

A man with a beard and dark hair, wearing a black and grey VEO brand jacket, stands on a golf course. He is holding a green VEO disc with both hands in front of him. The background shows a green golf course with a white fence and a town on a hill in the distance under a clear sky.

Next-level coaching

The Strategic E-book for Clubs

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Introduction

The first football 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 football has developed significantly. Today, video is used by football 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 matches and training sessions, you open a door of opportunity and optimisation – one that can have a significant impact on all areas of your club.



At Veo, we are particularly keen to help your young players take the next step – whether that's a place at a professional academy, a sports scholarship at university or a move to a higher-level squad – 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 football 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 get noticed and taking your coaching to the next level, we want to first introduce you to Veo.

Veo is a portable, affordable, next-generation sports camera that's used in more than 100 countries worldwide by professional football clubs, including those in the 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 players get noticed by scouts 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-sport camera that makes it simple to record and live-stream football matches. 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 them back in broadcast view.

The system has plenty of intelligent features for football clubs wanting to create high-quality highlight videos effortlessly – to showcase their young players and analyse 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 get scouted

There are some moments that club coaches live for – winning the league or a cup final is certainly up there. However, so too is the moment you find out that one of your young players has been offered a place at a professional academy or a sports scholarship at a top university.

After all, seeing a player step up to an academy or a university programme is a huge deal for the player, their family 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

Getting spotted by academy scouts or earning a sports scholarship is a very tough task for any player, regardless of their talent.

Every year, thousands of young players across the UK and Europe compete for a small number of academy places, trials and university

scholarships – and only a small fraction of them make the step up.

To have the best chance of success, a player must stand out to scouts and university coaches – and this is where you can help.

How? The most effective way for your players to get on the radar of scouts and university coaches is with an eye-catching highlight reel.

As you may have come across, a highlight reel is a short video of around 3 to 5 minutes that showcases 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 editing the highlight reel itself will be the job of the player and their family, club coaches can help by capturing high-quality footage from every match and training session, giving your players a bank of their goals, tackles, runs and passes to use. Because unless these moments are captured in some way, they will just remain memories – which are nice to have, but no help when it comes to getting scouted!

To do this well, you want a camera set-up that covers the entire pitch, 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 football clubs around the world.

Whether at home or away, 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 pitch. Then, Veo's AI-powered event detection 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 trawling through footage to find their best moments.

To conclude this section, if your players have ambitions of joining an academy or earning a scholarship, they will need all the help they can get against fierce competition. Harnessing the power of video is one way you can make sure they have a fighting chance.

"It's really neat to see them cut up the film and create different highlights for college recruitment, as well as for their own personal use."

Stuart Brown

U17s coach, Tennessee Soccer Club



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 training sessions gives you and your players objective information that can help you both understand performance and communicate better.

"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 analyse matches efficiently. Let's face it, nobody can recall an entire match – 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 match is about 59.2%.

Being able to watch back the entire match or training session from an optimal angle allows you to analyse effectively what happened on the pitch. Why didn't a particular move work? How did the team score? You can break down the video and formulate new tactics, which can be the difference between a win and a defeat; a good season and a bad one.

Additionally, a great move can be saved and used by coaches for years to come as a teaching tool to show new players how to execute it successfully. 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 cuts through any ego or argument.

Each player can watch videos of their actions 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

Football clubs of all sizes and levels are the heartbeat of towns and villages across the UK and Europe.

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

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

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

"Everybody wants to get the most out of their talents, but you need to have the technology to be able to do it. You have to analyse your sessions, you have to analyse your games. You have to help your individual talents to help them grow."

Arnar Viðarsson

Technical Director, KSÍ (Football Association of Iceland)



How to improve your football analysis using Veo

Veo Analytics is a suite of football-specific analytics features built to help you make better decisions. It's used by professional football 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 deliver personalised feedback efficiently, whether that's encouraging a positive move 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.



"Veo is the perfect tool to film training sessions or even a game. It's a great football camera because it's very easy and fast to set up, so for us it's a perfect tool."

Maxime Chaliar

Video Analyst, CF Montreal

Advanced match stats

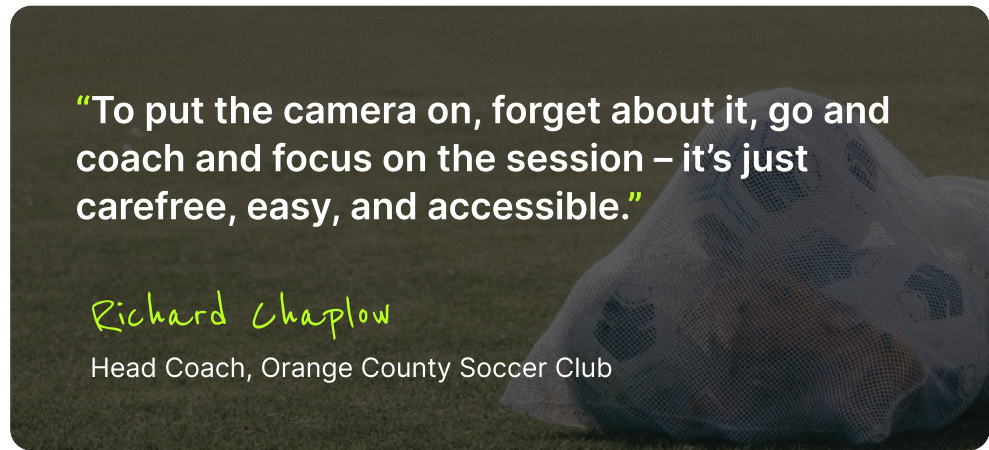
Just like a professional football broadcast, you can enjoy the full benefits of advanced match statistics. Veo's AI-generated match stats give you an overview of passes, possession, shots and other match events for both teams. This is insight that you could not realistically produce manually.

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. These include 2D maps of players' positions throughout the match, heat maps that show accurately where the action took place, and a shot map to illustrate to your players when to shoot and when to pass.



"To put the camera on, forget about it, go and coach and focus on the session – it's just carefree, easy, and accessible."

Richard Chaplow

Head Coach, Orange County Soccer Club



The final word

Video is far from the only factor in a successful football 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 chance to be seen by scouts, academies and universities, gives you endless analysis options, and helps your club win matches, seasons and trophies.

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

Remember that Veo is used by tens of thousands of football 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