team, to a great team across the season, whilst having a level of comfort and confidence of the oppositions' main actions and key players. We can't overstate how important the collaboration with the playing group is in designing the scouts, as well as how the scouts' messaging is delivered not just to the team but "conversationally" with individual players based on their experiences, learning styles and personality. On the right an example of a scouting report.

YEAR	POSITION	PTS	FT%	REB	APD	PPG	MPG
19	Center	41	88	8.9	5.2	13.2	37
20	Center	40	83	4.4	2.1	14.7	28
21	Center	35	73	3.3	2.4	12.8	30
22	Center	32	87	9.9	3.2	16.9	29
23	Center	25	75	7.8	2.3	13.1	25
24	Center	33	72	5.2	3.5	13.3	24
25	Center	39	69	3.6	2.1	10.5	24
26	Center	26	90	4.9	3.4	7.1	19

Game Goals	Game Notes
<ul style="list-style-type: none"> Deal Ball Deflections (5 per quarter) 3+ Rebs (3 shots in a row) Opponent ERG Opponent ORF Ratio Points Advantage in Paint 	<ul style="list-style-type: none"> Deal Ball Deflections (5 per quarter) 3+ Rebs (3 shots in a row) Opponent ERG Opponent ORF Ratio Points Advantage in Paint

KEY NOTES
<ul style="list-style-type: none"> Recess to get into the paint & create. Will shoot if open through blocks & games. They set him up with early jump shot screen (left and right), horns screens & wing screens going right. Big transition player. Walk off/stop. Directional middle Post - horns left. Horns combined with wing screens. NOT Observed: Volume left handed shooter - run off the line. Stay down, force left. Finishes all drives going right. Change up to something up - prefer again to go right with hook or fadeaway. Close out long. Strong motor that never gives up. Box ten out. In the post will spin back right. Horns left. Meet the ball hard and run back. Transition play. Chokes hard if - will be fouled out - meet with contact. Watch for shots in from the post (esp. sees the OSG). Dig on the offensive corner screens. Live with collected jumper (hand over the ball on low block). Disoriented at the rim and walls up. Press up full court - force. Should drive at top on pass. Quick recoveries, hands up on all perimeter catches. One was cleanouts. Slow feet. Can run fast. Off a back hook to pullup going left, gets on the wing going right. Anticipates and plays above the rim. Must find transition. Active cutter. Will spin back to right hand on left drive. High activity off the bench. Long close out. Attempts 4 & 3 FT per game. Cuts well off the ball. He can set burner screens & screens in half court. NOT Observed: 3 factor and elite eye (then off corners and open 3 shots) 4 games. Rink Off the line (not make line block at line. Slow from can tip up. Slow down on block).

ANALYTICAL INFLUENCE ON OUR DEFENSIVE STYLE OF PLAY

USING DATA TO HELP SHAPE YOUR STYLE OF PLAY

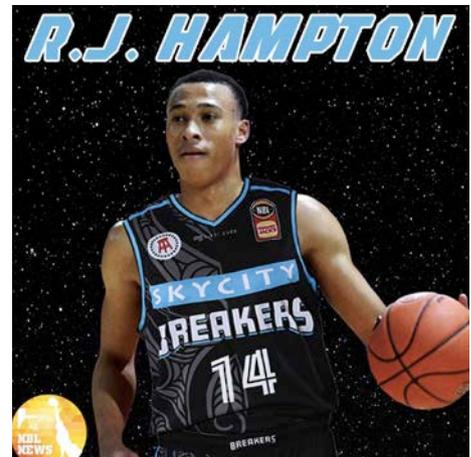


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Advanced statistical analysis of individuals, teams and leagues have become common practice in the space of elite basketball. The boundaries are being pushed by coaches, front offices, analysts and university students worldwide trying to study the sport at its deepest levels and finding a competitive advantage. Whilst I really enjoy this part of the coaching journey and have had the pleasure of learning from and working with some real “geniuses” what I do know is this. The data is only one small piece of the puzzle.

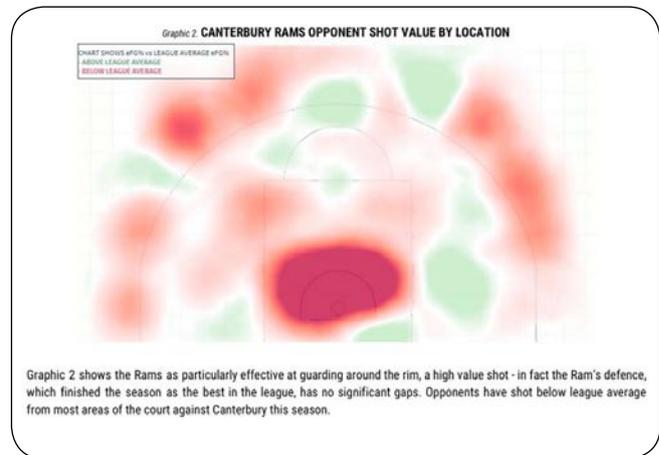
Undeniable data is exactly that, irrefutable, however it is the art of fully comprehending the data and considering the games influence in generating this data that is the key. An example being the common fact that a mid-range jump shot gives a low return in comparison to other shots (lay ups, corner 3’s etc..). Does this mean you don’t shoot mid-range at all? What happens if you have a player who shoots it well and gains confidence from this shot? What psychological impact does it have when one of the players stronger skills is impacted? What is the return if an open mid-range shot has been turned down in pursuit of a “bet-



ter" shot? Do you consistently get the better shot or not, do you turn the ball over at higher rate later in the shot clock? Of course, with deeper study you can find answers to these questions. My point is the person (player) is what's most important and not the number. Our style of play wants layups, free throw attempts, and open 3's but if our offence generates a predictable open mid-range shot, we will take it.

As coaches, when we incorporate analytics in our scouts, practice sessions and conversations we must ensure that we are providing context to our players.

An example being on the defensive end of the floor with what shots we are trying to take away and which ones we are prepared to concede. Below an example of an analytical report.



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THUMB SERIES (FIRST PART)

Since 2012, head coach of the Portland Trail Blazers and winner of an NBA title as assistant coach of the Dallas Mavericks, Terry Stotts talks about the "Thumb Series". He uses these plays for the Trail Blazers two top scorers, the guards Damian Lillard and CJ McCollum. In this first part, we will start with the most basic, the initial "Thumb Set", from which different strategies arise. per Coach Stotts: "We start on a set with two big men at the elbows of the free-throw area, two wings on the corners and the point guard in the middle of the court. We can start from one side or the other side of the court. We use different reads, out from a wide pin down (*horizontal screen to the corner*), hand back (hand-off pass), ball screens, and flares (*a screen*

away from the ball). In our next issue, we'll highlight the second part of this "Thumb Set" where Coach Stotts will explain the "Thumb Fist" with options also for the point guard, always starting from the initial set of two big men, two wings, and one ball handler.

 <https://youtu.be/aafeHPdVMq8>



eCoach is the official technical video company of the NBA Coaches Association (NBCA, www.nbacoaches.com). Several NBA head and assistant coaches share their drills and plays. There are different sections of the library, from children, to youth, to pro level. You can obtain more information about the company and its services by going to www.ecoachbasketball.com



**NATIONAL BASKETBALL COACHES ASSOCIATION
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ZALGIRIS KAUNAS BOX AND ONE PLAY



In 2016 Jarunas Jasikevicius, former great player with European clubs and also in the NBA, has been appointed as head coach of the Lithuanian team Zalgiris Kaunas. In only three seasons, he has established himself as one of the best coaches in the Euroleague, bringing Zalgiris to the Euroleague Final Four in 2018. His teams are well organized, and runs the plays with the correct spacing and the proper use of the fundamentals. On this action, perfectly executed, four players are set on a quarter of the half court on one side of the floor, and one player on the wing on the other side. The aim of this play is to give the ball under the basket to the forward, on this case

Paulius Jankunas. The play is run with a perfect synchronization of the movements of four players using a pin down (a horizontal screen), a hand off, and a back screen to get free the forward.

https://youtu.be/A-z_ZYcXbjo

Claudio César Prieto

Argentinian professional coach, who also holds Spanish citizenship, he has attended many clinics and been the guest of teams worldwide, including the San Antonio Spurs of the NBA. Prieto was on the staff of the Michael Jordan Brand Classic in Barcelona. He has coached Catalan teams, has the top Spanish and Argentinian coaching licenses, and is an expert in video analysis. <http://thecoachclaudioprieto.com/>





BALL SCREEN, SPACING AND CUTS

The “pick-and-roll” action is still the most used action of the European teams to create an advantage on offense. While years ago it was basically an action run by two players to create a two-on-one advantage, the situation has changed. The good defensive teams involve now all five defenders on stopping these ball screens. Therefore, the offense has to be more creative to recognize and exploit the edges that started from this two-man action. In this video, I will highlight the different options that Olympiacos Piraeus recently showed in their Euroleague match-ups. When running a middle pick-and-roll, the spacing is the key. The teams choose often to spread the other three offensive players around the three-point line.



But this gives the opportunity to one defender, with the two defenders involved on the pick and roll, to help out on the screener, who is rolling to the basket. In this video you will see how Olympiacos attacks this defense, using a “Spain pick-and-roll”, cuts from the corner or wing, a post-up in the middle, or a “short roll” of the screener.

https://youtu.be/DhV5lCeMn_0

PASCAL MEURS currently works as the head coach of EuroProBasket International Basketball Academy for professional players at L'Alqueria del Basket in Valencia. He has experience as a head coach at the highest level in Belgium, The Netherlands, France and Luxembourg. He is an expert in advanced basketball analytics and a skilled speaker at coaching clinics. He also runs a coaching website and newsletter: www.pascalmeurs.com

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SCREENING AND MONITORING OF A EUROLEAGUE TEAM (SECOND PART)

TEAM AND PLAYER MANAGEMENT

When we talk about monitoring it is essential to differentiate between two terms for the purposes of this article. When we speak of the "team", we can look to the business model of a team within a company; it is an entity that is not necessarily seen or declared, but is there, nonetheless, and in our case, the company team is made up of 14 players, each with his own characteristics.





THE TEAM'S AND PLAYERS' MANAGEMENT MUST SATISFY DIFFERENT NEEDS

In current basketball terms, the management of the "team" on the one hand, and its players on the other, requires equally important focus and at times, must satisfy totally different needs. Age, race, position, anthropometric parameters, minutes of play, adaptations to different types of strength training, muscle decompensations or their harmful history are some of the conditions that make up the uniqueness of each player.

In most cases (except in special conditions) the players on the court all perform the same training, but not all do the same on the court, neither in the same way, nor at the same intensity.



Illustration 1
Scheme of the team, (Cotolí)

Nowadays, it is very important to employ a screening process using the correct tests to detect any red flags, or to identify any physical decompensations that in the long run can cause us to lose a player due to a medium or long-term injury.

These tests will also mark the areas of work in which we will invest more time with the player: improving the range of mobility, neuromuscular work, the ratio

STRENGTH & CONDITIONING COACH ▶ SCREENING AND MONITORING OF A EUROLEAGUE TEAM

between both body hemispheres, and muscle activation deficits are some of the most common points that we can find after screening each athlete.

For this, in our view, we have to select simple, quick tests with a negative residual effect for the player. To identify the parameters related to the equipment, there is no better test than knowing what is happening on the court, and for that, we take advantage of available technology.

- ▶ **Accelerometry** (an accelerometer is an electromechanical device used to measure acceleration forces) allows us to quantify both players and equipment and exercises.

Knowing the parameters of each exercise, its intensity and duration each day of the week and establishing our own drill book, is a fundamental tool in our methodology.

- ▶ **The next point** would be individual analysis for the identification of risk limits and decompensations, as well as the configuring of the work that must be introduced and performed individually in training micro-sessions, which will last no more than 35 minutes.

- ▶ **Pre-Season Screening.** During the first week of training each player who arrives after his vacation period or after having played in international tournaments, will perform various tests focused on an analysis of the quality of the movement of the lower limbs. To do this, we first carry out, through passive mobilization on a stretcher, an assessment of the degree of mobility of the hip joint: flexion, extension, internal and external rotation of the joint. After that, we analyze the degree of dorsal flexion of both ankles in load. Finally, we record and analyze both the SLS (single leg squat) Test, as well as the Step Test, in order to check for possible deficits and asymmetries in relation to the strength and co-activation of the muscles involved in both tests, as well as possible restrictions on mobility of the lower limb joints during execution.

- ▶ **Force Platforms.** Both this test and the next one we do every two weeks, always taking into account that the players come with at least one prior day of rest. We divide the team into two groups of 7, the first performs the 5 CMJ (countermovement jump) on the force platform, and the second, the





**WE MUST
SELECT SIMPLE
AND QUICK
TESTS**

TIDBITS

He holds two masters, one from the University of Barcelona, and the other one from the University of Valencia

He is a motorcycles enthusiast

squeeze-pull, each with its previous warm-up. Once the tests are finished, the players perform their individual, specific work followed by the team practice.

► **Squeeze-pull.** It allows us to see the strength of the player in an isometric test, of short duration, in different degrees of knee flexion (90, 60, 45 degrees). We can detect the force between adductors and buttocks, establish optimal parameters, strength ratios, identify decompensations, and fatigue. The activation of the adductive musculature and a correct balance with the abductor muscles, as well as the gluteal strength deficit are some of the most important factors that affect the different injuries of the lower limbs in our sport.

Weekly Weight. It gives us information about the player, and it can be first sign in detecting fatigue, poor assimilation of loads, incorrect nutrition, among others.

As a summary, these are our work variables:

- Accelerometry: daily
- Analytics: bi-monthly adapting to the calendar
- Platform of forces: every two weeks
- Squeeze-pull: every two weeks
- Weight: weekly

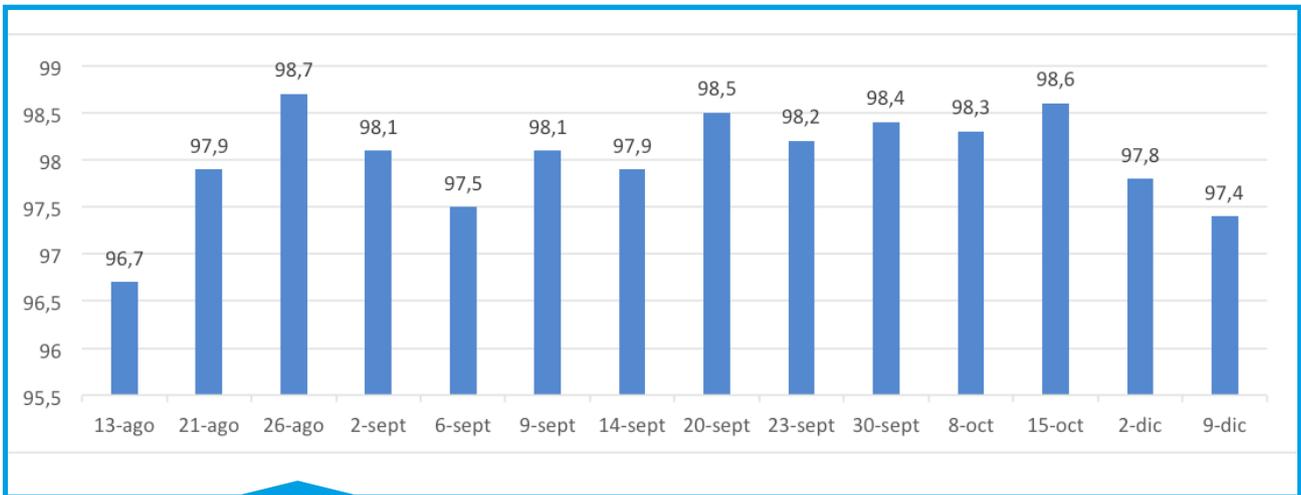


Illustration 2
Example of collecting the weight of a player



https://twitter.com/capdevila_lo



<https://valenciabasket.com>

IOT - INDIVIDUAL OFFICIATING TECHNIQUE

THE NINE FUNDAMENTALS OF REFEREEING

“Hey ref, make a call! Are you blind?” How many times do you hear this phrase or something similar being shouted from the stands? But what is behind a referee's decision to whistle or not whistle a contact or a violation? How does a referee train during the week? Does a referee train during the week?

If 30 years ago one thought that being a referee was the weekend pastime of a respectable professional who wore a gray uniform with a whistle in his mouth,



today the figure of the basketball referee requires a level of preparation and professionalism equal to that of players and coaches. Being a referee at any level requires continuous physical and technical preparation, updates, training, hours spent analyzing videos. Here we will touch on all the necessary aspects of the profession.

**HE REFEREED
450 ITALIAN
DIVISION I GAMES
AND 7 ITALIAN
DIVISION I FINALS**

PHYSICAL TRAINING

For over ten years there has been a specific physical preparation program for FIBA referees, supervised and followed by a team of professionals (university professors). There is, available to anyone, the Manual for Basketball Referees' Physical Training, continuously updated, where referees can find examples of workouts in the gym, outdoors, in their hotel rooms or in confined spaces, nutrition advice, pre and post-game stretching exercises and so on.

In addition, referees receive a monthly training program for the pre and post-season and for the present season. Workouts are monitored weekly with the main objective of preventing any type of injury and creating and maintaining a strong, athletic, and therefore, professional physical presence on the court.

Yet, being physically prepared, while certainly important, is not enough to provide a high level of service. For the spectators, and above all for the players and coaches, the most important thing is that the referee know when to whistle and how to correctly evaluate the different game situations, reducing the number of physiological errors to a minimum. But this is just the tip of the iceberg. The hidden, seamless part that allows for a high degree of accuracy in the referees' decisions is the result of a lot of daily work, made up of the repetition of gestures



REFEREES ► IOT - INDIVIDUAL OFFICIATING TECHNIQUE

and movements that will have to become automatic over time. Referees must be directed to achieve only one goal: to be ready to evaluate what is happening on the court, and to resolve any situation that may occur during the game.

WHAT IS THE MEANING OF BASKETBALL OFFICIATING?

It is the perfect combination of three elements:

- 1) Active Mind-Set—Anticipate what will happen.
- 2) Knowledge of the Game of Basketball—Understand what is happening.
- 3) Mental Image Training—Respond appropriately in relation to what has happened.

The ultimate goal. To allow the natural flow of the game, where the players are able to demonstrate their skills (service provider attitude).

Officiating means making decisions. The main function of the referees is to decide (whistling or not whistling, however the referee decides) if the play stands. The decisions will be more accepted and accurate if the referees demonstrate that they are ready and in charge, they are acting according to professional guidelines, they are confident, but never arrogant.

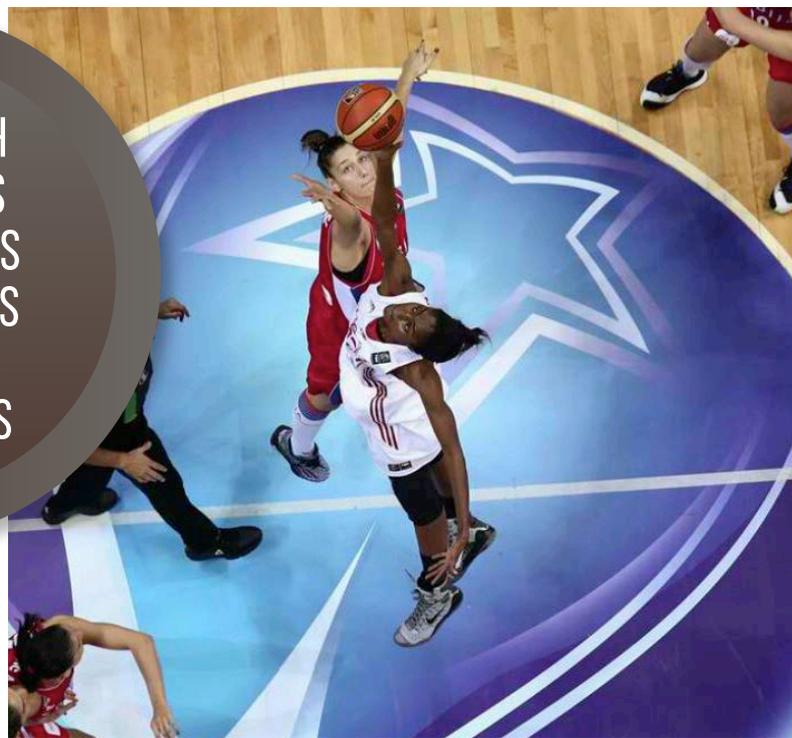
The court presence. One of the fundamental elements in the referees' training program is that of the mental training that allows the concept of "I am in charge".

THE NINE FUNDAMENTALS OF REFEREEING

The referee must also train in and refine the fundamental referees' skills (I.O.T, Individual Officiating Techniques). When we talk about "fundamentals" in basketball, we talk of dribbling, passing, shooting. Each player at any level dedicates, more or less extensively, a part of their training to the development and improvement of these skills. But what are the referees' "fundamentals"? They can be summarized in the following nine points.

1) Distance and Stationary

When refereeing it is important to maintain an appropriate distance from the play, not getting too close.



If the referee has the proper distance from the play, he can:

- a) Decrease the chance of an emotional or reactive call.
- b) Maintain a perspective, as the movement gets slower.
- c) Maintain a wide angle, which increases his field of vision; he is seeing more players.
- d) See the big picture.

If a referee is stationary, when he is making a judgment:

- a) His eyes are not bouncing and, therefore, concentration increases.
- b) A correct decision is more likely as focus and concentration increases.

It is crucial that a referee move as quickly as possible to be in the right position to see the play. Stop, observe, and decide.

2) Refereeing the Defense

In an on ball competitive match-up, referee must focus on any illegality by the defensive player. Referee must get into a position that allows him to see the defensive player clearly.

3) Stay with the Play

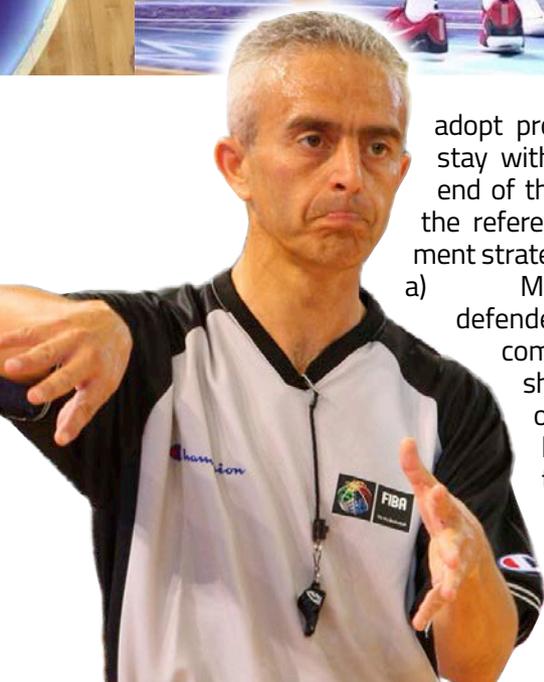
When controlling a play situation, the referee must

TIDBITS

Running and cycling are his hobbies

His great passion is singing and he has participated in several singing competitions

His great ambition is to write a crime novel



adopt professional restraint: stay with the play until the end of the action. To do this the referees needs to implement strategies:

- a) Mentally focus on the defender until the play has come to its end (e.g. shooter has landed on the floor).
- b) Do not start to move: it signals mentally releasing the play before the ball has entered the basket

or the defensive team has gained control of the rebound.

4) Positioning, Open Angle (45°) Adjustments

Referee has to follow these principles:

- a) Move to the right spot and establish the open angle.
- b) Anticipate where he needs to be.
- c) Adjust to the play to maintain the open angle.
- d) Always move with purpose (know where he needs to go and why).
- e) Go wherever needed to be in the best position to referee the play.
- f) If the initial position is correct, there is less need to move, but he cannot be static.

5) Making a Call, Decision Making and Communication

These are the key points:

- a) Must know how to blow the whistle: strong, short blow into the whistle, one time.
- b) Release the whistle out of the mouth after making a call: this avoids emotional reaction by the referee, and allows verbal communication with players and/or coaches involved.
- c) Indicate the relevant signals for the decision.
- d) Support the decision verbally.
- e) Less is more: the fewer times a referee indicates or states something, the more powerful the message.

CAREER

1997-2015
ITALIAN DIVISION I
REFEREE

2015
EUROCUP FINAL

2000-2016
EUROLEAGUE REFEREE

2015
FIBA REFEREE INSTRUCTOR



6) Signals and Reporting

When communicating decisions with signals the referee creates a strong perception among all who are watching him. It is one piece in the overall package of providing a trusted and accepted refereeing image. That's why it is essential to practice the official signals and employ them correctly.

This is the checklist for successful use of the signals:

- Use official and authorized FIBA signals.
- Rhythm and flow: each signal has a start and a stop. When finishing the signal, freeze it and silently count to two.
- Signals must be strong, sharp, visible and decisive.
- Use both hands for direction depending upon which shoulder is in the front.
- Treat each team, player and play with the same standard.
- Less is more: use one clear and strong signal.
- Verbally support the reporting to the scorer's table.

7) Jump Ball

Think of the jump ball as the referees' business card. That's why tossing the ball is something that requires training and needs to be practiced on a regular

basis to be executed flawlessly.

Active referee

A checklist for a successful ball toss:

- Players are tense—avoid any unnecessary movements.
- Style of tossing the ball is irrelevant (two hands or one hand).
- Toss the ball in one, solid, upward motion.
- Determine the correct level of the ball at the start (the lower the ball, the longer it has to travel to reach the highest point).
- Focus on consistency of speed and intensity of the toss.
- No whistle in the mouth when administering the toss.

Non-active referees

The non-active referees should remind themselves to identify illegal actions during the toss and follow the proper procedures in case they observe any.

A checklist for successful coverage by non-active referees:

- Call back the poor toss.
- Call the violation if the ball is touched by either of the two jumpers on the way up.
- Call the violation if the non-jumpers are not stay-



ing outside the circle until the ball is tapped legally by one of the jumpers.

- d) Control the game clock and the shot clock.
- e) Ensure that any throw-in as a result of a violation by the jumper is placed in the new front court, close to the mid-court line.

8) Throw-In Administration

Throw-in administration should be an automatic procedure. If done every time with the proper technique, the referee will always be able, both physically and mentally, to cover the various play situations that can occur.

Here's a checklist for the general throw-in procedure as an administrating referee:

- a) Always designate the throw-in spot.
- b) Employ preventative officiating using verbal support ("stay", "do not move").
- c) Take and maintain distance from the play.
- d) Put the whistle in your mouth while holding the ball.
- e) Bounce the ball to the player.
- f) Start the visual count.
- g) Observe the throw-in surrounding action.
- h) Use the start clock signal.
- i) When a throw-in is taken on the end line in the front court the active official will blow the whistle

before placing the ball at the player's disposal for the throw-in.

9) Control of the Game and Shot Clock

The control of the game and shot clock by referees has become a standard routine nowadays. Referees need to train in order to learn to control the game clock when:

- a) It should be started.
- b) It should be stopped.

Referees need to train in order to learn to control the game clock whenever there is a new team possession and when a team establishes a new team-control possession (pick up the last two digits of the game clock).

All these fundamentals are an integral part of the weekly referees' training program. Using the correct technique combined with thousands of repetitive actions (practice) will ensure that they become automatic skills (developed and maintained in referees' muscle memories).

As Zig Ziglar (the late American writer and motivational speaker, editor's note) said:

"Repetition is the mother of learning, the father of action, which makes it the architect of accomplishment."

Reference: FIBA HOME STUDY BOOK – Refereeing

HAVE YOUR SALES TECHNIQUES AND APPROACHES EVOLVED IN 2020?

CHANGE YOUR SALES STRATEGY

SIX
YEARS NBA VP
TEAM MARKETING
& BUSINESS
OPERATIONS

During my consulting visits and interactions with salespeople on social media, I am often surprised that some of the sales techniques — with the exception of an increase in analytics — have not evolved significantly since I began working in professional sports more than 20 years ago. In this column, my intent is to provide some simple suggestions that will increase productivity and are more in line with the entry-level sales talent being employed upon college graduation.





StubHub

Top 10 In-Demand NBA TEAMS

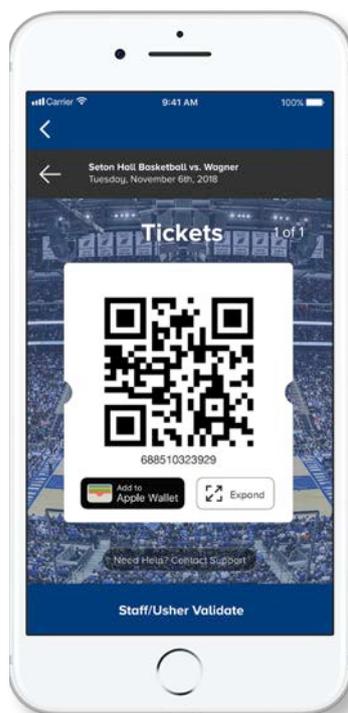
- 1 Los Angeles **Lakers**
- 2 Los Angeles **Clippers**
- 3 Philadelphia **76ers**
- 4 New York **Knicks**
- 5 Brooklyn **Nets**
- 6 Golden State **Warriors**
- 7 Boston **Celtics**
- 8 Toronto **Raptors**
- 9 New Orleans **Pelicans**
- 10 Miami **Heat**

Ranking based on StubHub ticket sales as of 10/8/19 for the 2019 NBA season

Buy and sell tickets for these teams and more at [StubHub.com](https://www.stubhub.com)

1. THE PHONE.

First of all, making 100 calls per day (the gold standard) is questionable in the world we live in. Caller ID, call blocking of telemarketers and the reluctance of people to answer a call from a number they don't recognize all combine to suggest there are better ways of making contact with prospects. Remember the "AIDA" formula — Awareness, Interest, Desire, Action — should really be "AAIDA" with the first A standing for Attention, because nothing can occur unless you have the attention of the prospect. In a related issue,

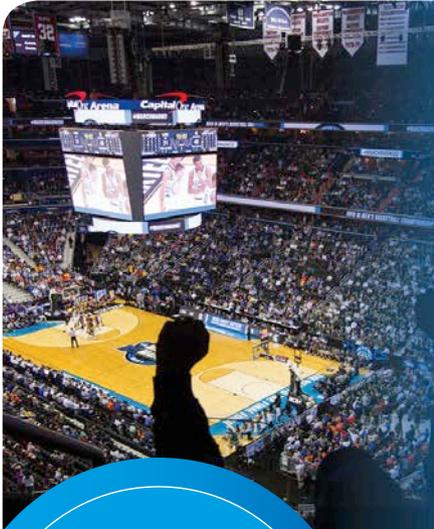


making calls from a landline seems very dated. Equipping the sales team with cellphones is essential and not a luxury. The ability to create and share videos that show opportunities rather than trying to describe them over the phone is a better way to paint an accurate picture and create interest. If you are selling an experience, shouldn't you show that experience if you have the ability to do so? Create videos showing the inventory and the opportunity, but also show people enjoying themselves at the event.

Text, don't call. Young sellers are more fluent in texting than in conversation and it comes easily to them. Also, while you may not respond to a voice-mail, you will always check a text, which could also include the previously mentioned video.

Most people agree that a face-to-face meeting or a trial sampling of attending the event are the most desirable outcomes, as personal interaction and experience has a higher probability of leading to a sale. Therefore, whatever can be used to create that opportunity should be employed.

The Phoenix Suns are thinking beyond the phone in promoting game-day atmosphere as part of sales efforts across social media.



**DON'T MISS THE MADNESS.
TICKETS STILL AVAILABLE!**

South Regional | Houston, TX
March 27 & 29 | Toyota Center

NCAA.COM/VIP



CO-AUTHOR
OF TWO
LEADING SPORT
MARKETING
BOOKS

**2. FOUR COKES, 4 HOT DOGS AND 4 TICKETS:
FAMILY VALUE PACKS**

The term “family” in this promotion doesn’t fit contemporary times. I cannot believe that in this enlightened time of celebrating diversity and multiculturalism that we use an approach that screams the 1960s. In 2018, the average family size was 3.1 people. Why not adopt the “Modern Family Plan” - Aspire Group (*a strategic consulting, researches and ticketing company, editor’s note*) has implemented this - where the value plan still exists, but it is based upon a per-person cost? Remember, an effective promotion of this type needs to be inclusive.

**3. THE SALES CUBICLE OF 2019 IS A CELLPHONE
AND A CAR**

This is particularly true for group sellers. Understanding the social and business needs of prospective group clients is essential to making a meaningful proposal. Boy scouts have meetings, Little Leaguers (*young players, from 8 to 12 years old, who play in the baseball Little Leagues, editor’s note*) play

games and schools have PTA groups (*school associations run by some of the parents and teachers to discuss matters that affect the students and to organize events to raise money, editor’s note*) and other influencers, who might be interested in a meaningful field trip or having their athletic teams play a game on a professional court, field or rink. A successful group seller will be out visiting and developing an understanding of how certain promotional opportunities or performances might be the best incentives. This is a level of learning and understanding that will not usually manifest itself through a phone call, but more likely will emerge after a visit that helps to build a relationship. A seller needs to be nimble and mobile to sell in 2020 and beyond — being proactive and not waiting for a return phone call.

**4. WHEN DOES
THE SALE END?**

This observation comes from my own personal experience.

HE
IS FOUNDER
AND PRINCIPAL
OF BILL SUTTON &
ASSOCIATES,
A CONSULTING
FIRM

HAS BEEN PROFESSOR AT ROBERT MORRIS U., OHIO STATE U., U. MASSACHUSETTS-AMHERST, AND CENTRAL FLORIDA U.

When a sale is made, the prospect and the seller agree upon a seating location that, at the time, is a good fit for the needs of the prospect. As an owner of multiple ticket plans throughout the country, I can assure you that is not always the case. I always requested aisle seats when I bought a ticket plan, thinking I would have some room to stretch my legs. What I didn't understand was the number of times I would need to stand up to let others leave/return to their seats during the game. I would then wait for seat relocation at the end of the season and request to be moved.

If we adopt the philosophy that lifetime value and longevity is the desired outcome, and that the sales process is fluid and ongoing, there are more timely and effective ways to ensure that the customer is truly satisfied. For example, depending on invento-

ry, a new buyer can sit in his/her seats for the first two games and then be upgraded to a better location that doesn't dramatically alter the agreed-upon financial commitment for the third game. The seller can then follow up after the game and see if the ticket owner would like to relocate for the remainder of the games in their plan. Remember, not every customer has a solid understanding of all of the available inventory at the time of the purchase. These are not drastic changes, but they will have an impact upon sales and upon the workforce.

 https://twitter.com/sutton_impactu

 www.billsuttonandassociates.com




TIDBITS

Great fan of the baseball team Pittsburgh Pirates

Since several years he never missed a live attendance to NCAA Basketball Final Four

Italian food is his favorite

ITALIAN FEDERATION MINI BASKETBALL PROJECT

TEACH MINI BASKETBALL AND TEACH FOR LIFE

The Italian school system does not have a physical education and sports program in primary school, so Italian children from 5 to 11 years of age don't have any physical activity at school! In the last few years our children also have fewer open spaces where they can run freely or play in the streets, developing their motor skills in the process; therefore, pre-sport training programs must take care of these elements, and the pre-sport activity must be general in order to stimulate the many different areas of development.

PLAYING MINI BASKETBALL MUST BE AN OPPORTUNITY FOR GROWTH!

The child that we want to raise in the mini basketball tradition will be an **AUTONOMOUS, RESPONSIBLE** and **COLLABORATIVE** child.

He'll be a coordinated child, who effectively uses his body and movement, a child who is positive with others, who accepts and respects the rules of fair play. She'll be an attentive child, ready to recognize situations, who'll begin to understand the game and perform on the court in an intelligent way.

AUTHOR
OF NUMEROUS
HANDOUTS AND
BOOKS ON BEHALF
OF THE ITALIAN
BASKETBALL
FEDERATION



WE WANT THAT CHILD TO GROW AS A PERSON, AND AS A PLAYER AT THE SAME TIME.

The ages 5 to 11 are the perfect time for the development of coordinative abilities, which are essential for learning technical skills.

Our special targets are:

- ▶ **MOTOR CONTROL / BALANCE**
- ▶ **ADAPTATION & TRANSFORMATION OF MOVEMENT**
- ▶ **SPACE/TIME ORIENTATION**
- ▶ **MOTOR COMBINATION**
- ▶ **ANTICIPATION & CHOICE**

We use dribbling, shooting, passing and defense to teach body control and movement in different game situations, to recognize new situations, and to adapt and modify the movement in relationship to the space and within the time constraint. We teach mini basketball to combine different movements, to watch and read situations, and plan new choices.

THIS IS OUR MINI BASKETBALL TEACHING PROGRAM

Below are some examples of activities for the Under 11 Group, referring to three different phases of training:

- ▶ First Phase of Practice: Activation Drills
- ▶ Central Phase of Practice: "Power" Drills
- ▶ Final Phase of Practice: Game Drills

FIRST PHASE OF PRACTICE: EXAMPLES OF ACTIVATION DRILLS

Look at the Ball

All the players have a ball and they dribble free of the three-point line. The coach randomly puts other balls on the floor: when a player finds and catches a second ball, he makes 10 dribbles with two balls at the same time, then he leaves one ball and goes for a shot (only one shot), and comes back out of the three-point line to find another ball.

Variant

Competition: the winner is the first player who scores three baskets.

Point of Emphasis

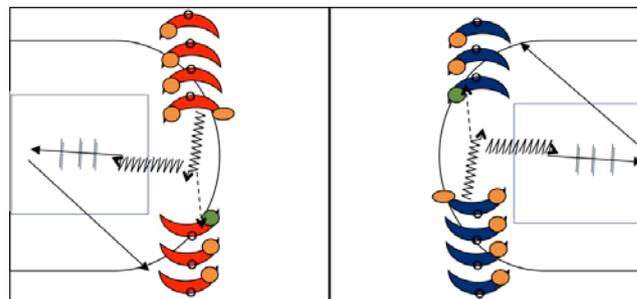
The **tools** are dribbling and shooting.

The **motor goal** is **motor coordination with set combinations of movements: make movements of motor dissociation, simultaneous or successive**

movements, stay focused on the game and the competition, and increase the intensity.

Two Teams and One More Ball

The players with one ball each are divided into two teams, each team is divided into two rows, with the first player of the row with a second ball. At the coach's whistle, the player with two balls first dribbles towards the opposite row, passes one ball to the player of the other line and goes for a layup (**diag. 1**).



Variant

Competition: the winner is the first of the four rows that scores 10 baskets.

Point of Emphasis

The **tools** are dribbling, passing, and shooting.

The **motor goal** is **motor coordination with set combination of movements: different pushes on the ball, different use of the hands on the ball, action according to the game, and shooting on the basket.**

AT THREE

All the players have one ball each. They dribble freely around the court. As the coach signals "GO" the players dribble and go inside the three-point line, at signal "FREE" they dribble freely. Alternate the signal "GO" and "FREE".

Variant

The players form a trio, one near the other, and alternate when they receive different signals.

- When the player in the middle says: "CHANGE", the players change their positions (1 to 3 spot, 2 to 1 spot and 3 to 2 spot, for example).
- When the coach, using a different tone of voice to get their attention, says "CHANGE" the players once again change their spots on the line.
- When the player in the middle of the line says "OUT", he takes the position in front of the other

MINI BASKETBALL ▶ ITALIAN FEDERATION MINI BASKETBALL PROJECT

two players, and moves back and forth in front of them; the other two players must move, reacting to the moves of the player who is in front.

Points of Emphasis

The **tools** are the fundamentals with the ball.

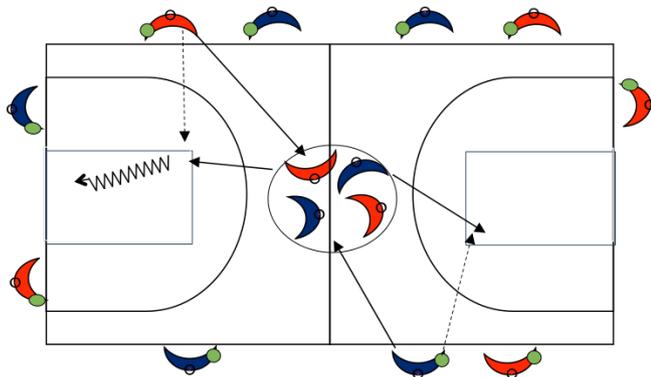
The **motor goal** is **adaptation and transformation**

The most important and basic focus is on ATTENTION.

SPRINT FROM MIDCOURT AND RECEIVE THE BALL

The players are divided into two teams, with two players per team, in the center of the court without the ball, and all the other players, each one with a ball, remain outside the court.

The players without the ball run to the basket, receive the ball from a teammate and make one shot. The passer goes to the center of the court, while the shooter recovers the ball after his shot, and goes outside of the court (**diag. 2**).



Variant

Competition: two minutes to score the most baskets.

Points of Emphasis

The **tools** are sprinting, passing and shooting.

The **motor goal** is **orientation and space-time differentiation: to look and move in the space, according to the basket orientation, evaluate distances, speed, strength: dynamic differentiation.**

CENTRAL PHASE OF PRACTICE: EXAMPLES OF "POWER" DRILLS

Push and Go

Three players, each one with a ball, at the three-point line on each basket facing the basket (they have the "POWER"). The other players, with the ball, are in the center of the court. The players in the center of the court, when they decide, go behind one player set at the three-point line. The player with the "POWER" places the ball on the back of the other player and



pushes and when ready, drives to the basket. The first of the two players, who makes the basket, takes "POWER" and goes to the three-point line.

Variant

They face each other and they push ball against ball (this time the challenged player has his back to the basket).

Points of Emphasis

The **tool** are dribbling and shooting.

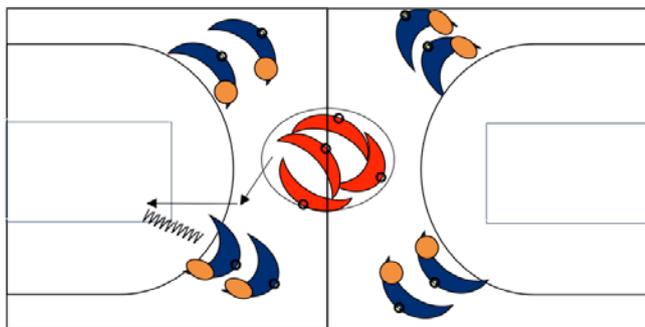
The **motor goal** is balance (Motor Control): feel the position of the body, stay low, and look for balance.



Four or Five “Prisoners”

Four or five players (“prisoners”), without the ball, in the center of the court. The other players, each one with a ball, divided in four rows, two rows at the three-point line on both half court.

The players in the center of the court (the “prisoners”) run and cross the three-point line. When they cross over the three-point line they play one-on-one vs the offensive player: if the offensive player scores, or is fouled, he remains on offense or if the defensive player gets the ball, they change the role (diag. 3).



Points of Emphasis

The **tool** is the defense.

The **motor goal** is balance (**Motor Control**): feel the position of the body in game situations and the importance of the rules. A FOUL IS A FOUL! (most important rule for this drill).

CHALLENGE IN TIME

The players are divided into groups of three, on both half courts, outside of the three-point line. In each group one player is facing the basket, while the other two, one player with a ball and one without a ball, are facing each other, with two cones in between them. When the player with the ball in front of the cones drives to the basket, the player with the ball on his side also goes to the basket, and whoever scores first makes one point, then they change positions (diag. 4).

Variant

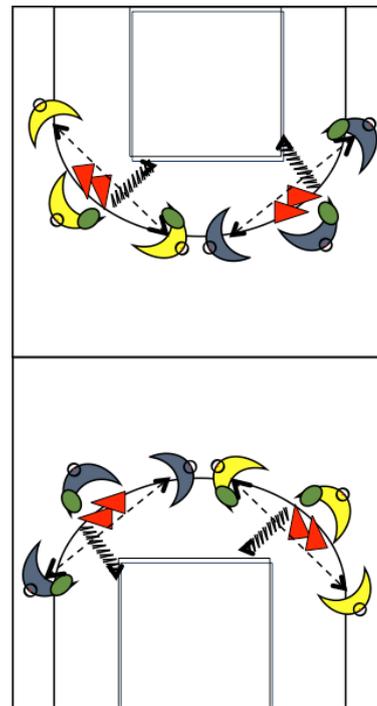
Direct passage
Change of side

Points of Emphasis

The **tool** is shooting.
The **motor goal** is the **anticipation and choice**:

Attention, perception, dimension, space/time (most important focus!) but, also look to the other side: free space or occupied space?

PLANNING – DECIDING – CHOOSING – ACTION



FINAL PHASE OF PRACTICE: EXAMPLES OF GAME DRILLS

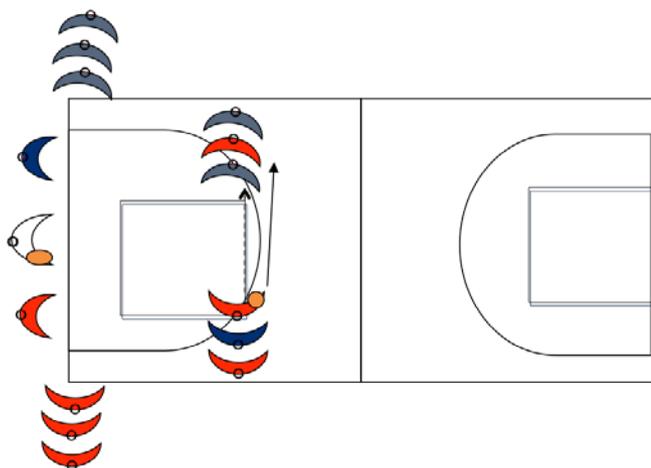
In this final phase of the lesson, we still focus on the motor skills.

Pass & Follow 3 on 3 and 4 on 4 from Throw-in Pass

Three players per team form two lines at the elbows of the free throw line, with two teammates and one player of the opposing team on each line, and one line with a ball.

Outside the court at the baseline there is the coach with a ball and on his left and his right one player from each team. The player on the court with the ball passes it to the player in front, follows the pass, and when the coach passes the ball to one of the player on the baseline the game starts, while the other ball passed among the lines must be passed to the coach. At this point they play for four or five actions (diag. 5).





Points of Emphasis

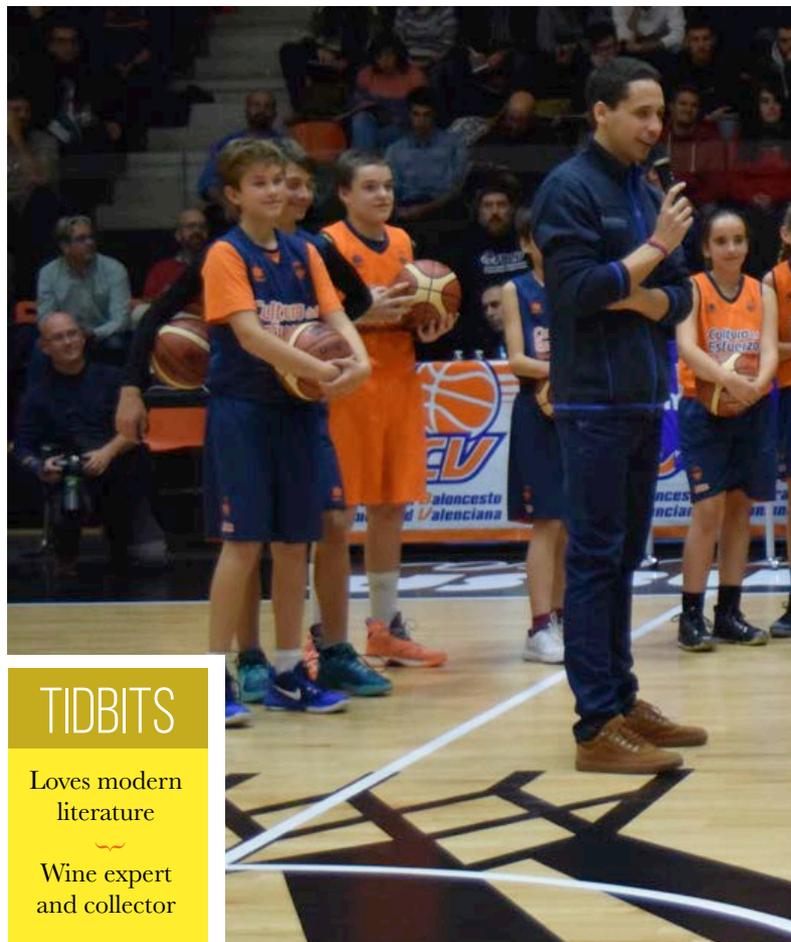
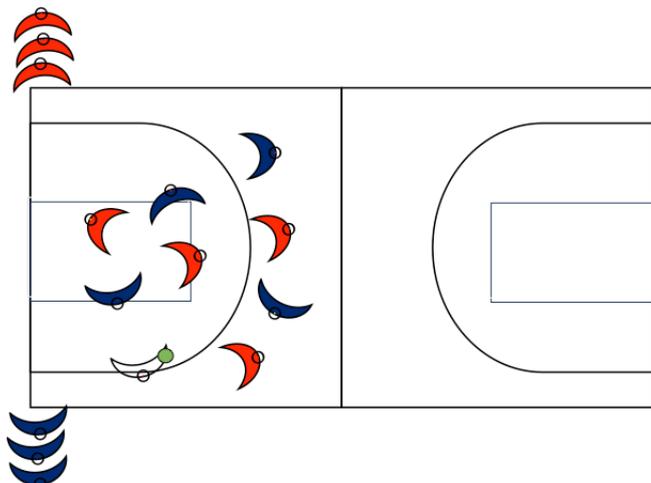
The **tool** is passing.

The **motor goal** is: adaptation and transformation: watching in front and on the side, and quickly recognizing the new situation.

2 ON 2 OVER AND 2 ON 2 UNDER

Two players per team over the three-point line and two players per team inside the three-point line, and the coach with the ball. All players move around randomly, and when the coach drops the ball whenever he wants, the game starts. The player, who catches the ball is on offense with his team.

If the ball is caught over the three-point line the team with the ball attacks the basket on the other half court, if the ball is caught inside the three-point line, the team with the ball attacks the basket on that half court. The drill is run for four or five actions (diag. 6).



TIDBITS

Loves modern literature

Wine expert and collector

Points of Emphasis

The **tool** is driving, passing and shooting.

The **motor goal** is **adaptation and transformation: quickly recognizing the offensive and defensive situations, and practicing the reaction times.**

CAREER

1976-1985
THIRD DIVISION ITALIAN
BASKETBALL TEAM COACH

1980
MINI BASKETBALL NATIONAL
INSTRUCTOR

1985-2000
YOUTH BASKETBALL COACH

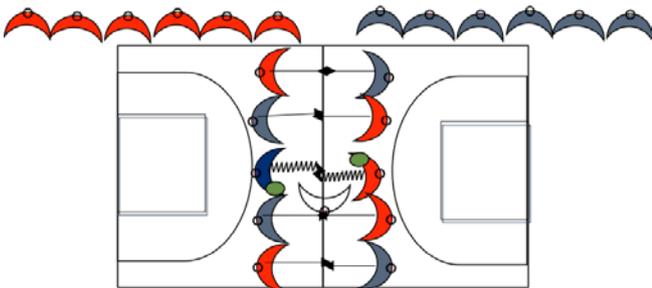
2001
ITALIAN FEDERATION MINI
BASKETBALL NATIONAL
TECHNICAL MANAGER



**NATIONAL
TECHNICAL
MANAGER FOR THE
ITALIAN BASKETBALL
FEDERATION OF THE SECTOR
YOUTH MINIBASKET AND
SCHOOL SINCE 2001**

5 ON 5 CROSS MIRROR

Five players per team on the court form two lines and each line is made up of players from both teams, facing one another, with one ball per line and the coach in between the two lines. The players' movement is dictated by the two players with the ball, and they must move back and forth, as if they are in front of a mirror. When the coach asks for the ball from one of the two players, the team with the ball gets the "POWER", and they play five-on-five with their respective teams (diagr. 7).



Points of Emphasis

The **tools** are dribbling, passing and shooting.

The **motor goal** is still **anticipation and choice: Attention, Perception, Dimension, Space/Time**

I'm aware that the idea of mini basketball that I'm presenting is not easy, but in mini basketball, as in sport in general, winning or losing are important values, but they cannot dictate teaching. Sport must be an opportunity for everyone to grow and living sport means to become better people. Sport offers the tools and values to grow as a person.

We want to help children grow up as autonomous, responsible and collaborative—these are human characteristics before technical skills.

I believe our dream is to be good teachers for our children, all our children, and I think that training in mini basketball means, above all, TEACHING!

ALQUERIA LAB

A WAY TO COLLABORATE
WITH THE SPORT SOCIETY



HE HAS BEEN
S & C COACH IN
VALENCIA BC
AND CB MURCIA

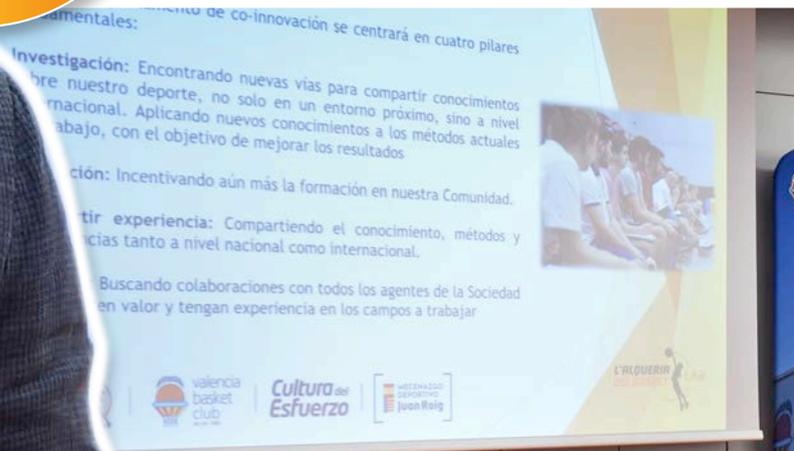
LAB is the new Research & Development Department of L'Alqueria del Basket. It is a project launched to boost performances in all areas of basketball through co-innovation: a way to open up to the world, to obtain new references and investigate new ideas and projects, test them, develop them, and generate new ones. It is a way to collaborate with the rest of sport society, encouraging joint growth.

L'Alqueria LAB has the following general targets:

- ▶ Boost the performance of our athletes
- ▶ Generate new working tools and improve the existing ones
- ▶ Encourage the improvement of our sport, not only in our facility, but in the society
 - ▶ Share knowledge in all areas surrounding basketball
 - ▶ Convert L'Alqueria del Basket into a point of reference for co-innovation.

The new Department will focus on four fundamental pillars:

- **Research:** Finding new ways to share knowledge of our sport, not only nationally, but also internationally. Applying new





5. Physical Preparation
6. Marketing / Management

From its beginning, to date, L'Alqueria LAB has already taken first steps of great impact in its desire to improve performance and expand knowledge.

Examples of the first steps are:

- ▶ Formalization of alliance with the main Universities of Valencia, highlighted by a milestone in the world of basketball: the creation of the First Basketball Chair within the University of Valencia.
- ▶ Creating alliances with prestigious companies and associations in different fields of sport (nutrition, physiotherapy, medicine, and so on).

These initial alliances have allowed us to start two powerful research projects:

- **NUTRINEXT PROJECT:** Analysis and influence on Microbiome Performance in our athletes.
- **PREDICTION AND PREVENTION PROJECT:** The goal of possible injury prevention in basketball players with a sample collection forecast of more than 1,500 ultrasounds, and 6,000 physical tests.

HE HAS ALSO BEEN S & C COACH OF THE YOUTH SPANISH NATIONAL TEAMS

knowledge to current working methods, with the aim of improving the results.

- **Training:** Further encouraging training in our community of Valencia.
- **Share experience:** Sharing knowledge, methods and experiences, both nationally and internationally.
- **Alliances:** Seeking collaborations with all the people of our society, which can bring value and experience from different fields.

L'Alqueria LAB, covers six working areas:

1. Technical-Tactical
2. Physiotherapy
3. Medicine
4. Psychology

And the organization of training events, such as:

- **MEDICINE and PHYSICAL PREPARATION CONGRESS IN BASKETBALL, JUNE 2020**
- **YOUTH COURSE TRAINING BASKETBALL CONGRESS, JULY 2020**
- **TRAINING DAYS OF THE BASKETBALL CHAIR (ALL YEAR LONG 2020)**

Likewise, within the objectives of integrating people in different fields, L' Alqueria LAB at the moment:

- **WELCOMES 21 INTERNS**
 - ▶ Nutrition: 2
 - ▶ Psychology: 2
 - ▶ Medicine: 1
 - ▶ Physiotherapy: 6
 - ▶ Physical Preparation: 6
 - ▶ Management: 3
 - ▶ Audiovisual: 1

- **COLLABORATES IN THE MANAGEMENT OF 2 DOCTORATES**

In short, Valencia Basket and L'Alqueria del Basket want to promote knowledge, bet on LAB development, and invest in the future.





THE ENDESA MINI CUP QUALIFIED ROUND: A SUCCESS IN ALQUERIA DEL BASKET

Barça, Cajasieta Canarias, Valencia Basket, Coosur Real Betis, Cenor Obradoiro and Joventut Badalona reached the Finals of the Endesa Mini Cup after the qualified round played at L'Alqueria del Basket. These six teams will join Real Madrid (past champion) and

Unicaja Malaga (host) at the Mini Cup Tournament that will be held concurrently with the Copa del Rey finals of ACB League in Malaga, February 13th-16th.

 https://youtu.be/eU_oKJ9RU9U

WORCESTER CAMP AND OTHER OPTIONS FOR THE SUMMER IN L'ALQUERIA

Children can enjoy basketball with the Easter Camp held in April at the IALE Sports Center in L'Eliana, or, at the same time, at a new edition of the Scho-

ol of Easter organized in L'Alqueria del Basket. Both are scheduled from April 14th to 17th.

But, as always, the main focus for training will be the summer season. The Summer Camps will be repeated at the Calvestra Adventure and Leisure Center, for five weeks, from June 21st to July 25th, at a cost of € 345 per week, in a mix of basketball and multi-adventure events in unique facilities. In the same venues, the third edition of the School of Female Technification will be held in two sessions, from July 5th -11th and 12th -18th with top level coaches working side-by-side with players, who want to improve their skills. Also, this year we will run the Summer Camp in Ibiza, Spain, from July 20th to 26th, along with the option to enjoy exploring the island, at a price of € 395.

For those who want to work more specifically on their skills or their shooting technique, the Skills



Camp will return to L'Alqueria del Basket, from June 29th to July 3rd and the Shooting Academy, from July 13th to 17th. Aside from these camps, there will once again be the Summer School (six sessions from June 22nd to July 27th), held both in L'Alqueria, and at the IALE Sports

Center, on the same dates. For all these activities—although registration is not yet open—please contact us via email at campus@valenciabasket.com for information and reservations.

In Worcester, UK, the Summer Offering Goes Beyond National Borders

The Worcester Valencia Camp, will be held at The University of Worcester August 16th-21st, in collaboration with the Worcester Wolves team. This fifth edition will be full of surprises and novelties. At a price of € 1,100, including travel, it will once again be a unique opportunity to learn English, while enjoying basketball. You can now register, or request more information at campusworcester@valenciabasket.com.

 <https://youtu.be/xSldeRZyVx0>



SOME OF THE BEST EUROPEAN JUNIOR PLAYERS AT THE ADIDAS NEXT GENERATION QUALIFIER ROUND

The finals of the first Qualifier Round of the Adidas Next Generation Tournament (ANGT), played at L'Alqueria, had been set by Herbalife Gran Canaria, which won the tournament. The final lived up to expectations,

with the two teams, Gran Canaria and Malaga, fighting valiantly until the third quarter, when Diop under the basket and Montero in the backcourt were too much for Malaga. The Canaries avoided any suffering in the last minutes of the game and achieved their pass for the ANGT Cologne Finals with a score of 88-72. The third place game was Valencia Basket's from the start, with a great center, Faure, in the paint, Millán Jiménez and Ruiz shooting from the perimeter, and outstanding work by point guard, Ferrando, leading the team. Final score was Valencia 98, FC Barcelona 7.

 <https://youtu.be/UzsM8VZpP9M>

L'ALQUERIA A BIG DISCOVERY FOR THE YOUNG PLAYERS OF ANGT

The players, who have been participated to the ANGT had more than enough time for an extensive visit to the facility. "I had never seen anything like this. It is a great sports complex and I want to thank everyone for the opportunity to be here," said Ege Peksari, a Turkish Tofas Bursa player. Of the same opinion were some of the great European talents, who played the tournament. "L'Alqueria is one of the largest academies in the world, so it is always a great place to play," said Matthew Strazel of his second visit to Valencia with Asvel Villeurbanne. Roko Prkacin, a Cibona player from Zagreb, and surely one of the greatest prospects on the European basketball scene, shared the same opinion from day one. "I am stunned. We only have one court to train on (in Zagreb). I don't think I've even had the chance to see the whole facility. I swear I'll get lost in here," he commented. Iosif Koloveros, point guard of the Olympiakos, was of the same opinion after his great



performance in the fifth place game. "It was my first time here and it seemed incredible. More than ten courts, and then we played later in the Valencia home court ... it has been very nice to be able to be here," he said. L'Alqueria del Basket reaffirms itself as a reference point for the future stars of our sport.

 <https://youtu.be/twjL06fpjd4>

126 PARTICIPANTS AT THE FIRST EVENT OF THE CHAIR OF BASKETBALL

The first national and unique Chair of Basketball at the University of Valencia has begun to take its first steps. The Basketball Department of L'Alqueria del Basket, organized with the University of Valencia, held its first training day in the house of European basketball training, with more than 126 participants. Rubén Pons, physiotherapist of Liverpool, Cristina Sánchez, physiotherapist, specialized in ultrasound, and Pablo Martínez, physiotherapist of Valencia Basket, were the protagonists of this first event.

 <https://youtu.be/bzhTgAjalZw>



RENTAL OF THE COURT

Eight the court of the facility are open to all audiences. Our website has a rental service with the aim that any team, group, school or organization can make use of them. Some of the most common formulas are usually training or games, both friendly and official.

CAMPS

The most recurring activity on our courts are the basketball camps, especially during holiday periods.

Children and young people have the opportunity to use their free time to improve individually and collectively in a relaxed environment with peers of their age. The Valencia Basket Camps in Easter, Christmas, and summer, the School of Female Technical Improvement, the Shooting Academy or the Skills Camp are some of the already consolidated camps.

CAMPS AND CLINICS ABROAD

House of European Youth Basketball: L'Alqueria del Basket has become an international model, which has already overcome Spanish barriers. Our coaches have already shared the way of working basketball training in various countries. Last summer, with the help of the company Assist Basketball, Australia already lived this experience, as well as the Worcester Camp, for the fifth year in the UK. Training, clinics, talks... The Alqueria model reaches everywhere.

SCHOOLS

The little ones also have their space in L'Alqueria del Basket. The schools that house the facilities become the perfect occasion for them to have their first contact with basketball in Easter, Christmas, and summer, while playing, learning, having fun with other children.

PRE-SEASON AND PRE TOURNAMENT PRACTICES

National or club's teams can choose L'Alqueria del Basket as a place for their pre-tournament and pre-season practices. For example, the facilities hosted the Spanish women's basketball team for some days just before competing in the FIBA Women's Basketball World Cup in 2018.

TOURNAMENTS

The amount of courts and the variety of services offered by our facility allow to host any type of first level youth tournament. To date, L'Alqueria del Basket has been chosen to compete in the previous phase of the Endesa Mini Cup, the Adidas Next Generation Tournament, the Valencia Basket Cup or the Spanish Women's Cadet Championship among others.



EVENTS

L'Alqueria del Basket is not just a place for basketball. The wide spaces of the courts and the available rooms make it an ideal space for companies or organizations to host events of any kind. The presentation of the Giant Awards, the Marketing Meeting of the Valencia Basket, the presentation of the FER Project, several live radio programs... A wide variety of possibilities.

VISITS

Many schools, teams and individuals can discover every corner of L'Alqueria del Basket thanks to the organized visits offered by the facility. The thirteen courts, the gym, the medical and physiotherapy rooms or the Innovation Room are some of the most relevant locations of the largest basketball house in Europe.

CLINICS

The philosophy of the steady improvement in L'Alqueria del Basket is not only for the players, but also for the coaches. The facility hosts from open training days such as the Raúl Jiménez Memorial or the Valencia Basket coaches' talks, to professional courses such as Procoach, which has brought world-class coaches to share their knowledge and experiences.



PRESEASON

The final stretch of the summer is a good time to prepare the new season. Some American Universities such as Central Florida, Georgetown and Louisiana, among others, have chosen L'Alqueria del Basket as one of their stops to train and play friendly games during their preseason tours. Another event that we are used to is that one of Europrobasket, a program involving players from different countries, who practice for several weeks together for the new season under the supervision of a coaching staff.



INDIVIDUAL WORK

Many players prefer to work alone, especially in the summer season, and choose L'Alqueria del Basket to carry out their set-up for the new championship. We have some examples with the Valencian player Ana Suárez, the Virtus player Angela Salvadores, the Spanish international María Araujo or Jad Khalil, a Lebanese international.

L'Alqueria del Basket is a basketball generating center, which also aims to become a benchmark for innovation in our sport. To this end, the installation is in a process of constant improvement, open to new ideas and projects. You can find all the information about the installation and you can contact us by our web site:

www.alqueriadelbasket.com

BASKIN - THE DYNAMICS OF THE ROLES

IT IS ESSENTIAL THAT THE ROLES BE CLEARLY DEFINED

THE SUM OF ROLES FROM 1 TO 5, NEVER BEYOND A TOTAL OF 23



Each Baskin team coach, before the start of the season, must define the roles of each player on his roster, based on some tests of mobility, of handling the ball within a certain time, and others. Thanks to these tests the coach will establish the roles, from 5, the more skilled players, also professionals, to 4, the amateur players, to 3, players with disability, but able to move on the court, to 2, players with a disability, and unable to run, or not being able to be on the court with the other players (for example an autistic), and, finally, to 1, players on the wheelchair, and unable to move the wheelchair by themselves.

Then, during the game there is an independent Technical Commissioner. He, for each given point, such as the "use of the two side baskets", and the other various criteria, in the end decides the "correct" role number. If the

player's role is not correct, on the next game the coach must change the role of that or those players, based on the decision of the Technical Commissioner. The increasingly frequent use of videos can also give the Technical Commissioners the opportunity to document their assessments.

We reiterate the fact that in Baskin the assignment of roles is not based on medical diagnosis criteria, but on the functional analysis of the so-called residual capacities. Therefore, we don't focus on what a player has suffered (stroke, cerebral palsy, injury to the spine, etc.), but on what a player can do.

This approach, linked to physical and other functions, which can improve or deteriorate, requires a great deal of close observation by the Technical Commissioners and contributes to the dynamism of their choices for

"recruitment" into the different roles. It also offers a kind of fluidity that prevents players from being trapped in a medical diagnosis, instead opening the door for upgrading their roles.

In order to be effective, this method of approach, also suggested by the World Health Organization, must have a "social structure" (school, sports, work) capable of including the different types of people present on the human spectrum. Baskin is a strong candidate to be a sports organization of this type. Let's now describe the dynamics of the rules.

THE RULES FOR THE FIVE ROLES

The rules governing the five (5) roles players in Baskin allow all different types of people to be able to play, and be protagonists, if they are skilled enough at their roles. Therefore, an effective Baskin coach not only needs to know how to manage players of different skill levels, but also how to do that while adhering to this component of Baskin's first and founding rule: the sum of the role numbers (from 1 to 5) of the players on the court on the same team cannot exceed the sum of 23 (Rule No. 1 Baskin Rules rev.14, see www.baskin.it). A close understanding of how to implement effective

game tactics while adhering to this rule is fundamental to Baskin. Let's see how.

The maximum number 23 rule already suggests that a coach could play, at most, four role 5 players on the court, with a sixth player outside on the mid-court line, who can shoot uncontested on the special lower baskets.

In addition, the same Rule No.1 specifies that two is the minimum number of role 5 players on the court and three the maximum, and that among them there must be a female player.

There are further limitations provided by Rule No. 1:

- ▶ A role 3 player must always be on the court.
- ▶ There must always be a "pivot" (the designation for role 1 and 2 players), who is set outside of the half court and who can shoot on the lower side baskets.

At this point, if a coach sets up three role 5s (the maximum number allowed) and he must always play a role 3, he has only 5 points left from the sum of 23 to



HOOPS FOR ALL

assign to two other players on the court.

He will then be able to field a role 4 player, but only if a role 1 player, a "pivot", is on the court, while if he wants to field a role 2 player as "pivot", he must field another role 3 player.

In the instance where a team cannot field a role 4 player, the situation that might seem unfavorable at first glance could actually turn into an advantage. Why? It is based on the rule of the illegal defense of an upper role player, who guards a lower role player (Rule n° 8), which specifically disallows guarding both role 3 players with a defender on each one.

In fact, the role 4 player and the three role 5 players cannot guard the second role 3 player, who will then be able to choose, depending on where their role 3 teammate is positioned with his defender, whether to go to score on the lower basket with a three-point shot, or go to score on the lower basket for two points, or to turn the ball to the "pivot", who may attempt to score a two or three-point shot on the lower basket.

Based on the ability of the second role 3 player to guard the role 4 player—role 3 players can defend against role 4, but it is more difficult—will depend the success or failure of the coach's choice.

ANOTHER OPTION

Let's suppose that the role 3 player does not have the ability to guard the role 4 player, and that the coach cannot field a role 1 player from among the "pivots". What can he do to guard the role 4 player? He will

ALWAYS ON
THE COURT:
A ROLE 1 OR 2



necessarily have to substitute one of the three role 5 players and field a role 4 player: he will guard the opposing role 4 player, trying to defend two against three to play versus the two opposing role 5 players.

While on offense, the coach will try to use the second role 3 player (or the roles 1 or 2 "pivot", to whom he passes the ball) to obtain some "easy" baskets. Remember, the "pivot"—1 or 2—can shoot an uncontested two or three-point shot on the lower baskets.

Clearly, these situations will not last long, but offer just enough time to allow a recovery or a score to overtake the opposing team. These opportunities will turn on the skill and speed of the coach's reading of the game situations, as well as on the ability of the players to quickly seize the different openings when presented.

From the above examples, it's easy to understand how crucial it is to correctly assign roles. Picture how a "false" role 3 could defend very well against a role 4, and be unmatched by the other three roles on offense.

For this reason, an additional grid, which will be described on the next issue, has been drawn up that allows the Technical Commissioners, to clarify the various five points which lead to the assessment of judgment on the roles.



<https://www.facebook.com/baskin.cremona/>



<https://baskin.it/>

COACHING BASKETBALL COURSE YOUTH AND DEVELOPMENT PROGRAMS



Basketball Degree L'Alqueria del Basket

Cátedra de baloncesto
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DIBF EUROCUP 2019

GREAT ATTENDANCE AND COMPETITION



4,000
PEOPLE
ATTENDED
THE FOUR DAYS
OF DIBF EUROCUP

The 11th DIBF EuroCup Championship was held in Moscow from November 20th to 23rd. For four days, 15 men's and eight women's teams, comprising about 400 athletes, fought for the right to be the best European basketball club in each category.

In every game of the competition it was clear that the level of play was really high. The women's final was between TYLA Kaunas of Lithuania, and ASD SORDI Pesaro of Italy. An attempt by the Italians to catch their opponent was unsuccessful and the Lithuanians rightfully won the championship, beating the Italians by a score of 71 to 62. In the battle for third

place, WKS N SWIT Wroclaw of Poland overtook GSC Nürnberg of Germany, beating the opponent by 15 points with the score of 54 to 39.

In the men's competition for first place, the teams of MBA-GLORIA Moscow of Russia and AMPLIFON RL Fabriano of Italy clashed mightily. During the first part of the game neither team dominated, but then the Italians were able to break out and gain the lead, albeit only one of a few points. Clearly the small lead



**MEN'S
AND WOMEN'S
TEAMS FROM SEVEN
COUNTRIES COMPE-
TED**



did not allow them to relax, because the Russians were not going to give up, constantly nipping at their heels. High-speed offense, three-point shots, bursts of emotion were the great hallmarks of the game. But AMPLIFON RL Fabriano never lost its advantage, with the final score of 84 to 74 in their favor and the championship title.

The game for third place was no less intense with ASD SORDI Pesaro of Italy against SSN MIG Gliwice of Poland, but luck was on the side of the Italians. Just seconds before the final whistle, one of the Polish players attempted a three-point shot, which would have brought the game into overtime and given them a chance to nab the bronze medal, but the ball hit the edge of the hoop and bounced away. At the final horn the score was 73 to 70 in favor of ASD SORDI Pesaro.

After a year of work in preparation for the event, all the athletes, the fans and the guests underlined the high level of organization at the EuroCup, the coordinated work of the organizers and the active work of the volunteers. Over 4,000 spectators watched the DIBF EuroCup over four days, a new attendance record among deaf basketball competitions. We hope that the EuroCup will serve as a strong model for the preparation and organization of larger sporting events for deaf people, not only in Russia, but throughout the world.

THE 11TH DIBF EURO CUP FINAL RESULTS

Women's	
1st place	TYLA Kaunas (Lithuania)
2nd place	ASD SORDI Pesaro (Italy)
3rd place	WKS N SWIT Wroclaw (Poland)
4th place	GSC Nürnberg (Germany)
5th place	MBA-GLORIA Moscow (Russia)
Men's	
1st place	AMPLIFON RL FABRIANO (Italy)
2nd place	MBA-GLORIA Moscow (Russia)
3rd place	ASD SORDI Pesaro (Italy)
4th place	SSN MIG Gliwice (Poland)
5th place	METEOR (Russia)

 <https://twitter.com/deafbasketball>

 <http://www.dibf.org>

TECHNICAL AND TACTICAL ASPECTS



THE PICK-AND-ROLL IS ESSENTIAL

There are also technical and tactical aspects of the game that are like the running game and particular variations. The pick and roll game is essential, setting screens around the key can be determined by styles and systems of play, curls – usually a low point player curling a big/high point players to create a mismatch and similarly, high point players using size and scoring ability to create mismatch shots around the key.

The main difference in the pick and roll is position and movement. Whereas in the running game the picker must have position and remain stationary except on “the roll”, in the wheelchair game the picker can move with the picked player and use position to hold or deny them recovering for the duration of the offense if they wish. The defender’s teammates can help him recover and/or play a switching defense to match up to the offense threats or mismatches.

Teams can affect a press defense and pick up a specific player or players full court and keep them in their back court for as long as possible. This may be the opponents main playmaker or scorer and the defense can use its quickest player to target a particular threat. Similarly,

an offensive team can “back screen” a defender full court and stop or delay them recovering to defense. This could be the opponents biggest or best defender to create a size advantage or a momentary numerical advantage when the picker releases to join the offense. Some teams will “back screen” with two-three players and attack the defense with numbers and speed. The defensive team will use a help player to try release their teammate or use other tactics to nullify the offense.

It is more difficult to play man-to-man type defenses due to the above and defenders not being able to move laterally to stay matched up. Defenders can go under, over, or through the picks, if there is space, but are vulnerable to opponents picks and going under or over can take time, take up a distance to cover and expose players to the opponents cutting or curl actions.

In terms of game play, this has not necessarily changed, but has advanced and evolved over several years.

- ▶ Players are stronger and faster and strength and conditioning programs have been part of the individual player development and progression since the early 2000’s.
- ▶ The influence of sports science has become a fore-





TIDBITS

The USA won 6 World Wheelchair Championships, followed by Great Britain and Australia with 2 each.

The Canadian Patrick Anderson is considered the best wheelchair basketball player in the world.

MAIN DIFFERENCES ON PICK & ROLL ARE POSITION AND MOVEMENT AND THE THREE-POINT SHOT IS A COMMON PART OF THE GAME

- ▶ most part of the players and teams development.
- ▶ This in turn means the game is played at a quicker intensity and requires a high level of fitness. At any of the zonal or major tournaments, players and teams are playing an average of 8 games in 9-10 days with some players playing extended minutes each game.
- ▶ The sports chair has had various modifications and advancements in weight, structure, agility and manufacture process. Being custom made, the chair has become one with the player and detail is vital.
- ▶ The averages game stats have improved and become more consistent at a higher level: two points, free-throws, assists, turnovers and efficiency.
- ▶ The three-point shot and percentage have also become a common part of the game with more players being able to take and make them. More players are now able to shoot a stationary 3P where previously they would need a roll to the line
- ▶ Games tactics continue to develop. With access to video footage and stats from leagues and competitions around the world, all teams can analyze opponents in greater detail and plan training and game tactics accordingly
- ▶ Preparation training and leagues are at a higher level and more players can play professionally in various leagues around the world
- ▶ National Teams also have some level of funding to travel internationally for competition preparation

The area that has seen an increase is the wear and tear on the players and the rise in injuries incurred through training and playing incidents. These are mostly game relative, wrists, elbows, shoulders and can be through incidental contact in training or a game or being falling out of a chair and landing awkwardly. The sports

science input has a greater focus on player health and wellbeing and supporting players physiology to manage the intensity of the game's demands.

The standard of play amongst and between international teams has narrowed with many more teams now being competitive with European and Asia/Oceania teams regularly challenging at the knock-out stages of the major competitions. The Africa zone teams are also developing.

The professional game, particularly in Europe, attracts many of the high-level international players. High quality players from all the zonal regions have played and are playing in Europe, which in turn creates demand from more clubs, attracts sponsors and media and boosts audiences and spectators. This increases the quality of the games and individual players must be higher skilled to not only be approached by clubs but also to be competitive. These players set standards and become role models and ambassadors for their clubs and international teams and generate the interest and demand from younger and developing players. It is like the running game, but without the level of funding and sponsorship the running game draws.

The next major championship is the Tokyo Olympics for the running game and Paralympics for the wheelchair game. The Americas zonal qualification was first to conclude with USA, Canada and Columbia qualified. The next was Europe with Turkey, Spain, Germany and Great Britain qualified. The Asia -Oceania zone qualified Australia, Iran, and South Korea, with Japan qualified as hosts, while the Africa zone qualification will be played this year with one place available.



<https://iwbf.org/>

ZALGIRIS KAUNAS AND ITS FANS

THE LARGEST ATTENDANCE IN THE EUROLEAGUE

Interview by Giorgio Gandolfi



BASKETBALL
IS THE N.1 SPORT
IN LITHUANIA

There are few countries around the world where basketball is the number one sport and in Europe that country is Lithuania. The tradition started in the 1930s when Lithuania won two European Championships for their national teams. Then, eventually several Lithuanians played in the NBA, such as Sarunas Marciulionis, the first, followed by Arvydas Sabonis, one of the greatest European players ever, and others.

Once Lithuania became independent from Russia in 1990, the national team established itself as a powerhouse in the basketball world. Despite being a small country with a population of only 2,700,000, Lithuania is one of the top 15 countries in the world with the tallest average height among all its people. For Lithuanians, basketball is a "religion".

Yet, one cannot talk basketball in Lithuania without an immediate reference to the Zalgiris Kaunas club, and Paulius Motiejunas, its president, as he typifies what basketball means to this country.

For the last two seasons elected Executive of the Year by EuroLeague, Motiejunas started his career with the club from the bottom up and now along with his staff manages one of the most successful modern arenas in Europe, the Zalgirio Arena. In this interview we'll go deep inside the great success of the Zalgiris club in reaching the top attendance in the EuroLeague for the past two seasons, setting the historic EuroLeague record of 14,737 fans out of a 15,000 arena capacity, as well as the club record of highest percentage of fans attending a game for the first time. And, all this in Kaunas, a city of less than 400,000.



Which pathway brought you to the helm of the Club?

I played on the youth team of Zalgiris, dreaming of making it to the first team, but I realized that I could not compete at that level. My parents always urged me to finish university so I fully concentrated on my studies. First I got a Degree in Public Administration, and then I attained a Master in Diplomacy and International Relations. Upon completing my master, I was hired by the Zalgiris, first as Director of Communications, then I became General Manager, and now President.

Not many basketball club presidents have your educational background. How did your degree and then the masters, help you in your profession and contribute to your success in running the Zalgiris club?

I think that everybody should concentrate on a degree and then a masters if they want to run a business or if they want to work at a certain level. For me the Masters in International Relations helped me in dealing with the EuroLeague and EuroLeague clubs, to communicate better and have better overall relationships; it helped with understanding the mentality and the environment of different cities, the traditions and the laws of different countries.

AROUND THE COURT ▶ ZALGIRIS KAUNAS AND ITS FANS

Were there any examples of European or United States clubs that helped you improve your experience in fan engagement and fan relationships?

First and foremost, we worked and learned from the EuroLeague how to enhance our knowledge in this area and then, again with the help of EuroLeague, we visited the NBA headquarters in New York and had meetings with Tommy Sheppard, now General Manager of the Washington Wizards, and Arturas Karnisovas (former professional and Lithuanian national team player, editor's note), General Manager of the Denver Nuggets.

For two seasons in a row, your club held the attendance record among all the EuroLeague clubs, and last season all the teams voted Zalgiris winner of the EuroLeague Devotion Marketing Awards. Could you kindly explain what this award is and your strategy to attract so many first-time ticket buyers?

The "Devotion Marketing Award" is given at the end of every EuroLeague season to the best marketing plan in

the fields of digital strategy, brand development, game presentation and sponsorship activation. For starters my staff and I began organizing a focus group, one made up of possible first-time ticket buyers, to learn directly from them why they had not attended our games and they candidly and openly shared their opinions and suggestions with us. We analyzed the results and then implemented a campaign called #Zalgiris Virgin. The basic idea was to attract first-time ticket buyers, creating a unique atmosphere at the arena by engaging with them before and during the game. Our main goal was to build a positive and enthusiastic connection with the arena and the team. For their first experience at the Zalgiris Arena we created a special welcome kit complete with a team scarf, a booklet with the words to the team's fan chants, and a diploma signed by our coach Sarunas Jasikevicius, who was not just one of the best players in the history of our club, but in all of Europe. In short, we showed fans what they were missing out on by not coming to watch our team play, we generated "emotions"





<https://twitter.com/pauliusmotie>



<http://zalgiris.lt>

before and during the game through different activities for them and their families.

How did you promote your plan in the community?

We reached out through our app, Instagram, Facebook and the club’s website. We also vigorously promoted the plan via media—press and television. Then, as is our habit every season, we ran a survey in the arena and a focus group to better understand if our fans were satisfied and how best we could fulfill their requests and needs.

What contributed to the club’s final decision to approve a fan engagement plan and on how many of Zalgiris’ departments were involved in that decision?

I think it’s fundamental to involve all the departments of the club in the work leading up to the vote on a final proposal of this sort. Based on the information collected from all of our different departments, from marketing, to digital, to communications, the work on the plan was collaborative and when fully synthesized, presented



CAREER

2007 - 2009
ZALGIRIS COMMUNICATION
DIRECTOR

2009 - 2012
ZALGIRIS GENERAL
MANAGER

2011 - 2013
LITHUANIAN BASKETBALL
FEDERATION MANAGING
DIRECTOR

2013
ZALGIRIS PRESIDENT
& ZALGIRO ARENA DIRECTOR



DO
NOT BASE
MARKETING
CAMPAIGN ON
THE WINS AND
LOSSES

along with a budget for consideration. At the end of the process we could approve it or make some additional changes.

Aside from surveys and focus groups, do you have other information gathered about your fans to know them better and to help in creating different fan segmentations?

In the past we had a data base, but due to the restrictions on privacy imposed by the European Community General Data Protection Regulation, we now have only the most basic information on our fans.

After your successful first-time ticket buyers' campaign, which suggestions would you share with other basketball clubs to attract as many fans as possible to the games, one of the pillars of each club's revenues?

A common mistake is to base the marketing and ticketing campaign on the basketball results, on the wins and the losses. You cannot control the games or the



results, but you can create "emotions" and memorable fan experiences, independent of a winning team. To reach this target you must know your fans and what they want to take away from their visit to your venue.

 https://www.youtube.com/watch?v=_CuL3MRGdp4

 <https://www.youtube.com/watch?v=cKP9iA-LrmA>

 <https://www.youtube.com/watch?v=HfbDHQU-g-4>



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