International Coaching Week

Chapter & Member Guide

International Coaching Federation

Inspire. Transform. Thrive.

ICW 26: May 11–17

International Coaching Week (ICW) is a celebration of possibility — of what happens when people are invited and supported to think bigger, go deeper, and move forward with intention.

Last year during ICW, more than 31,000 individuals from 81 countries came together to experience and celebrate the power of professional coaching. With your participation, I am confident that this year's celebration will reach even further and make an even greater impact. Through your ICW events, you open doors to discovery, elevate awareness of coaching, and help individuals and organizations thrive in a complex and rapidly changing world.

This guide is here to support and inspire you as you plan your ICW celebrations. Inside, you'll find ideas, tools, and resources to help you create engaging, impactful experiences — whether you're hosting a webinar, leading a workshop, organizing a conference, or offering a public coaching demonstration. Use it as a foundation, and bring your own creativity, energy, and vision to life.

Thank you for the leadership you show, the time you give, and the heart you bring to this work. Because of you, coaching continues to grow as a powerful force for connection, inclusion, and positive change around the world.

I look forward to celebrating International Coaching Week with you — and to witnessing the conversations, insights, and transformations that will unfold around the world.

Here's to a week of connection, possibility, and meaningful impact through coaching!

Remember: together we inspire, transform, and thrive!

Thank you for all you do, every day!

Magdalena Nowicka Mook
CEO
International Coaching Federation (ICF)

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Key Messages

Unlocking Potential through Coaching

Coaching is the key to uncovering your best self. Partnering with a professional coach can unlock your potential and set you on a path to thriving personally and professionally.

Coaching is the bridge that connects where you are to where you want to be — elevating you to new levels of success.

Life is a journey, and a coach can help you navigate every turn. A coach is your compass, pointing you towards your north star.

Coaching is a catalyst for innovation, helping you unlock untapped sources of imagination, creativity, and problem-solving, enabling you to shine brightly.

Celebrate and Explore the Power of Coaching

International Coaching Week (ICW) 2026 will take place May 11-17.

During International Coaching Week (ICW), attendees from around the world will celebrate the power of coaching to inspire, uplift, and transform lives.

International Coaching Week celebrates the positive impact of professional coaching, empowering individuals and organizations to reach new heights.

Let's celebrate the transformative power of coaching to unlock potential and fuel growth. Experience the extraordinary power of coaching during International Coaching Week (ICW) 2026.

Join us for International Coaching Week (ICW) 2026 to ignite your potential through the power of coaching — your future self will thank you.

International Coaching Week (ICW) showcases the dynamic and transformative power of coaching in driving positive change and achieving remarkable results. Join us in this global celebration of growth, learning, and success!

Join us for a diverse range of ICW events, including webinars, conferences, workshops, panel discussions, public coaching demonstrations, and pro bono sessions.

ICW events, offered in multiple languages and time zones, provide a truly global and inclusive opportunity to explore, learn, and experience the boundless possibilities that coaching offers.

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Highlights for 2026

- 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 ICF 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 it 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 event platform will have access a special feature to automate the sending of ICW CCE certificates.
  - Tutorials 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.

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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.

International Coaching Week

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 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 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 and have a long-term, positive impact on your community.

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Get Organized

Use this checklist to manage ICW tasks and timelines.

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Action Item	Person Responsible
February	
☐ Choose ICW Committee Chair:	Chapter Chair and Vice Chair
☐ Select ICW Committee Members. ☐ Someone from Programs Committee: ☐ Someone from Sponsorship Committee: ☐ Someone from Web Committee: ☐ Someone from PR Committee: ☐ Chapter Chair: ☐ Chapter Vice-Chair: ☐ 2 ICF Chapter Members:	Committee Chair
☐ Schedule ICW committee meetings.	Committee Chair
☐ Identify local and state government officials for outreach.	Chapter Chair, PR Chair
☐ Identify concept for ICW events and initiatives.	Committee Chair
☐ Download ICW marketing materials and graphics.	Committee Chair
☐ Decide on names of ICW events and initiatives.	ICW Committee
☐ Determine budget for each event.	Chapter President and Vice-Chair, Sponsorship
☐ Write request letters to local officials in order to secure official proclamations.	Chapter Chair
☐ Secure services of a publicist or PR firm (if using).	PR
☐ Use chapter social media accounts to begin building buzz for ICW. Use #CoachingWeek in your posts.	PR
☐ Create publicity schedule.	PR
☐ Update website.	ICW Committee, Webmaster

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

Be Prepared

We've created ready-to-use email templates, media alerts, eye-catching graphics, and more to make promoting your ICW events easy and exciting. Check out the full lineup of downloadable resources here.

Logos/Graphics Package

(translated into more than 30 languages)

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

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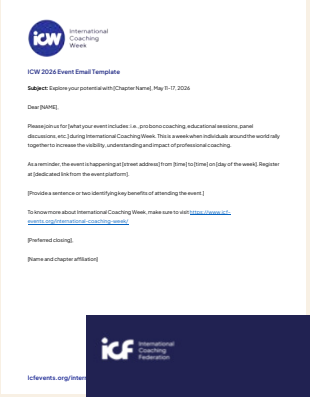
2026 ICW Resources

(available in English only)

- Unlock Your Potential flyer (PDF).
- Coaching 101 presentation (PPT).
- Email to ICF chapter members template (DOC).
- Event email template (DOC).
- Media alert template (DOC).
- Request for proclamation template (DOC).
- Sponsorship outreach template (DOC).
- Social media posts template (DOC).
- Web content template (DOC).



Ensure GDPR Compliance

ICF is compliant with all General Data Protection Regulation (GDPR) requirements. To ensure all ICW sessions also maintain GDPR compliance, we ask that you prioritize the data protection and privacy of all attendees.

Please be cautious and aware of sharing information with your participants You should only be contacting registrants for your session about the session itself. You may not contact them about other events, marketing, or promotional purposes.

If you send a calendar invitation or email to the attendees of your session, please do so in a confidential manner ensuring attendee names and email addresses are not visible to other attendees. Use your email provider's BCC line to achieve this.

If you have questions or concerns regarding your session's GDPR compliance, please contact our Ethics and Compliance department at ethics@coachingfederation.org.

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.

icf-events.org

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

Post-Event Information

After ICW 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!

International Coaching Federation