

**SINGAPORE SPORTS CONFERENCE**  
**Saturday, 8 March 2008 & Sunday 9 March 2008**  
**Republic Polytechnic**

**WORKSHOPS**

**Outdoor & Adventure**

**[Mental and Physical Aspects of High Altitude Mountaineering](#)**

This workshop will cover the mental and physical preparation necessary for High Altitude Expeditions. It will touch on:

- The differences between sea level activities and high altitude activities
- Physical preparation: aerobic endurance, muscular endurance, agility etc
- Dangers of high altitude
- Mental preparation

**Presenter: Dr Shani Tan, Founder and Director of Wilderness First Aid & Senior Consultant Pediatric Anesthetist of KK Women's and Children's Hospital**

**[How To Get Prepared For An Adventure Race](#)**

The key highlights of the talk will be on an expedition-type adventure race. The workshop will cover:

- Key success factors to doing well in a multi-day adventure race,
- Key competency skills required in order to mitigate the risks and safety considerations
- Mandatory equipment required and the essential support and sponsorship needed for such a race.

**Presenter: Esther Tan, Adventure Racer & Triathlete**

**[Starting Enterprises Through Adventure Race](#)**

The speaker, Hai-Yen, will share her passion as a racer and a race organiser. She will share her experience in using running events as a platform to raise funds for a worthy cause. She hopes to transform a passion into something meaningful and to harness support and strength from like-minded individuals. With a pint of grit, tenacity and faith, she believes that nothing is impossible.

**Presenter: Chong Hai-Yen, Founder & Race Organiser for "All Femme"**

### Introduction To Ultra Triathlon

This workshop will give an introduction to ultra triathlon, focusing on the theory aspect. The workshop will cover:

1. An introduction to Ultra Triathlon
2. The key to performance over ultra distance
3. The importance of measuring exercise intensity - introduction to heart rate monitors
4. Key training philosophy for an Ultra Triathlete
5. Special focus on Ultra Low Heart Rate (ULHR) training and racing

**Presenter: Dr Kua Harn Wei, Record Breaker of the Year 2006 & NUS Outstanding Young Alumni Award 2007 Recipient**

### The Business of Adventure: Platforms for Extreme Sports Sponsorship

In this workshop, participants will get the opportunity to learn:

- How to create value propositions for sponsorship
- Tips on what works and what doesn't in corporate funding
- Managing professional relationships with corporate sponsors
- Beyond extreme sports - creating sustainable careers in your industry

**Presenter: David Lim, Owner of Everest Motivation Team Pte Ltd & South Col Adventures**

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**Sports Management**

**Health, Fitness, Sports-related Industry Orientation and Job Opportunities**

This workshop will help youths, in particular budding athletes, who have developed a keen interest in sports to understand the sport industry and its various sector and thus, seriously consider taking up sports not only at practice level but also as a viable career pathway in the future.

**Presenter: Fu Qiang, Head of Sport Management Department, School of Business ITE College East**

**Balancing Between Studies and Sports**

Pursuing sports and studies in Singapore can be a difficult and challenging path to pursue. How does one continues to bring his/her passion in sports further and at the same time, still securing the grades and staying at the top of the crop? These questions will be answered in this workshop.

**Presenter: Michelle Sng, Team Singapore Athlete**

**What is PR?**

There is always a story angle behind the sports events that the media covers. In this workshop, participants will learn more about public relations with case studies of PR campaigns (Sports, Corporate and Consumer). Participants will also get an insight into the different PR industries (in-house, agency, government).

**Presenter: Ronda Ng, Fulford Public Relations**

**Sports Marketing – Selling the Lifestyle**

The sports industry is one that is filled with passion and inspiration. However, much more groundwork and effort are required in order to take the industry to a different level. Participants at this workshop will get to hear from the speaker's experiences in marketing successful brands in Singapore and bringing in one of the biggest local endurance race, the Aviva Ironman 70.3 into Singapore.

Topics that will be covered in this workshop includes:

- Putting Passion into a business and making it profitable
- Is sports marketing similar to the conventional marketing matrix?
- Sports event - the crucial platform to Sports Marketing
- Jump- in! What you can do in the sports industry

**Presenter: Adrian Mok, Triathlete & General Manager of Polar Electro Singapore & Owner of Hivelocity.**

## [Managing and Developing Sports Organisations](#)

Sound management goes hand in hand with the progress of the sport, and Singapore Sailing is proud to be the only National Sports Association (NSA) in the world to be awarded the ISO 9001 certification in recognition of their efficient internal structure and processes. Learn more about managing a sports organization from the experts.

**Presenter: Andrew Sanders, Chief Executive Officer, Singapore Sailing**

## [Managing Sports Events At The Tertiary Level By Sports Clubs Across Different Tertiary Institutions](#)

### [National University of Singapore – Featuring Caltex National Go-Kart Challenge 2007](#)

#### **Getting that sponsorship dollar**

Get tips on securing sponsorship and event organization from the organizers of the Caltex National Go-Kart Challenge 2007 – NUS Motoring Club. The event is aimed at letting youths understand that go-karting is a fun-filled, affordable and easily accessible sport.

**Presenter: NUS Motoring Club**

### [Singapore Management University – Featuring Regatta...Volar...Diva la Futbol](#)

- **Volar!- What It Takes In Making An Adventure Event**

Find out more about how to go about organizing an adventure event from the organizers of SMUX Volar! 2007. The event aimed to bring adventure sports closer to members of the public by giving them the opportunity to try out adventure sports such as cable ski, diving and abseiling.

**Presenter:**

**1) Ng Chong Geng, Student, Singapore Management University**

**2) Gee Yong, Student, Singapore Management University & SMUXtremists Kayaking Team**

- **Diva La Futbol- Women On The Helm At Events Planning**

Diva La Futbol is an event organized by women for women only. Come and learn the ingredients of a very successful event, Diva La Futbol, women soccer's tournament from the students of Singapore Management University. It is the largest female soccer tournament to date in Singapore, which attracts more than 400 participants

**Presenter: Fiona Gao Jinxiu, Member Of The Singapore Women Football Committee, Football Association Of Singapore**

- **Western Regatta- Students Making Events As Business Contacts**

Learn the set up, the agreement and the partnership, the soft and hard ware of planning and marketing of the Western Circuit Sailing Regatta. It is an annual event organized by Raffles Marina and is one of the major regattas sailed in Singapore waters. A total of 46 boats and 230 racers were involved from the local and expatriate sailing communities in Singapore.

**Presenter: Koh Su Jun, Event Manager Of Singapore Management University Sailing Club**

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**Sports Science**

**[Do More With Less – Insights Into The Science Of Training](#)**

It is not uncommon to read about or hear about athletes' woes with regards to their sports performances. The application of science in sports is nothing new, yet too many athletes take for granted the methods used in training to achieve their goals. This session will attempt to illuminate participants on the many disciplines of sports science that, put together, will reap them bountiful benefits arising from a sustained engagement in an active lifestyle.

**Presenter: Dr Michael Koh, Director, School of Sports, Health and Leisure**

**[Biomechanics](#)**

Biomechanics is one area of the research that contributes to the knowledge for swimmers and their coaches. To date, the findings have helped to improve a swimmer's skill and have been instrumental in the development of a new swimming suit and lane ropes. This presentation will introduce some of the findings of the research, including the relation of stroke length and rate of a swimmer, the hand path of a swimmer, and fluid forces acting on a swimmer.

**Presenter: Dr Shige Kudo, Academic staff, School of Sports, Health and Leisure**

**[The Catabolic State, Amino Acid Supplements And Sports Performance](#)**

Research has shown that in Chronic Fatigue Syndrome, there is a switching of the metabolism of the body into a chronic catabolic state.

Such a catabolic state is usually seen as an acute (short term) response due to the activation of the immune system in response to bacterial or viral infections. It is also induced by trauma or competitive physical exertion.

Studies on elite athletes have indicated that in certain cases, their metabolism is also catabolic. This workshop gives a scientific explanation to the use of amino acids rather than proteins as nutritional supplements for such athletes.

**Presenter: Professor Tim Roberts from The University of Newcastle, NSW, Australia**

### Recovery Centre at the SEA Games.

Recovery is a crucial tool in the management of fatigue due to loading from training and competition. Optimizing recovery during training and competition helps to minimize the accumulation of fatigue and ensures that an athlete performs optimally. This is especially important in sports where an athlete is required to compete several times a day or on successive days. Recognizing the importance of recovery in performance, the Sports Medicine and Sports Science professional staff members from the Singapore Sports Council were tasked with establishing a 'recovery centre' within the Athletes Village at the 24th SEA Games 2007.

**Presenter: Mohamed Faizul, Exercise Physiologist, Sports Science Department  
Singapore Sports Council**

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**Sports Pedagogy**

**"FAST FORWARD WITH CONFIDENCE - Youth Athletes Playground**

With the increasing workload that school athletes have to take on in school, how can they balance both sports and studies and yet achieve their personal best in their own events? How can they have a training programme that would help them reap results in a short time?

After all the hard work is put into their training, what is in store for the athletes? What can they look forward to if they continue to be an athlete, coach or an administrator?

This workshop session aims to explore these few dimensions and the benefits of being an athlete. Get first-hand experiences about time management, training and coaching and the many opportunities that are available for athletes today.

**Presenter: Eileen Chai, Former National Athlete**

**Fundamental Teaching Skills for Novice Youth Coaches**

This workshop focuses on fundamental teaching skills which novice sports teachers and coaches might use in a sports education setting. It deals with the basics of organising groups, task presentation (explanation and demonstration), managing tasks while learners are practising, giving feedback, and maximising learner's participation. There will be some content delivered through lecture but there will be plenty of opportunities for practical participation in simulated sports education settings during the workshop. Participants are advised to be appropriately dressed for some practical physical activity.

**Presenter: Dr Joan Fry, Assistant Professor, National Institute of Education**

**Why Sports? A Pursuit Of Happiness?**

The workshop will focus on the presenter's perspective of youth participation in sports. The benefits of sports participation in the areas of health, personal challenges, career and others will be discussed in this workshop. Adherence in sports participation throughout different stages of life will also be considered. Questions will also be raised on how a change in physical environment and culture will affect participation in sports.

**Presenter: Dr John Tan Cher Chay assistant professor in Physical Education and Sports Science, an academic group of National Institute of Education, Nanyang Technological University, Singapore**



## Developing A Champion – Areas Of Development In Athletes

Coaches often focus primarily on the physical, technical and tactical areas when grooming their athletes. These are important areas of training, which has an impact on the performance of the athlete. However, athlete preparation may have to go beyond these areas to include other areas such as character development. If sports and games are often described as effective platforms for personal development including values and character, what other areas should coaches be aware of when training their athletes so that a more complete athlete is developed? This session aims to provide a platform for participants to discuss and explore areas of training and coaching.

### **Presenters:**

- 1) Alan Ch'ng Assistant Professor of Physical Education and Sports Science at the National Institute of Education (NIE) of the Nanyang Technological University (NTU).**
- 2) Moses Lim, Master Coach (NROC) for volleyball by the Singapore Sports Council**

## Is Track And Field Dead In Singapore?

A lot has been said about Singapore's athletics being a dying sport, but is it true? Come and hear from a group of youthful entrepreneurs and coaches who are passionate about athletics and want to do their part to keep the sport alive in schools.

**Presenter: Tan Wei Leong, Coach Recognition Awards (CRA) Winner for year 2006**

## Service Learning Methodology In Sports

Interested to know more about how service-learning methodology can be applied in sports? Most sports always focused on the end results – winning the coveted medal and being the best. How about the processes that are involved to enable an athlete reach the end results? This workshop will help athletes to put in perspective his past experiences and become better at his game.

### **Presenter:**

- 1) Anwari, Programme Chair Of The Diploma In Sports & Exercise In The School Of Sports, Health & Leisure, Republic Polytechnic**
- 2) Muhammad Nor Karno B Mohamed, Student, Republic Polytechnic**
- 3) Cai Yingquan Vincent, Student, Republic Polytechnic**