Sixth Scientific Conference on

MOTOR SKILLS ACQUISITION

17.-19.3.2027

MEDIA CARD

The sixth international conference, co-hosted by Kisakallio and the University of Jyväskylä, will take place in the spring of 2027. The Motor Skill Acquisition once again offers an impressive lineup of world-class expertise related to physical activity and sports skills. Focused on the learning and teaching of skills, the conference brings together professionals in sports and physical activity, international researchers and students who are interested in applying research findings and ideas across various areas of sports and physical activity.

The president of the Skills Conference is Professor Keith Davids from Sheffield Hallam University, specializing in motor learning. The Kisakallio conference has become a sort of snowball effect, attracting both domestic and international participants. The compact sports institute environment provides an excellent setting for discussions and networking alongside the main presentations. Throughout the conference, continuous interaction between participants and presenters is facilitated through discussion forums, practical activities, and other social engagements. Approximately **250-300 participants** are expected to attend the conference.

As a partner, you will have the opportunity for comprehensive visibility throughout the conference using various communication channels. We offer three different partnership levels, each ensuring visibility before, during and after the conference. As a conference partner, you will support the development of expertise in motor skills for children and young people in Finland. The competence of coaches, teachers and experts, working with children and youth, is of paramount importance for the development of physical activity and motor skills.

THE CONFERENCE SPEAKERS ARE, FOR EXAMPLE:

- **Professor Keith Davids** - Sheffield Hallam University (United Kingdom)
- **Associate Professor Rob Gray** - Arizona State University (United States)
- **Associate Professor Isaac Estevan** - Department of Teaching of Physical Education, Arts and Music at the University of Valencia (Spain)
- **Professor David Stodden** - University of South Carolina (United States)
- **Dr Zoe Wimshurst** - Sports vision and performance specialist based in the United Kingdom
- **Professor Arja Sääkslahti** - University of Jyväskylä (Finland)
- **Professor, doctor Arne Güllich** - University of Technology of Rhineland-Palatinate (Germany)
- **Academy Director James Vaughan** - Västerås SK Fotboll (Sweden)

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PARTNER PACKAGES

	Premier 3000 € + VAT	Primary 2000 € + VAT	Presenting 1000 € + VAT	Sustaining 500 € + VAT
Logo placement on the website - order by level	X	X	X	X
Visibility in conferences social media channels	X (X5)	X (X4)	X (X3)	X (X1)
Marketing materials for the event bag	X	X	X	X
Event stand (table space) for the entire duration of the event	X	X		
Event stand (advertisement space) for the entire duration of the event			X	
Advertisement space in the registration area	X	X	X	X
1 min video on the screen during coffee breaks each day	X			
30 s video on the screen between keynote presentations	X (X3)	X (X2)	X (X1)	
Brochures / presentation during demos	X	X	X	
Advertisement on the lobby television	X	X		
Advertisement on the website	X	X	X	X
Participation in the event	3	3	2	1
Materials sent to participants via Sportity app before and after the event	X	X		
Logo to the participant email before and after the event	X	X	X	
EXTRA: Presentation time for the collaborating partner (testing equipment and other sports equipment) - for others than Premier +500 €	X	X	(+500 €)	(+500 €)

University of Jyväskylä

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