

Draft media release

5<sup>TH</sup> May 2009

**BRIAN CODY AND MICKEY HARTE WILL SHARE THEIR SECRETS ON SUCCESS AT AN  
INTERNATIONAL SPORTS CONFERENCE IN IRELAND**

This July in Ireland, there will be a unique opportunity to hear, from the masters themselves, how they are top of their game. The country's most successful managers, Mickey Harte and Brian Cody, in addition to Dr. Liam Hennessy, will reveal the secrets to sporting success at the day long international sports conference which will take place in the Citywest Hotel on Saturday the 25<sup>th</sup> July 2009. They will be joined by other Irish and international stars such as Pádraig Harrington, Martin O'Neill, and Al Vermeil.

"Preparing to Perform", presented by Sportstracker and Setanta College, will address coaching, development and preparation topics vital for athletes, players and coaches at amateur and professional levels of sport in Ireland. With a highly qualified and experienced list of both national and world wide presenters the conference will offer a fascinating insight into the most up to date methods and approaches to preparing athletes and players to perform across a wide range of sport.

The day will start at 9.30am with a presentation by Pádraig Harrington (three times major winner), and through out the day there will also be presentations from Martin O'Neill (Aston Villa Manager), Dr Liam Hennessy (Director of Fitness with IRFU) and Al Vermeil (Personal coach to basketball legend Michael Jordan). Well known coaches, managers and performance specialists will also present at this eagerly awaited sports conference.

As there are limited places at this event, there will be separate Golf Seminar run in tandem with the main conference for all amateur golfers to attend. This will be a specialist golf seminar delivered by the renowned Titleist Performance Institute, California. Topics covered include an overview of the TPI and TPI experience, current swing styles – analysis and discussion and prepare to perform better – the role of screening fitness in golf. In addition Dr. Paul Hurrion of Quintic, "putting guru to the stars" , will present on the use of technology in analysing and advancing the art of putting. This is one not to be missed.

For more information or to purchase tickets, priced €75, log on to [www.sporttracker.ie](http://www.sporttracker.ie)

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For an interview with Liam Hennessy please contact, Caoimhe Stack / Sharon Plunkett at Plunkett Communications on 01 280 7873 or email [caoimhe@plunkettcommunications.com](mailto:caoimhe@plunkettcommunications.com)