



Professional Development is divided into three Phases

ROOKIE

ELITE

PREMIER

Each phase is designed to provide the player and her team with applicable and effective training necessary for their professions. Each phase of Professional Development is relevant to the player's participation at Sony Ericsson WTA Tour events, and her ranking.

ROOKIE PHASE

PROFESSIONAL DEVELOPMENT

REQUIRED FOR PLAYERS 18 YEARS OLD AND UNDER who have competed in the main draw of singles in two (2) or more Tour events or more within a 52 week (one year) time period **OR** in the Singles Draw (Quali or Main Draw) of a Grand Slam.

COMPLETE PRO U™ ROOKIE ENROLLMENT FORMS:

- ✓ Player Information Form
- ✓ Coach registration and Code of Ethics
- ✓ Agent registration

Players and their team members review INSIDE SCOOP materials under the guidance of PROFESSIONAL DEVELOPMENT staff:

INTRODUCTION TO THE SONY ERICSSON WTA TOUR
MY PROFESSIONAL DEVELOPMENT
ROOKIE HOURS

*Players are required to pass the "INSIDE SCOOP QUIZ"

COACH ORIENTATION

A Professional Development Representative schedules a meeting with the player's coach to provide him/her with an orientation to the WTA Tour.

ROOKIE HOURS/PLAYER ORIENTATION

A WTA Tour Staff member from each department meets with players on-site to teach them about the functions of the department. Rookie Hours provides players the following opportunities...

- To meet Sony Ericsson WTA Tour staff and constituents
- To learn how the Tour functions, and how Tournaments function
- To understand the building blocks of the Tour's culture that include: shared interest, trust, responsibility, accountability, and working together
- To Identify how you benefit professionally by contributing to the sport

EVERY YEAR UNTIL THEIR 18TH BIRTHDAYS, ALL PLAYERS ARE ALSO OBLIGATED TO:

- ❖ Provide the tour with proof of meeting the minimum education requirements of their country
- ❖ Undergo the Tour's Annual physical
- ❖ Participate in on-site educational activities

THE BEGINNING OF YOUR PROFESSIONAL TENNIS CAREER IS THE START OF A JOURNEY.

Professional Development is available for you and will help you achieve greater success every step of the way.



ELITE PHASE

PROFESSIONAL DEVELOPMENT

Required for players who reach the Top 100 in singles ranking and are 18 years of age or younger.

COMPLETE PRO U™ ELITE ENROLLMENT FORMS:

- Getting to Know You Form
- Career Development Assessment
- Update Rookie Forms if needed (PIF, Agent Registration Form, Coach Registration Form and Code of Ethics)

ELITE PRO U™ PLAYER ORIENTATION

- Meet the CEO
- Media Training
- Health Zone Education
- Review Annual Schedule

PRO U™ SUPPORT TEAM ACTIVITIES

- Parent Orientation
- Agent Orientation
- Attend the Sony Ericsson WTA Tour Coach Education Symposium

PARTNERS FOR SUCCESS MENTOR PROGRAM

- Your Mentor has the experience and understanding of what it takes to be a champion
- A Mentor gives you the opportunity to learn and practice the new skills you gain to reach your goals.
- Players and their mentors receive informational CD Rom and Assessment Forms to guide them through the process

EVERY YEAR UNTIL THEIR 18TH BIRTHDAYS, ALL PLAYERS ARE ALSO OBLIGATED TO:

- ❖ Provide the tour with proof of meeting the minimum education requirements of their country.
- ❖ Undergo the Tour's Annual physical examination
- ❖ Participate in Educational programs offered through PRO U™

You are in the Elite Phase because you are quickly moving up in competition and performance and need further skills and tools to succeed. Professional Development helps you and your support team learn and master the skills necessary for this environment.

Professional Development is available for you and will help you achieve greater success at every step of your Professional Tennis career, on and off the court.

All Rookie Phase requirements need to be completed even if a player becomes eligible for Elite Phase while still participating in Rookie Phase activities.



PREMIER PHASE

PROFESSIONAL DEVELOPMENT

Required for players who reach the Top 50 in singles ranking and are 18 years of age or younger.

ENROLLMENT FORMS:

- Additional Tournament(s) Application
- Goal Setting Worksheet
- Update Rookie Forms if needed (PIF, Agent Registration Form, Coach Registration Form and Code of Ethics)

PREMIER PRO U™ PLAYER ORIENTATION

- Premier Interview, Review of Responsibilities and Assessment
- Premier Media Training
- Leadership Training
- Scheduling

PRO U™ SUPPORT TEAM ACTIVITIES

- Participation in Premier Training, including:
 - Parent
 - Agent
 - Coach
- Coach will continue to attend Education Symposium
- All team members must be in good standing with the Sony Ericsson WTA Tour (for player to earn additional event/s)

PRO U™ Education Day

- **Learn** to promote yourself and the Tour in the media
- **Understand** the business side of tournament tennis
- **Attract** sponsorship deals with enhanced marketing skills
- **Maintain and Increase** your financial assets with savvy investment planning

EVERY YEAR UNTIL THEIR 18TH BIRTHDAYS, ALL PLAYERS ARE ALSO OBLIGATED TO:

- ❖ **Provide the tour with** proof of meeting the minimum education requirements of their country (or pursuing a secondary education if receiving additional tournament/s).
- ❖ **Undergo an** annual physical examination
- ❖ **Participate** in Educational programs offered through PRO U™

You are in the Premier Phase because your move up the rankings has been rapid. The Sony Ericsson WTA Tour recognizes your achievements and potential and understands that you face many challenges and need an advanced set of skills and tools to succeed. Professional Development helps you learn and master the skills of a champion!

Professional Development is available for you and will help you achieve greater success at every step of your Professional Tennis career, on and off the court.

All Rookie and Elite phase requirements need to be completed even if a player becomes eligible for Premier Phase while still participating in any prior phase activities.