

Information for Advertisers

Thank you for your interest in working with UK ICF to raise awareness of your programme, event, product or service within the coaching and training community in the UK! In this document you'll find information about the reach of the Global organisation & our UK chapter, what you can advertise with us and where you can advertise. Once you've had the opportunity to review the information that's here, email our office to take the next step: admin@coachfederation.org.uk

About the International Coach Federation and UK ICF

The International Coach Federation (ICF) is the largest worldwide resource for professional coaches and for those looking for a coach. Founded in 1995, the ICF today has over 20,000 members in over 100 countries, and is the world's leading professional coaching organisation.

Volunteer-run, the ICF is dedicated to advancing the coaching profession by setting high ethical standards, providing independent certification, and building a worldwide network of professional credentialed coaches. The ICF is the only organisation which awards globally-recognised credentials. There are now over 25,000 member coaches worldwide.

UK ICF was the first ICF Chapter established outside North America. With over 1,000 members, we remain the largest Chapter, and one of the most active and influential.

Where can I advertise?

UK ICF offers two ways to raise your profile amongst this 1,000-strong membership, and among the wider community of professionals in the UK, Europe and beyond who visit our website and attend our webinars and live events:

- Advertise on our website – www.coachfederation.org.uk
- Advertise in our regular e-newsletters *plus* get an entry in our rolling 3-month PD events listing *and* your own event page on our website including company logo.

What can I advertise?

We accept advertising for four categories:

- Training programmes and other commercially-organised events
- Your UK ICF Supported Event
- Coaching Community Events
- Products and services of interest to coaches, trainers & facilitators

Note: More information about where and what you can advertise follows on pages 2, 3 and 4

All programmes and events MUST attract Continuing Coach Education Units (CCEUs) or Approved Coach-Specific Training Hours (ACSTHs). Our office can help you understand what is involved in securing these.

Find out more about where you can advertise:

Website advertising

The UK ICF website is independent from the ICF's global website, but there are many links between the two. The UK ICF's website (www.coachfederation.org.uk) is our main information platform. It's aimed primarily at coaches (members and non-members), at UK buyers of coaching and at those interested in finding out more about coaching in the UK.

We offer a single-size advertisement which appears on the page of your choice. Pages available for advertising are the *Home page*, *Training page* and *Join Us page*. If there is a specific page you would prefer and it is not listed above please contact the office for advice.

You can buy a web advert for your programme, event or for simply advertising your company, product or service. Adverts can be placed for 1, 2, 3 or 6 months at a time (subject to availability). Our homepage is very popular so there may be a waiting list for this page. Ads for your company or product are available for a set time of 6 months and can be renewed if space is available.

E-newsletter advertising *plus a FREE entry in the PD Events Listing and Event Web page to include company logo*

You can also advertise in our popular Professional Development (PD)-focused e-newsletters which are issued the first week of every month to our 1,000-strong UK-based membership. They tell our members about Continuing Professional Development (CPD), and guide readers to click through to the website for more information and to book places.

This newsletter publicises:

- Training programmes & other commercially organised events
- UK ICF supported events
- Coaching Community Events
- A round-up of all our forthcoming PD activity
- Events, programmes and webinars which are free to ICF members

The advertising provided covers:

- e-Newsletter advert the first week of every month.
- entry on our Events Listing on our website with a link to your website *ALSO* your own event page to which we can add company logo, PDF programme and photos of presenters.

UK ICF offers opportunities for you to start advertising for up to 6 months before your event and choose the length of your advertising campaign from 1 month to a maximum of 3 months. You can always renew your advert at the end for even more exposure.

You can advertise as many times as you want. Why not consider a combination of website ads and e-newsletter + event page opportunities to maximise your impact?

Note that Products and Services are not offered e-newsletter space; they can only be advertised on the website. See Website Advertising.

Find out more about what you can advertise here:

Training programmes and other commercially-organised events

The ICF is dedicated to supporting and promoting the art and science of professional coaching. The main focus for our communications is therefore to support coaches in their professional development, by alerting them to learning & development opportunities which can help them meet the ethical & professional standards they need to become (or remain) an ICF member, or to earn an ICF credential.

For advertising, this means we only accept ads for events which offer ICF Continuing Coach Education units (CCE) or Approved Coach-Specific Training Hours (ACSTH), or for an ICF-Accredited Coach Training Programme (ACTP). More information about these can be found on the ICF's global website at <http://www.coachfederation.org/programtypes>.

If your programme or event doesn't already have CCE units attached, the UK ICF admin team are happy to provide advice.

UK ICF Supported Events

If you are an ICF member, and would like to organise and advertise an event which will provide a benefit for ICF members, support and promote professional coaching, and raise the profile of the ICF around the UK, we want to support you!

Here are the criteria for your event to be considered to be a UK ICF Supported Event.

- One of the organisers or hosts must be a UK ICF member
- The event must offer CCEUs to ICF members
- There must be a discount of at least 25% for ICF members (This is not exclusive as you may also offer a discount to members of other attendees.)
- The maximum non-discounted price is £160 for a full day or £99 for a half day, excluding VAT

Our support for you:

- The UK ICF office will apply for the CCEUs free of charge
- We will advertise your event at a significant discount
- We will enter the event on the PD Events Calendar on the UK ICF website, with a link to your event website and your own event page.
- We will list your event in the PD e-newsletter, with a link to the Calendar
- If you would like to display ICF materials, we will send you some

What you will need to do to get this support:

- Show us how you meet the criteria
- Provide information to the office for the CCEU application in advance of advertising
- Give us all the relevant information a month before you wish advertising to start
- Return any unused ICF materials to the UK ICF office
- Acknowledge the support of UK ICF by publicising it as a **UK ICF Supported Event** and increasing the visibility of UK ICF at the event. (We can provide a script.)

Coaching Community Events

The events covered by this category are often small: e.g. meetings of local groups, best-practice communities or other special interest groups. A typical community event might run for an hour or two at lunchtime or in the evening; some may be longer. Community events aim to be non-profit making, or with any proceeds going to charity.

A Coaching Community Event must meet these criteria:

- Capable of attracting CCEUs or ACSTHs (The ICF Office will obtain CCEUs at no charge to the organiser as part of our aim to build communities.)
- Organised or hosted by a UK ICF member
- ICF members and non-members can be invited
- If any fee is charged, it's a nominal fee only (eg to cover room-hire, refreshments or speaker's travel expenses) as these events are seen as a non-profit.

The advertising provided covers:

- Entry on the PD Events Calendar on the website, with a link to the event website and your own Event page.
- Entry in the monthly PD Events e-newsletter

Organisers who are members of the UK ICF Charter Chapter group on LinkedIn are invited to start a discussion sharing the theme of their event.

Products and Services

In addition to training programmes and events, we are happy to offer advertising opportunities to coaches – individuals, associate groups, or organisations – seeking to promote their services; and also to individuals or organisations offering products or professional services of interest to the coaching community. These could be publications, insurance, technical support, professional office administration or numerous other services that are necessary for running a coaching practice.

Product and Services ads must meet these criteria:

- Of interest to our coaching community
- Offered at a discount to UK ICF members (minimum 10% discounted price)

The Board of UK ICF reserve the right to decline to accept an advertisement from any supplier if it conflicts with our ethics, policies or guidelines.

To find out more about the process, the prices and availability, contact the UK ICF office.

UK ICF Chapter Office, Alison Hancock or Jane Powell

Email: admin@coachfederation.org.uk

Tel: +44 1922 660 088