



FOR IMMEDIATE RELEASE
August 25, 2026

Why the 2026 ASCA World Clinic Is Worth the Investment

In just two weeks, hundreds of swimming coaches will gather in Orlando for the 2026 ASCA World Clinic, presented by Fitter & Faster Swim Camps.

If you're still deciding whether to attend, here's the simplest reason to go: Investing in yourself as a coach is an investment in your athletes.

Full schedule and registration at www.ascaworldclinic.com

Arrive Curious – Leave Inspired!

The 2026 World Clinic features more than 60 educational and networking sessions and approximately 50 speakers, with tracks for senior, age group, high school, head coaches, business, college and learn-to-swim.

The lineup includes some of the most respected names in swimming, including **Greg Meehan, Bill Dorenkott, David Marsh, Russell Mark, Jonty Skinner, Kim Brackin, Gregg Troy, Leah Stancil** and many more.

You don't have to be coaching at the highest level to benefit.

In fact, one of the best things about World Clinic is taking a great idea from a coach at the top of the sport and figuring out how to apply it to **your** athletes on Monday morning.

Maybe it's a different way to teach a stroke. A new approach to workout design. A better way to communicate with athletes. An idea for developing your staff or building your team culture.

One great idea can change a season.

The Value Goes Beyond the Sessions

Ask longtime World Clinic attendees what they value most, and they'll often talk about the people.

The coach you meet in the hallway.

The conversation over breakfast.

The idea exchanged between sessions.

The veteran coach who takes the time to answer a question.

For four days, you're surrounded by coaches who understand the challenges—and the rewards—of this profession.

That's something you simply can't replicate online.

And There's Even More

Coaches can also take advantage of additional paid opportunities, including **three-hour small-group sessions with Herbie Behm or Gregg Troy** and **in-person ASCA certification courses** with teachers such as **Russell Mark**.

These sessions offer coaches the opportunity to go deeper, ask questions and spend extended time learning directly from experienced leaders in the sport.

The exhibit hall, demonstrations, networking events and social activities add even more value to the experience.

Make the Investment

World Clinic isn't just about what happens in Orlando.

It's about what you take home.

What will you change?

What will you try?

What will you teach your athletes?

What will you do differently as a leader?

The 2026 theme says it perfectly:

“Grassroots to Podium: It Starts With Us.”

Every great swimmer's journey starts with a coach.

Make sure you're continuing to become the best coach you can be.

REGISTER NOW: www.ascaworldclinic.com

Don't just attend World Clinic. Come home a better coach.

#