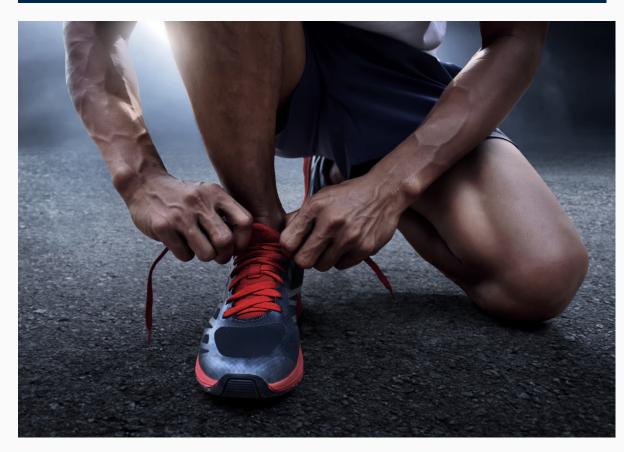


Tuesday, February 16 2:00 - 3:00 pm EST RSVP

at https://umich.zoom.us/webinar/register/WN_uwoi1SxHQyKm

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Managing Technological Advancement in the Ecosystem of Sport

Hosted by Geoff Burns, Ph.D., Sport Science Postdoctoral Research Fellow, U-M Exercise & Sport Science Initiative

All sports depend, to some extent, on equipment, and advances in equipment have the potential to shift an athlete's performances independent of their training and skill. This technological tension has recently shaken the sport of running in the form of shoe advances, but many other sports have experienced and managed these same strains, including swimming, cycling, tennis, speed skating, and many more. This seminar will explore how technological developments within a sport, and the associated performance advantages they afford, impact that sport sociologically. This panel will bring perspectives related to product availability and athlete sponsorship ties, cultural perception and understanding of performance, and developmental implications across myriad levels of sport (e.g., youth, Olympic, masters). This discussion will aim to inform our understanding of what is to be gained, what might be lost, and what can be managed as sport evolves with technological developments.

Join us as Geoff Burns hosts a conversation and Q&A with:

Speakers:



Geoff Burns - Moderator

Sport Science Postdoctoral Research Fellow,
Exercise & Sport Science Initiative



Sarah Lorge Butler - Panelist
Writer and editor. Work has appeared in Runner's
World, Bicycling, Men's Health, and The New
York Times.



Stuart Isaac - Panelist
President and Founder, The Isaac Sports Group;
former head coach, U-M Women's Swim Team;
former Senior VP of Team Sales and Sports
Marketing, Speedo Swimwear



Larry Warbasse - Panelist
Professional cyclist on the UCI World Tour,
AG2R Citroen Team; 2017 USA National Road
Race Champion

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Stay tuned for upcoming seminars:

- **March:** Concussion in Sports. Co-sponsored by the <u>Michigan Concussion</u> Center.
- **April:** Implications of COVID-19 for the Care of our Athletes. Co-sponsored by the <u>Michigan Center for Human Athletic Medicine and Performance</u>.
- May: Athletes Training Through Uncertainty. Sponsored by ESSI.