

ICF

INTERNATIONAL
COACHING
WEEK

CHAPTER & MEMBER GUIDE

Explore Your Potential: Celebrating 25 Years of ICW

At ICF, we can never say thank you enough to our members! When ICF was founded in 1995, our purpose was to give credibility to an emerging profession and give coaches like you a place to connect with one another.

Since our founding, we've been able to do so much more together — including bringing global awareness to the power and impact of coaching through collaborative initiatives like International Coaching Week (ICW).

This year marks the 25th anniversary of ICW! Launched in 1999 as a small grassroots effort, ICW has grown into a global celebration. Just consider what we accomplished together last year. Collectively, we offered 1,250+ events in more than 30 languages. More than 7,000 people were able to experience coaching for the very first time thanks to the many pro bono coaching sessions offered by ICF members and chapters.

We hope you will join us for ICW 2023, taking place May 8-14, by hosting your own events. This is our opportunity to come together as a global community and educate individuals, organizations, communities, and the world about the positive impacts of coaching.

The ideas and inspirations in this guide, along with ICW tools and templates, will help you plan an ICW celebration that will energize your members, enable individuals and organizations in your community to experience coaching, and tell the story of coaching using traditional and social media.

Thank you for your contributions to making ICF a thriving global community. We look forward to hearing your stories and celebrating with you!

Together, we are empowering the world through coaching!

Best,



Magdalena Mook

Magdalena Mook
CEO
International Coaching Federation

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Explore Your Potential

Key Messages:

- International Coaching Week is an annual celebration of the power and impact of professional coaching.
- International Coaching Week 2023 will take place May 8-14, 2023.
- In 2023, ICW will have a dedicated theme: Explore Your Potential.

Highlights for 2023

- Dedicated ICW branding and identity, including a series of turnkey materials for our chapters and members.
- ICF chapters have an option to receive a customized ICW marketing pack translated into their local language. This pack consists of logo files, graphic elements, a PowerPoint template, a Zoom background, and social media banners. This will reinforce the local impact as we know that most local events are organized in local languages. It also ensures consistent branding around the world.
- ICF chapters and members will have access to the ICW events platform to create and manage their events or simply redirect participants to their registration platforms. This makes it easy for participants to register and see the whole ICW offering and allow us to track the number of ICW events, countries, regions, languages, chapters, members involved, etc.

Some of the features offered by this events platform include:

For members/chapters:

- Ability to create, post, and manage ICW events from their personal login on the platform.
- Powerful tool to promote events on social media through shortcut links.
- Option to generate and send automated messages (registration confirmation, event reminders, thank you messages) in a variety of languages.
- Feature to upload slide decks and recordings of events, which are archived and available all yearlong.
- Chapters creating events on the new platform will have access a special feature to automate the sending of ICW CCE certificates.
- Tutorials and webinars to explain how to use and maximize the features of the platform.
- Possibility to redirect participants to chapter registration platforms.

For participants:

- One place to view ICW events scheduled around the world in a variety of languages and time zones.
- Ability to use filters to select the best event for their needs.
- Registration in real time and in full compliance with GDPR.
- Automatically generated confirmation email after registration, reminders prior to the event, and satisfaction survey.
- Thank you message after participation including a direct link to make a donation to the ICF Foundation.
- After ICW, there will be access to recordings and slide decks of many events.
- ICW promotion on ICF social media to generate more interest from the public for ICW and stream participants to the ICF event platform.
- ICW pre-launch webinar series organized by ICF.

Be Inspired

Consider adopting one of these tactics — all of which have been used successfully by ICF chapters — to raise awareness of professional coaching in your community during ICW.

- Provide complimentary laser coaching sessions to introduce coaching to your community.
- Collaborate with a local nonprofit organization whose mission and values align with those of ICF to host a panel discussion or deliver pro bono coaching to its clients.
- Educate yourself and your members on how to leverage traditional and social media to spread the word about professional coaching and its benefits and impact.
- Invite ICF members to engage and create micro-events, webinars, and coaching demonstrations under the ICW umbrella (posted and managed through the ICW event platform).
- Identify a corporate partner and deliver workshops and coaching demonstrations to promote the value of coaching in the workplace.
- Invite nonprofit organizations to your ICF chapter's meeting/webinars to share their stories and meet prospective volunteer coaches.
- Transcend geographic boundaries by delivering ICW events via webinar platforms. Feel free to enter conversations with your regional development manager to discuss access to platforms available for large online events.
- If your ICF chapter maintains a blog, plan a series of daily posts during ICW. Don't forget to share links on your chapter's social media channels!
- Capture and share video testimonials from business and nonprofit leaders who have experienced the benefits of coaching firsthand.
- Reach out to government officials to secure public proclamations in honor of ICW.

11 Tips for Success

Advance the coaching profession and enable members of your community to experience coaching with these tips for staging a successful International Coaching Week (ICW) celebration.

1. Plan a signature event to raise awareness of coaching.

As the centerpiece of your ICW celebration, craft an event based on the strengths of your chapter's members and the needs of your community. Consider incorporating the "Coaching 101" presentation from the ICW toolkit.

2. Start an ICW countdown.

Use your chapter's social media accounts to publicize a countdown to ICW. Use the hashtag: #CoachingWeek.

3. Keep the conversation going.

Word-of-mouth is your best friend. Spread the word about your chapter's ICW celebration at meetings, in conversations with friends and neighbors, and during checkout-line chats at the store, and encourage your fellow coaches and chapter members to do the same.

4. Tap into ICF's ICW resources.

Download the ICW toolkit from the [ICF Digital Resource Center](#) for tools and resources to help you plan and promote your event. To stay on track, use the ICW checklist.

5. Engage local coaches and help them participate.

ICW is the perfect opportunity to grow the global ICF community! Invite qualified local coaches to participate in your chapter's activities, and share with them information about the value of ICF membership. Find related resources in the [Member Toolkit](#).

6. Extend your borders.

If your chapter covers a large geographic territory, consider leveraging technology to host a virtual event or organizing multiple, smaller events.

7. Reach out to local officials.

Contact public officials and share about the proven benefits of professional coaching. Ask them to consider a public proclamation in recognition of ICW, and don't forget to invite them to your chapter's events! The request for proclamation template from the ICW toolkit can assist you with this.

8. Be a media maven.

Contact the most popular outlets in your community to get the word out about your chapter's ICW celebration. Use the media alert template from the ICW toolkit to make communication easy.

9. Leverage the ICF brand.

ICW is an opportunity for ICF chapters around the world to use one consistent, relevant ICF voice to promote the proven power of coaching. With this in mind, use ICF chapter names, colors, logos and fonts and the ICW logos, hashtag (#CoachingWeek) and branding consistently as you promote and stage ICW events.

10. Seek out sponsors.

Don't do it all alone! Reach out to businesses in your community, as well as to chapter members and their coaching practices, to raise sponsorship dollars. (You will find a sponsor outreach email template in the ICW toolkit.)

11. Have long-term impact.

Use ICW to kick off a sustainable pro bono coaching program in your community. Use tips and tools from the ICF Foundation's [Pro Bono Program Toolkit](#) to help turn your inspiring idea into a long-term, positive impact on your community.

Get Organized

Use this checklist to manage ICW tasks and timelines.

Action Item	Person Responsible
FEBRUARY	
<input type="checkbox"/> Choose ICW Committee Chair:	Chapter Chair and Vice Chair
<input type="checkbox"/> Select ICW Committee Members. <ul style="list-style-type: none"> <input type="checkbox"/> Someone from Programs Committee: <input type="checkbox"/> Someone from Sponsorship Committee: <input type="checkbox"/> Someone from Web Committee: <input type="checkbox"/> Someone from PR Committee: <input type="checkbox"/> Chapter Chair: <input type="checkbox"/> Chapter Vice-chair: <input type="checkbox"/> 2 ICF Chapter Members: 	Committee Chair
<input type="checkbox"/> Schedule ICW committee meetings.	Committee Chair
<input type="checkbox"/> Identify local and state government officials for outreach.	Chapter Chair, PR Chair
<input type="checkbox"/> Identify concept for ICW events and initiatives.	Committee Chair
<input type="checkbox"/> Download ICW marketing materials and graphics.	Committee Chair
<input type="checkbox"/> Decide on names of ICW events and initiatives.	ICW Committee
<input type="checkbox"/> Determine budget for each event.	Chapter President and Vice-chair, Sponsorship
<input type="checkbox"/> Write request letters to local officials in order to secure official proclamations.	Chapter Chair
<input type="checkbox"/> Secure services of a publicist or PR firm (if using).	PR
<input type="checkbox"/> Use chapter social media accounts to begin building buzz for ICW. Use #CoachingWeek in your posts.	PR
<input type="checkbox"/> Create publicity schedule.	PR
<input type="checkbox"/> Update website.	ICW Committee, Webmaster

MARCH	
<input type="checkbox"/> Send save-the-date to chapter members with reminder of ICW dates and outline of ICW event dates, times, and places.	PR
<input type="checkbox"/> Register your ICW event(s) on the ICW platform.	ICW Committee
<input type="checkbox"/> Secure photographer(s) and videographer(s) for ICW events.	ICW Committee
<input type="checkbox"/> Promote ICW to local businesses, nonprofit organizations, schools, and universities.	PR
<input type="checkbox"/> Secure volunteers to work events, provide pro bono coaching, etc.	ICW Committee
APRIL	
<input type="checkbox"/> Send all-member email to provide an update on events.	PR
<input type="checkbox"/> Begin promoting ICW to personal and professional network; encourage all chapter members to do the same.	ICW Committee
<input type="checkbox"/> Delegate remaining publicity efforts to ICW Committee.	PR
<input type="checkbox"/> Attend governmental meetings to share ICF and ICW info and accept proclamations.	Chapter Chair, ICW Committee Chair
<input type="checkbox"/> Conduct local media outreach and promotion.	PR
MAY	
<input type="checkbox"/> Finalize equipment details and menu plans with venue(s).	ICW Committee Chair
<input type="checkbox"/> Communicate details to participants, pro bono coaching recipients, and volunteers.	ICW Committee
<input type="checkbox"/> Create packing list for each event and delegate responsibility for list items.	ICW Committee
AFTER ICW	
<input type="checkbox"/> Remove ICW promotional banners, ads, and copy from websites and social media. Update with success stories and photos from your event(s).	PR
<input type="checkbox"/> Share your ICW success story with your regional development manager.	Chapter Chair

Be Prepared

ICF has provided templates for emails, media alerts, graphics, and more to help with promoting your ICW events. Here is a complete list of what is available for download from the [ICF Digital Resource Center](#).

Templates

(available in English only)

- Email to ICF chapter members.
- Event email.
- Media alert.
- Request for proclamation.
- Sponsorship outreach.
- Social media posts.
- Web content.

Graphics

(translated into more than 30 languages)

- Email banner.
- PowerPoint template.
- ICW logos (.eps and .png).
- Facebook and LinkedIn event image banners.
- Zoom background.

Resources

(available in English only)

- Unlock Your Potential flyer(PDF).
- Coaching 101 presentation (PPT).
- Pro Bono toolkit (PDF).

Let Us Know About Your Plans

Make sure to create all your ICW events and activities on the ICF events platform as it will help us better communicate and keep track of your celebrations.

www.icf-events.org

For chapters, the platform will also ease the process of automatically send CCE certificates to participants (after validation of presence).

Post-Event Information

After ICW 2023 concludes, share your ICF chapter's success story with your ICF regional development manager.

Report on details such as:

- A brief recap of each ICW event or initiative your chapter produced.
- The number of chapter members that participated.
- The number of individuals impacted by the event(s) or initiative(s).
- Any best practices or lessons learned that you believe would benefit other chapters.
- Photos for ICF to use in future ICW promotions.

Thank you!