Learning communication skills to transmit values is the name of the conference to set take place tomorrow at 7 p.m. under the guidance psychologists Paco Pérez and Pere Serra in the culture department's hall of ceremonies. It is the very first in a series of talks grouped together under the banner *Esport és més* (*Sport is more*), an initiative to promote the values inherent in sport. The initiative is being promoted by the CiF's office of sport and between the Council and the Govern Balear will receive 15,000€ in public funding, explained Councillor Jordi Vidal.

From now until June, Formentera-based sports specialists will give conferences on topics tailored to suit different local audiences.

The conferences – intended for **all audiences** – will be held in the department of culture's hall of ceremonies (la sala d'Actes). Two other talks are also on tomorrow's line-up:
Conflict resolution resources for sports professionals
by Carlos Murillo and Michael Romero and
Solidarity with the Third World
by Javier Colomo. Finally, a third event – a seminar entitled
Working with values in sport, from start to finish
– will round out the agenda for the first round of talks.

Another three talks will be given at **Formentera schools**. The first – another by Javier Colomo – is titled *Helping the Third World through sport* . The second is called *Sacrifice, the top brass and motivation, the Olympic dream*
and will be given by Asier Fernández and Mateo Sanz. The last of the three talks, led by Indra Roig, is titled
Oral and dental hygiene and why they're important in sport
.

On-going encounters will be held on a monthly basis in an effort to provide counsel and

resources to **sports clubs** and team trainers, monitors, directors and athletes themselves. Some of the topics include *Coaching and social acceptance at the team and individual level* and *Conflict resolution resources for sports professionals*. These talks will be led by Pere Serra and Michael Romero.

Furthermore, conference organisers will distribute informational material in the form of brochures and bookmarks to students and other attendants and use footage from the events to create a promotional video. The goal, underscored Vidal, is to promote the values like teamwork, respect and effort that are essential in sport. «The same thing that makes Formentera so unique also makes strong values – like those that underpin sport – crucial to the healthy development of each one of us», said the councillor.