

Next-level coaching

The Strategic E-book for Clubs

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Introduction

The first soccer match known to have been captured on video – an English league match between Blackburn Rovers and West Bromwich Albion – was in 1898.

Over the last 125 years, it's safe to say that video coverage in soccer has developed significantly. Today, video is used by soccer clubs at every level all over the world for many reasons, from brand building to tactical analysis.

The short story is that if you are not using video in one way or another, your club is probably missing out

By capturing high-quality video of your games and practice sessions, you open a door of opportunity and optimization – one that can have a significant impact on all areas of your club.



At Veo, we are particularly keen to help your young players achieve athletic scholarships, as this can bring big publicity to your club and help improve your standing in the community.

Over the next few pages, we will show you why video is becoming so prominent in soccer clubs for all the reasons mentioned above, and show you how to get the competitive edge for your club, while improving its standing in the community.

Whether you are the club coach, analyst or director, this may be the most useful e-book you read this year.

Let’s get started...



What is Veo?

Before we start talking about the benefits of video for both helping your players achieve scholarships and you taking your coaching game to the next level, we want to first introduce you to Veo.

Veo is a portable, affordable, next-generation sports camera that's utilized in more than 100 countries worldwide by professional soccer clubs, including those in the English Premier League and Major League Soccer.

In fact, Veo is used by over 1 million players and coaches across the globe. It has helped countless young athletes achieve dream scholarships and has helped even more coaches see their team from new angles.

The best news: it can help your club too.

So what's the big deal?

Veo is a multi-sports camera that makes it simple to record and live-stream soccer games. Combining a high-definition camera with two lenses and powerful artificial-intelligence (AI) technology, Veo enables you to record and stream entire matches in high definition then watch playback in broadcast view.

The system has tons of intelligent features for soccer clubs wanting to make effortless high-quality highlight videos to promote their young athletes and analyze their play.

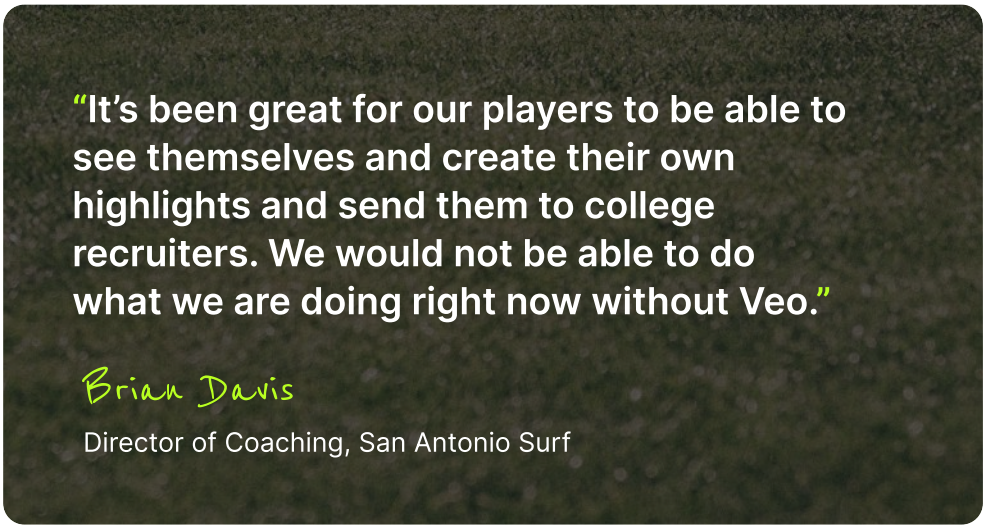
We'll go into this and much more through the rest of this e-book. For now, if you want to learn more, you can read everything you need to know about Veo

How to help your players secure a scholarship

There are some moments that club coaches live for – winning a league trophy or cup final is certainly up there. However, so too is the moment that you find out that one of your young athletes has secured an athletic scholarship to a top college.

After all, sending a player off to college is a huge deal for the player, their parents, and the community at large, which in turn boosts your club's standing in the community.

Yet, there's a big hurdle.



"It's been great for our players to be able to see themselves and create their own highlights and send them to college recruiters. We would not be able to do what we are doing right now without Veo."

Brian Davis

Director of Coaching, San Antonio Surf

Achieving an athletic scholarship, especially to a Division 1 college, is a very tough task for the players, regardless of their talent.

Each year, hundreds of thousands of young athletes across the United States attempt to secure scholarships. For all these candidates, less than 2% of high

school athletes are awarded athletic scholarships.

To have the best chance of achieving success, the athlete must stand out to college recruiters – and this is where you can help.

How? The most effective way for your players to appeal to college coaches and secure a scholarship is by creating an eye-catching highlight reel.

As you may have encountered, a highlight reel is a short video of around 3 to 5 minutes that highlights an individual player's best moments. The exact content will depend on whether they are an attacker, defender, midfielder or goalkeeper, but will include significant events from matches, such as goals, shots, and saves.

While actually editing the highlight reel will be the role of the player and their parents, club coaches can help by capturing high-quality footage from every match and practice session, giving your players a bank of their goals, tackles, runs and passes to use. Because unless these plays are captured in some way, they will just remain memories – which are nice to have, but not useful in achieving an athletic scholarship!

To best do this, you want to have a camera setup that covers the entire field, so none of the action is missed.

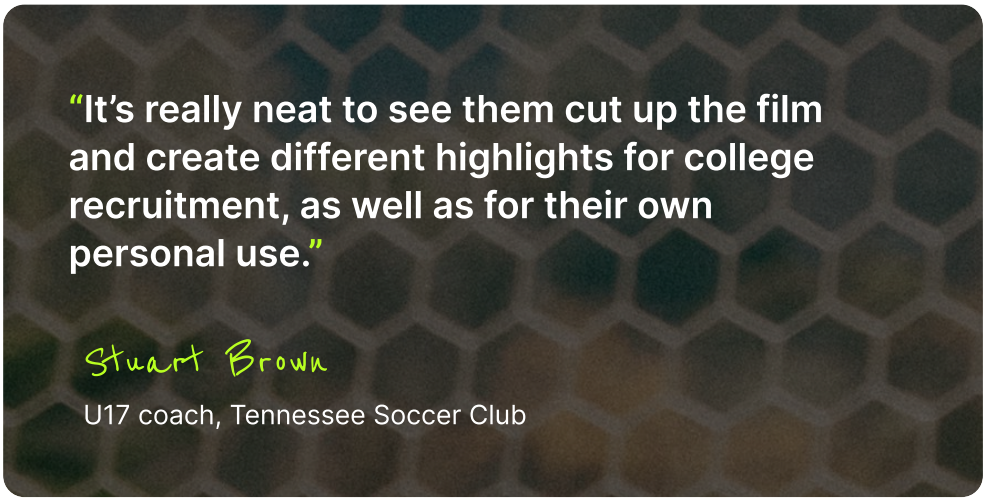


Of course, you can use any solution that fits your requirements, although Veo is a sensible and affordable solution that is used by amateur, professional and international soccer clubs around the world.

Whether at home or on the road, simply set the camera on the tripod and two HD lenses will guarantee that you always have a full, stable and clear view of the entire field. Then, Veo's AI-powered event detection feature will automatically collect key match moments including goals, shots, corners and free-kicks to name a few.

When the time comes to create highlight reels, you have saved your players hours of sifting through footage to find their best moments.

To conclude this section, if your players have the ambition to achieve an athletic scholarship, then they will need all the help they can get among fierce competition. Harnessing the power of video is one way that you can ensure they have a fighting chance.





Using video to enhance your coaching

As well as helping young players achieve their dreams, you can also use video to enhance your ability to coach. You can have all the experience in the world, but having the capability to return to key moments is priceless.

Capturing video of both matches and practice sessions provides both yourself and your players with objective information that can help you both understand performance and enable better communication.

“We always like to look back at the training sessions and games. Without the recording, we would just be relying on the here and now.”

Shawn Young

U18s Performance Analyst, Burnley FC

Let's take a deeper look at how video analysis can benefit:

Coaches

The major benefit of capturing video is that it allows coaches and analysts to efficiently analyze games. Let's face it, nobody can recall an entire game – not even the best coaches in the world.

In fact, according to a recent study published in the International Journal of Performance Analysis in Sport, the probability of qualified, experienced coaches accurately recalling critical events in a game is about 59.2%.

Being able to watch back the entire game or practice session from an optimal angle allows you to effectively analyze what happened on the field. Why didn't a specific play work? How did the team score effectively? You can break down this video and new tactics can be formulated, which can be the difference between a win and a loss; a good and bad season.

Additionally, a great play can be saved and used by coaches for years to come as a teaching tool to show new players how to successfully execute that play. For coaches, the possibilities of using video are endless.

Players

Which is likely to be more effective: telling a player where they went wrong, or showing them? Considering that 65% of people are visual learners, we believe it is the latter.

Therefore, capturing high-quality video of the action allows coaches to give better feedback to individual players. There's no speculation – instead, just objective information that permeates any ego or argument.

Each player can watch videos of their plays as often as they wish. This is when they truly begin to understand what is working and what they need to change about their technique to improve their game and prevent injury. For this reason, video can seriously improve a player's technique, ability and confidence.

Video can also help the player monitor their performance and progress over a number of weeks, months and years. Being able to see progress develop over time can be incredibly motivating.

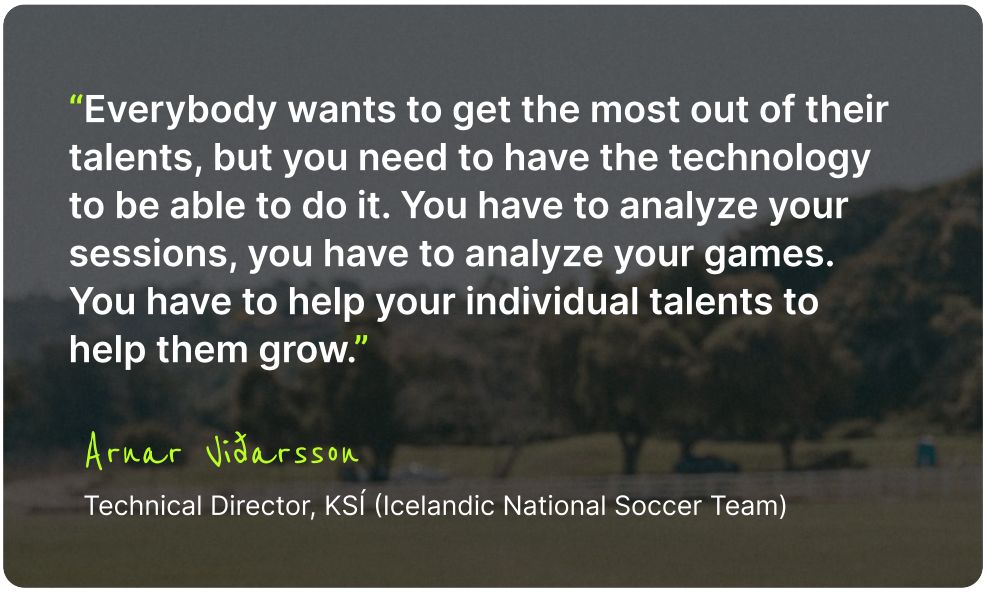
Community and Club

Sports teams of all sizes and levels are the heartbeat of many communities throughout the United States.

Naturally, by improving your coaching ability and your players' potential and confidence, you are optimizing your chances of winning more games. This means more to celebrate for local supporters and more of that addictive feel-good energy in the local community.

In turn, this can result in higher attendance at your games and more merchandise sold, which boosts player and staff morale, while financially benefiting the club.

As you can see, capturing video has the potential to create so much good at a soccer club.





How to improve your soccer analysis using Veo

Veo Analytics is a suite of soccer-specific analytics features built to help you make better decisions. It's used by professional soccer teams from around the world and can take your analysis to the next level. Here's how you can make extraordinary progress with Veo:

Tag players and comment on highlights

When highlights have been created either manually or using AI event detection (see above), you can tag the players involved and write comments, either for the entire team or privately to individual players. This allows you to efficiently deliver personalized feedback, whether that's encouraging a positive play or flagging up potential problems.

Draw on screen

Veo enables you to take your communication to the next level with advanced screen drawing tools. Give your players visual and engaging feedback, with shapes, lines, arrows, and text on screen to highlight action both on and off the ball.



Advanced match stats

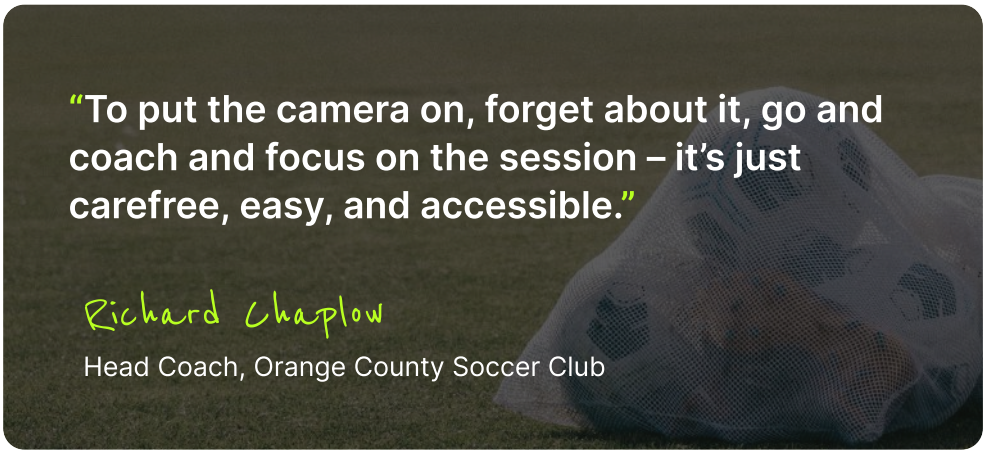
Just like a professional soccer broadcast, you can enjoy the full benefits of advanced match statistics. Veo's AI-generated match stats provide you with an overview of passes, possession, shots, and other match events from both teams. This is insight that you cannot feasibly produce manually.

Sophisticated passing analysis

How good is your team at moving the ball around? Our passing analysis calculates the tally of the passes before your team loses the ball. It also breaks down the passes and shows you where your team is doing the most of their passing – and what you may need to change.

Modern mapping

You can also benefit from instant visual feedback with Veo's advanced mapping features. This includes 2D maps of players' positions throughout the game, heatmaps to provide accurate visualizations of where the action took place, and a shot map to illustrate to your players when to shoot and pass.





The final word

Video is far from the only factor in a successful soccer club, yet as you now know, it can make a positive impact on your coaching, your players, and your community.

Having high-quality video gives players the possibility to be seen and get recruited by colleges, it gives you endless analysis options, and it helps your club win games, seasons, and trophies.

The takeaway here is to embrace the world of video and truly reap the benefits.

Remember that Veo is a tool used by tens of thousands of soccer clubs worldwide, and can help cement your club as a cornerstone of your community.

If you want to know more, simply reach out to our friendly team today.

Your friends,

Team Veo