



For Immediate Release

INDIANAPOLIS—The National Association of Basketball Coaches and The Speaking Specialists are teaming up again to conduct social & new media communications' sessions for coaches at this year's Final Four in Indianapolis.

The sessions on Friday, April 2 and Monday, April 5 will be conducted at the Indiana Convention Center as part of the annual NABC basketball coaches' convention. The program will also feature instruction on job and media interviews as well as an interactive overview of 21st century media. The sessions are open to all NABC members.

This will be the sixth time the NABC and Speaking Specialists have teamed up to provide this important program for more than 5,000 coaches who are members of the NABC. Previously the Speaking Specialists have conducted coaches' clinics at Final Fours in Tampa, St. Louis, San Antonio (twice) and Atlanta.

The Speaking Specialists are the leading communications' trainers of college and professional coaches and teams. Sue Castorino and Randy Minkoff are in their 26th year of conducting programs for more than 120 college and professional programs. They were the lone US A company to work with US Olympians at the Sydney, Salt Lake City and Athens Olympics and have worked with pro teams such as the New York Mets, Baltimore Ravens and Chicago Bulls. They also conducted training for rookie Michael Oher, subject of the Academy Award nominated movie, "The Blind Side."

For more information, contact The Speaking Specialists at www.speakingspecialists.com

