



Media Release
"Strategies to Comply with the World Anti-Doping Code: Intelligence Gathering" Webinar

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Buckner to Conduct Webinar on Intelligence-Gathering Strategies for Anti-Doping Efforts

Buckner attorney Michael L. Buckner to host an online event on how sports organizations can develop an intelligence-gathering operation to enhance anti-doping and drug-testing programs.

SUNRISE, Florida, June 24, 2015 – Michael L. Buckner, an attorney with Buckner, a global-focused sports and education law firm, will discuss how sports organizations can develop an intelligence-gathering process to enhance anti-doping and drug-testing programs during the July 22, 2015, online event, "Strategies to Comply with the World Anti-Doping Code: Intelligence Gathering."

According to a May 8, 2014, article by David Epstein published on *ProPublica*, "nearly all of the most high-profile, and successful, anti-doping cases — from BALCO to Biogenesis — have come from intelligence gathering, rather than failed tests". In fact, the World Anti-Doping Code, as well as drug-testing best practices, now demand a proactive method to gather information and data regarding possible anti-doping violations and activities, including an athlete's possible use of a performance enhancing drug ("PED").

Buckner will address the new reality by outlining why intelligence-gathering is a critical element of comprehensive anti-doping and drug-testing programs. Further, the online workshop will review how an organization can establish a process that collects and examines PED-related information and data from various sources on a recurring basis. Finally, the webinar will outline the key benefits of an intelligence-gathering process, including: (1) compliance with the World Anti-Doping Code or applicable law; (2) protection of an organization's brand, as well as contracts with television partners and commercial sponsors; (3) detection and mitigation of potential concerns (before an athlete's issues become headline news); and (4) evaluation of the efficacy of anti-doping and drug-testing programs, as well as the flexibility to recalibrate for new PEDs or innovative methods to mask PED usage.

The online event is designed to assist officials from the International Olympic Committee, National Olympic Committees, International Federations, National Federations, Anti-Doping

Organizations, Major Event Organizations, state athletic commissions and professional sports leagues and promotions with enhanced anti-doping and drug-testing efforts.

The webinar will occur on Wednesday, July 22, 2015, and begins at 10:00 am USA Eastern Time (2:00 pm GMT; UTC -4 hours) and is free to participate. Registration instructions are available on the Buckner website: <https://www.bucknersportslaw.com/News-Resources/Webinars>.

About Buckner

Buckner, a global-focused sports and education law firm, provides clients with innovative strategies for complex legal matters and cases. Our attorneys, consultants and affiliated professionals assist global sports, professional sports, college sports, higher education, high school, and corporate clients with addressing sports-related legal, compliance, regulatory and administrative issues. Our areas of practice include: International Sports Arbitration and Compliance; Risk Management; Litigation; Media Communications; Contracts and Business Transactions; Administration, Governance and Compliance; Athletic Academics; NCAA Investigation and Enforcement; Title IX; and University Academics and Accreditation. The Buckner website and resource center are located at: <https://www.bucknersportslaw.com>.