LIFE UNIVERSITY HOSTS NATIONAL COACHING CONFERENCE ON MAY 22-24, 2017

Marietta, Georgia, April 28, 2017 – Life University’s LIFE Sport Science Institute (LSSI) is excited to partner with the United States Center for Coaching Excellence (USCCE) to host the 20th Annual National Coaching Conference on May 22-24, 2017 on Life University’s campus in Atlanta, Georgia campus. This year’s conference, the highlight of the coaching education industry, will be centered on the theme of Coaching, Coach Education & Technology.

Attendees will network with the best coaches from the U.S. Olympic Committee, U.S. sports national governing bodies and other major sporting organizations; learn about the top technologies that help improve coaching; and understand the coaching industry and how to progress as a quality coach.

Conference Co-Chair Mark Kovacs, Ph.D., Director, LSSI and Associate Professor in the Department of Sport Health Science says, “The conference is focused on bringing together the top coaches and coach educators in the country to improve quality coaching practices, share best practices and provide a networking opportunity to learn from the brightest minds both in the academic world as well in the trenches working with athletes every day.”

The program will feature practical application of research-based coaching information and best practice models that demonstrate the integration of sport science knowledge related to athlete and coach well-being, development and performance at all levels of sport from participation through peak performance.

The conference will also host an Olympic Day Event culminating in an Opening Reception and a panel discussion with Olympic athletes.

Additionally, serving as the official launch of the United States Center for Coaching Excellence, the conference will feature many world class speakers, such as multiple Olympians, coaching educators, researchers, technology experts, educators and CEOs along with our renowned faculty that crosses over multiple coaching education disciplines. Representatives from major sports franchises will be in attendance.

Dr. Kovacs states, "The conference brings together the brightest minds in the world of coaching and education around improving the quality of coaching. Leading experts from many different sports governing bodies are presenting and attending
along with the top researchers in the fields of coaching, long-term athlete
development, youth sport, teaching theory and applied coaching.”

To learn more about the conference and to pre-register, go to

About Life University
Founded in Marietta, Georgia in 1974, Life University is a health sciences institution
most known for its chiropractic program, the largest single campus chiropractic
program in the world. Life University is regionally accredited by the Southern
Association of Colleges and Schools Commission on Colleges (SACSCOC) to award
baccalaureate, master’s and Doctor of Chiropractic degrees, and also has
programmatic accreditation through the Council on Chiropractic Education (CCE),
the Accreditation Council for Education in Nutrition and Dietetics (ACEND) and the
Commission on Accreditation of Athletic Training Education (CAATE). The mission
of Life University is to empower students with the education, skills and values
necessary for career success and life fulfillment, based on a vitalistic philosophy.

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