

**Invite**

# LA PEAK PERFORMANCE

**Neurofeedback and Biofeedback:  
The new frontiers of empowerment  
in Business and Sport**

## **International Workshop**

**MILAN - Monday 16 November 2009 10.30**

*HOTEL MICHELANGELO - Via Scarlatti, 33 (close to Stazione Centrale), Milan Central Station*

The conference will focus on the important benefits that the application of Neuroscience research can bring in trying to reach Peak Performance both in Sports and Business environments. Modern approaches of Neurofeedback and Biofeedback will be discussed in depth.

Leading international experts in this field will bring their experience and training in the field.

During the workshop the "Mind Room" technology will be illustrated; the technology that in recent times has gained growing interest – in sport and business – to improve individuals' ability to enhance their performance following an innovative way of promoting wellness.

The event is promoted by Mind Room International in partnership with the A.I.C. Italian Association of football players and Confindustria Vicenza (Italian Industry Association Vicenza branch) and is endorsed by the A.I.D.P. Italian Association for Personnel Management and A.I.P.A.C. The Italian Athletic Football Trainers Association.

The Workshop is directed to Sport and Work Psychologists, Human Resource Managers, Sport Medicine Doctors, Athletic Trainers and everyone that is looking for technologies to maximize performance and personal capabilities to gain benefits both for individuals and for the organizations in which they operate.

## **PROGRAMME**

**10.00** Guests' registration

**13.00** *Coffee Break*

**10.30** Introduction of work:  
Dr. Piero Volpi – prof. Bruno Demichelis

### **SECOND SESSION**

**10.50** Wellcome - Ing. Roberto Zuccato  
President of Confindustria Vicenza  
( Industrial association branch office Vicenza)

**14:00** Wellcome - A. Sergio Campana (President of A.I.C.)

### **FIRST SESSION**

**11.00** *Prof. Bruno Demichelis*  
*Ph.D. Chelsea FC - Coordinator of the scientific/human performance*  
**The concept of "Optimizing the Performance and Health Status".**

**14:10** *Dr. Louis Csoka*  
*President of "APEX performance"*  
**Mind-Body Connection and Technology: Developing Elite Athletes, Leaders and Warriors**

**11.40** *Prof. Vietta E. Wilson*  
*Ph.D. York University, Toronto, Ontario Canada*  
**"Warm up Your Brain, as well as your skills. How to use your brain resource at work and home".**

**14:50** *Dr. Tim Harkness*  
*Ph.D. -Psychologist*  
**Psychokinetic: A comparison of Quantitative EMG and video as skill execution assessment and training tools in top athletes.**

**12.20** *Prof. Len Zaichkowsky*  
*Ph.D. Boston Massachusetts University*  
**Research in Psychophysiology, and Biofeedback at Boston University: Athletes, Coaches, Executives & Surgeons.**

**15.30** *Dr. Henk Kraaijenhof*  
***Wired to win: the use of psychophysiology and biofeedback for the control of arousal and stress in high performance situations.***

**16.10** Conclusions - *Prof. Bruno Demichelis*



### **Bruno Demichelis Ph.D.**

He is a licensed psychologist specialized in sport and performance. Currently at Chelsea F.C. Bruno's role is to oversee and co-ordinate the scientific/human performance/medical work going on at the club.

Bruno DeMichelis arrived at Chelsea as Carlo Ancelotti's trusted right-hand man after 22 years at AC Milan.

He joined Milan's backroom team in 1987, when Ancelotti was a player at the San Siro, aiding the setup and continued success of the much-celebrated MilanLab.

Bruno is also a qualified psychotherapist, having taught at the University of Siena, and was a top level sportsman himself back in the 1970s.

Studying karate, he reached the black belt sixth degree and was Italian champion several times, European champion twice (1974,1975) and won the silver medal twice in the world championship (Tokyo 1971, 1977).

### **Vietta E. Wilson Ph.D.**

Works at the York University, Toronto, Ontario Canada, has 25 years of education and 25 years of experience in Canada and the United States.

She has worked since 1971 in sports (Olympic performers from archery to yachting), education (elementary to university), medicine (cerebral palsy clinic), psychology (Atkinson Counselling Centre) and business (president of stress management company).

She teaches sport psychology, counselling and biofeedback assisted self-regulation courses at the graduate and undergraduate level. Her current research is topographical EEG brain mapping of visual and kinaesthetic imagery. She still plays decent tennis, walks and talks a lot, and is a voracious reader.

Dr. Wilson's current research is psycho physiological profiling and EEG brain mapping of elite performers. She is a co-author of Learned Self Regulation, Owners Manual for the Brain and Body.

### **Len Zaichkowsky Ph.D.**

current professor of education and medicine at Boston University. He is a licensed psychologist who specializes in sport and performance. A full professor in the University's School of Education, Zaichkowsky has written seven books and presented over 200 papers in sports psychology throughout Cuba, Europe, Japan, Australia, New Zealand, Canada and the United States.

A world-renowned expert on sports psychology, he is assisting the Terrier staff in preparing the athletes to reach their potential in both games and practices through psychological and psycho-physiological preparations.

He provides consulting services to the BU Terriers hockey team and other university teams as well as the NBA's Boston Celtics; he was the consulting sport psychologist for the NHL's Calgary Flames. He also helps the Celtics with their annual draft picks. Although selection involves many components, Zaichkowsky looks for mental toughness.

### **Louis Csoka Ph.D.**

President and Founder APEX Performance, Inc. Charlotte, NC, USA

Louis S. Csoka, PhD, APEX Performance has designed, developed, and implemented "Leadership Development Programs" with primary focus on sustained peak performance.

He has successfully delivered targeted results as a performance consultant with various organizations across a multitude of disciplines and industries. He has worked with organizations in applying peak performance technology as the primary lever for achieving extraordinary results. Dr. Csoka's engagements have focused on the following areas:

- Creating Peak Performance Centers and providing peak performance skills training
- Designing and implementing performance-based leadership frameworks and programs
- Providing Executive Performance Coaching
- Developing high-performance executive teams
- Training and developing athletes in mental skills for sustained peak performance

At West Point, COL (RET) Csoka created, developed, and directed the U.S. Military Academy's first-ever Performance Enhancement Center. The center provides education and training in mental skills essential for enhancing performance.

### **Tim Harkness Ph.D.**

South African sports psychologist and biofeedback practitioner Dr. Tim Harkness shares his experience in working with Indian Olympic shooting gold medalist, Abhinav Bindra. Harkness used both peripheral and EEG modalities to help Abhinav perform at his peak, and win India's first individual Olympic gold medal. Controlled breathing and heart-rate, No excess tension in muscles, No fluctuation between sympathetic/parasympathetic states during triggering (shooters can shoot in sympathetic or parasympathetic, but don't want to be surprised by which state they are in), No interior monologue.

### **Henk Kraaijenhof, P.T., B.A.**

is a performance consultant to international elite athletes in athletics, speed-skating, volleyball, bob sleigh, triathlon, fencing, archery, swimming, tennis, handball and soccer. He has coached individuals and teams to national success in Olympic and world level competition. He has published work in performance, training systems and protocols for elite athletes. He lectures internationally and has chaired and presented at international congresses in Spain, Italy, Hungary, Norway, Sweden, Belgium, and Switzerland. He has conducted research in the development and application of scientific training systems for elite athletes and has been involved in scientific research projects in human sports performance in Norway, Estonia, Italy and the Netherlands.

## SPEAKERS PROFILE

### Roberto Zuccato

of industrial association of Vicenza

Confindustria Vicenza is one of the most important regional industry associations in Italy.

Confindustria Vicenza has realized in its headquarter the most sophisticated and advanced Mind Room. With this step the Industrial Association want to offer to their associated the possibility to work with the new approach to human resources.

With this new project Confindustria wants to transform the company's human resources program. This involves the reengineering of the Human Resource organization in the local company, and training the new human resources talent, aligning the Human Resource practices with business needs. Moreover this new organization is a new challenge for company the in creating a team-based organization and designing a leader development program.

### Piero Volpi

Surgeon-Traumatology, AIC consultant

Head of the Center for Sports Traumatology and Arthroscopic Surgery Orthopedic Galeazzi Institute of Milan. Specialist in Orthopedics and Traumatology and Sports Medicine is a consultant for medical issues to the AIC (Association of Italian football).

The AIC (Italian soccer player association) is promoting the use of the Mind Room between their associations.



## SUPPORTER



[www.mindroominternational.com](http://www.mindroominternational.com)



## Partnership with:



## R.S.V.P.

*Participation in the conference is free.*

*For organizational reasons, confirmation of the presence of the references listed below by 12 November.*

## Coordination and confirmation of attending:

**Studio Sorato** - Largo Perlasca, 3 - Bassano del Grappa (VI) - T. 0424.32283 - M. [info@studiosorato.it](mailto:info@studiosorato.it)