

## **The Association for Applied Sport Psychology Launches New Speakers Bureau**

CHAGRIN FALLS, Ohio — November 2013 — Are you looking for an interesting speaker or innovative topic for a conference, business session, parent meeting or sport banquet? The Association for Applied Sport Psychology (AASP) has launched a Speakers Bureau comprised of authorities on a range of popular topics on sport, exercise and performance psychology.

“The AASP Speakers Bureau is a resource for people who plan meetings, conferences and special events. The Bureau lists a sampling of our members available for group engagements including keynote speakers and live or online seminars or workshops,” said AASP Past-President Jack Watson. “Speakers are matched with requests based on topic and qualification, geographic location and budget. AASP is a worldwide leader already known for sharing research and resources with the public via our website, [www.appliedsportpsych.org](http://www.appliedsportpsych.org). Now the Speakers Bureau will meet another public need while fulfilling our mission of promoting sport, exercise and performance psychology.”

Common AASP Speakers Bureau topics in sport and exercise include mental toughness, building confidence, psychology of injury and rehabilitation, and improving concentration/focus. Performance psychology topics include stress management techniques; mental preparation for exams such as SAT, BAR, medical exams; and using sport psychology techniques in business, risk professions and the performing arts. Youth sport topics include positive guidelines for parents and coaches, bullying in sport, as well as parent education for maintaining a healthy sport environment.

### **Bureau pairs speakers and topics with audiences worldwide**

For example, a representative of a leading business coaching firm contacted AASP to request a speaker for its local meeting in Colorado. After identifying the meeting details, budget and audience, the AASP Public Relations Office worked quickly to fill the request with a highly qualified speaker. Karen Cogan, a Certified Consultant of AASP and Senior Sports Psychologist with the U.S. Olympic Committee who resides in the area, so there were no travel expenses.

“I think the talk went very well,” explained Cogan. “The group was extremely attentive and engaged in the process of planning the talk and during the presentation itself. Afterwards, I received another request to speak at a meeting one of the attendees was holding. It is fantastic that we can apply mental training techniques to other performance areas, and in this case the audience was business leaders.”

An online speaker request form in the Speakers Bureau section of the AASP website allows meeting planners to complete a simple inquiry form with details on the event and speaker needs. Samples of speaker bios and popular topics are also posted however there are many more speakers available beyond the website.

*The Association for Applied Sport Psychology (AASP) promotes ethical practice, science and advocacy in sport and exercise psychology. Founded nearly 30 years ago, AASP is an international, multidisciplinary, professional organization that offers certification to qualified professionals in the field of sport and exercise psychology. With more than 1,900 members in 47 countries, AASP is a worldwide leader, sharing research and resources via [www.appliedsportpsych.org](http://www.appliedsportpsych.org).*