

# TRAIN THE DRIVER TRAINER

SEOUL, KOREA 8TH & 9TH DECEMBER 2016



SPORT  
GRANT PROGRAMME



MEMBER OF



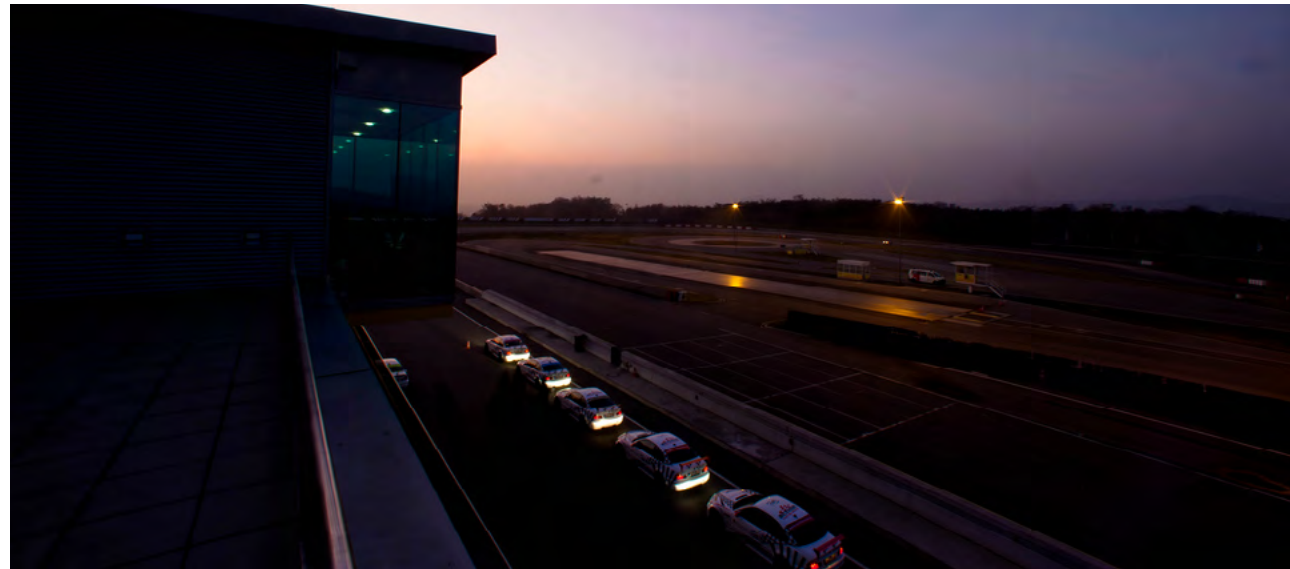


## OUTLINE

The programme will provide participants with the skills and knowledge required to successfully run driver training events and academies on behalf of their ASN and will cover the following areas:

- Event organisation, planning and safety
  - How to run safe and effective driver training activities
- On-track training
  - How to plan and executive drills and activities, including providing briefings, feedback and coaching
- Mental preparation, fitness, nutrition, physical recovery
  - How to train drivers to be physically prepared for racing
- Sponsorship and Marketing
  - Teaching drivers to build their brand, attract commercial support and deal with the media

The programme is suitable for driver coaches (or aspiring driver coaches), ideally with some competitive motor sport experience.





## SCHEDULE



### DAY 1

Time	Activity
9.00am	Welcome, introduction, camp overview
9.30am	Communication & learning
<b>10.30am</b>	<b>Morning tea</b>
10.45am	Activity 1 briefing: - Car set-up - Seat position - Vision - Braking
11.30am	On-track activity 1 – Braking Exercise Straight line braking Brake and swerve
<b>12.45pm</b>	<b>Lunch</b>
1.30pm	Sponsorship & marketing - classroom - Brand / reputation management - Commercialising driver assets - How to attract and retain sponsors
2.30pm	Activity 2 briefing: Car balance
<b>2.45pm</b>	<b>Afternoon tea</b>
3.00pm	On-track activity 2 - Slalom - Handling - Car balance
4.30pm	Day 1 de-brief
<b>5.00pm</b>	<b>Day concludes, depart for hotel</b>

### DAY 2

Time	Activity
<b>8.30am</b>	<b>Introduction</b> - Re-cap Day 1 - Overview of Day 2 - Briefing for on-track activity 3
<b>9.00am</b>	<b>On-track activity 3:</b> - Set up slalom activity - Set up skid control activity - Groups swap activities 9.45am
<b>10.30am</b>	<b>Morning tea</b>
<b>10.45am</b>	<b>Motor sport event management</b> - Group exercise: - Setting objectives - Planning and budgeting - Safety and risk management - Marketing & sponsorship
<b>12.00pm</b>	<b>Lunch</b>
<b>1.00pm</b>	Activity 4 briefing - Motorkhana - Driver training and competitive
<b>1.30pm</b>	On-track activity 4 - Motorkhana exercise set-up and management
<b>3.00pm</b>	<b>Afternoon tea</b>
<b>3.15pm</b>	Driving demonstration
<b>3.45pm</b>	Group photo
<b>4.00pm</b>	De-brief and presentations
<b>5.00pm</b>	<b>Day concludes, depart for hotel</b>



## TRAINERS AND STAFF

### ANDREW JONES COACH

**Professional:**

V8 Supercar Development Series Champion,  
V8 Supercars

**Driver Coaching:**

FIA Institute Young Driver Excellence Academy  
CAMS Elite Driver Academy  
Mentoring in Australian GT and Dunlop Series  
V8 Utes DSO  
Holden, HSV, Peugeot, Audi etc.

### KARL REINDLER COACH

**Driver:** V8 Supercars (current), A1 GP, Formula 3 UK,  
Formula Ford Australia.

**Driver Coaching:**

FIA Institute Young Driver Excellence Academy  
CAMS Elite Driver Academy  
Radical Australia + Australian F4 DSO  
Ford, FPV, Holden, HSV, Honda, Skoda, Mercedes-Benz,  
AMG, Audi, VW, BMW, Ferrari, Lamborghini, McLaren,  
Maserati etc.

### TONY D'ALBERTO COACH

**Driver:** DJR Team Penske (V8 Supercars) & Australian  
GT Championship (current), Dunlop (V8 Supercar)  
Development Series, Formula Ford

**Driver Coaching:**

CAMS Elite Driver Academy, The Formula Company  
HSV – Holden Special Vehicles, Mercedes-Benz + AMG  
Jaguar, VW

### JOHN MURPHY MEDIA / MARKETING / SPONSORSHIP

**Professional:** CAMS Commercial Director  
Responsible for Media / Communications, Sponsorship,  
Membership at CAMS.  
Previous roles include GM – Marketing & Fan  
Development at North Melbourne Football Club (AFL)

### VIJITHA WIJEMANNE MARKETING & PROJECT COORDINATOR

Head of Marketing and Training  
Ceylon Motor Sports Club  
Marketing Director, Consultant & Lecturer





## TRAINING FACILITY

All on and off track sessions will be held at the BMW Driver Training Center, Incheon, Seoul.

In 2014, the BMW Driving Center attracted worldwide attention when it opened in Yeongjongdo, Incheon Metropolitan City.

The BMW Driving Center is the first of its kind in Asia and contains six different tracks, an exhibition hall, an events hall, a Junior Campus and a relaxing hospitality space, all set in 240,000□ of land – about the size of 33 soccer pitches.

The six tracks, each designed to challenge both driver and car in its own unique way, meet the standards of Fédération Internationale de l'Automobile (FIA).



## ACCOMMODATION

Accommodation will be provided to participants at the Nest Hotel, Incheon.

The Nest Hotel is located 7km from Incheon International Airport and a short drive from the BMW Driving Center.

## TRANSPORT

Transfers to and from Incheon International Airport to the Nest Hotel will be provided.

Participants will be responsible for arranging their travel to Seoul.

## COST

There will be no fee to attend the camp.

Twin-share accommodation, training materials, equipment and transport in Seoul will be provided.

A subsidy for air travel for participants travelling from overseas will be made available.





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For more information or to discuss this in more detail please contact:

**John Murphy**

Commercial Director

+61 401 812 883

john.murphy@cams.com.au

CONFEDERATION OF AUSTRALIAN MOTOR SPORT  
851 DANDENONG RD, MALVERN EAST, VIC 3145  
PH 1300 883 959 FAX (03) 9593 7700  
EMAIL [INFO@CAMS.COM.AU](mailto:info@cams.com.au)



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