Raising Awareness of Coaching

A Communications Overview for Chapter Leadership



Agenda

What is Public Relations? Public Relations Tools ICF PR Protocols ICF's PR Partner Working with a PR Partner



What is Public Relations?



Communications Overview

- Positive media coverage elevates your chapters and ICF
- Earned media: We must "earn" the journalist's interest and make our story worthy of coverage
- Media coverage allows your chapters and ICF to benefit from the trust readers and viewers place in that media outlet





Public Relations Tools

Before You Begin

The Big Question: Why should anyone care?



What Makes a Story Newsworthy?

- Consider the following:
 - Are you introducing a new topic or concept?
 - Are you offering new sources of information or a unique perspective?
 - If your news is an event, who should be aware of this event?



Developing Your Communication Materials

- Communication materials resources:
 - ICF Chapter Leader Resource Library: <u>https://coachfederation.org/profile/chapter-leader-resources</u>
 - ICF Global Coaching Study: <u>https://coachfederation.org/research/global-coaching-study</u>
 - ICF Global Consumer Awareness Study: <u>https://coachfederation.org/research/consumer-awareness-study</u>



Communication Materials

Press Releases

 Best for announcements of new information, survey data, analysis, etc.





Finding the Right Reporters

- What media outlets?
- Which reporters?
- Build a list
- Keep your list up to date



Turnaround Tuesday





Turnaround Tuesday

Ed and Claudia are just some of the 350+ ex-convicts and chronically un/under-employed people in Baltimore who have found life-changing jobs despite major blemishes on their record.

How? Two words—<u>Turnaround Tuesday</u>. It's a Baltimore grassroots movement that continues to gain media attention for its ability to help those who hit rock bottom re-write their stories.

Think of it as an AA meeting not for alcoholism but for those who have sobered up from a lifetime of bad decisions.

Every Tuesday, about a hundred people gather in a Baltimore church basement. They work with professional coaches from the International Coach Federation to re-write their stories. Those coaches help them unlock their potential along with resume writing and job interview skills.

This isn't a hand-out program. In fact, it's not a program. It's a movement dispelling the myth that large companies can't hire local.

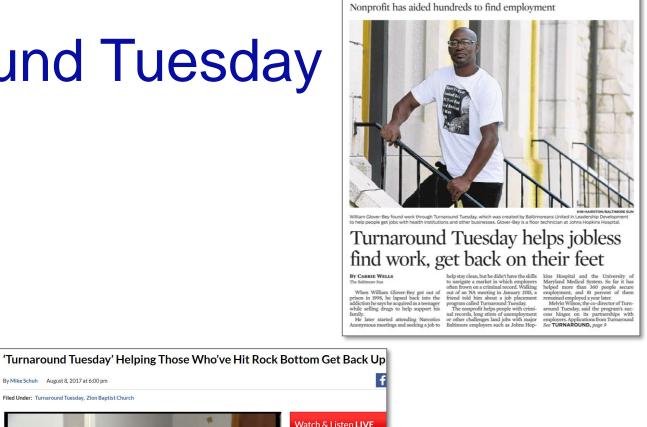


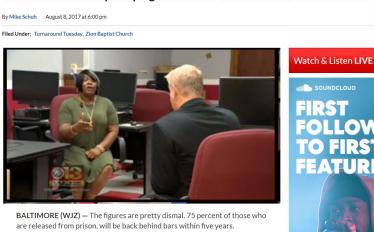
Turnaround Tuesday

'Turnaround Tuesday' places ex-offenders, unemployed in jobs

by Paul Gessler | Tuesday, August 15th 2017









Getting on the Air



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Drive Live – Talks Careers, 27.03.2018

Drive Live Talks Careers. Can executive coaching land you that dream job or get you a promotion? Find out from our experts: Nehad Tadros, UAE President of the International Coaching Federation, Shane Philips of The Philips Group, and Ben Brown, Director of Clyde & Co. MENA's Employment Practice.





http://dubaieye1038.com/podcast/drive-live-talkscareers-27-03-2018/



Media Outreach in Summary

- The more relevant to the journalist and media outlet, the better
- Make it easy by providing good content
- Personal follow-up is essential
- ICF is a resource to support your efforts



ICF PR Protocols



General Media Requests

- A reporter or producer may contact an ICF Chapter or Member with:
 - A question that needs a timely or immediate response. Often as a supplement to a story already written and ready to go.
 - A inquiry regarding a specific aspect of ICF or the coaching profession
 - A request for an interview regarding ICF and/or the coaching profession



Reporting Queries to ICF

- When a member of the media contacts a chapter or member for comment, immediately gather the following information to report to the ICF Communications Team:
 - Reporter name and outlet
 - Story deadline and/or timeframe for response
 - Information requested/focus of story
 - Method of comment (phone interview, TV interview, in-person interview)



Reporting Queries to ICF (con't)

- If pressed for an immediate answer to questions, inform the journalist that you are speaking as a representative of your own chapter or company, not as a representative of ICF
- Do not be afraid to ask for time.
 - "May I get back to you on this? What is your deadline?"
 - This gives you a chance to organize your thoughts and response, or seek input from ICF.



Best Practices in Media Relations

- Be courteous, but careful. Gather information before you deliver any.
- Give yourself time to respond.
- There is no such thing as "off the record."
- Refrain from saying "no comment."

Specific interview skills guidance and support is available from ICF.



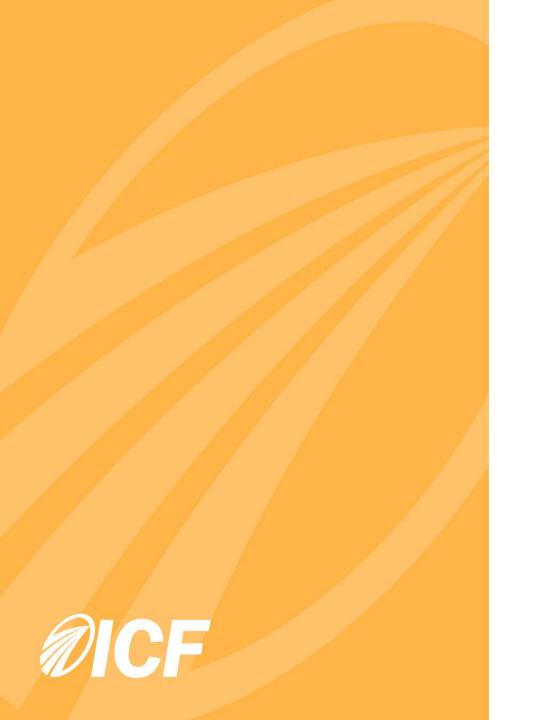


ICF's PR Partner

ICF's Public Relations Partner

- As a PR partner, Stanton Communications offers support including:
 - Collaborating with ICF Communications Team to determine strategic direction for media outreach
 - Creation of story angles that may stimulate media interest in a positive fashion
 - Interface with a global network of partner agencies to generate media interest for ICF hot topics almost anywhere in the world
 - Recommended pitch angles, identification of opportunities and liaison with media representatives on ICF's behalf





Working with a PR Partner

What Can We Do for You & Your Chapters?

- Consult on ongoing stories/situations/crises
- Provide spokesperson interview prep
- Connect you with a PR regional partner
- Provide full, ongoing support through a separate, chapter-specific contract



Final Thoughts

- Positive communication helps ICF and its chapters gain favorable recognition for the profession and our brand
- When considering outreach, ask: Why should anyone care? Your answer is the reason to pitch the story.
- Know and follow ICF protocols when engaging with media representatives
- ICF Communications Team and our PR partner are resources for outreach support within the framework of overall ICF public relations strategy





Thank You Questions?

Contact ICF

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