



REQUEST FOR PROPOSALS – Workshop Presenters International Coaching Conference 2008

The Association for Coaching will be holding its 3rd International Conference 'Embracing Excellence' over 2 days in London on 13th and 14th March 2008 at the contemporary Park Plaza Victoria Hotel.

'The Association is at the forefront of the Coaching Profession in the UK and is establishing international connections to promote coaching ethics and excellence worldwide.'

This conference will be dynamic, inspiring and educational and will:

- promote the value of coaching and the benefits
- provide thought provoking and insightful learning opportunities
- seek to embrace and unite the coaching profession
- continue to lead the way forward for coaches
- Inform organisations about coaching & best practice
- Truly embrace excellence in coaching

The **Target Audience**;

- Individuals (Members, Non-Members)
- Corporate, Organisations (Members, Non Members)
- HR Directors, Heads of Learning & Development
- Media
- Government
- Training Companies/Providers
- Academic Institutions & Other Professional bodies



In addition to our Key Note speakers, the five workshop **streams** to the conference will be:

- **Stream 1: Executive; Executive and Leadership Excellence**
- **Stream 2: Organisational: Building a Coaching Culture**
- **Stream 3: (a) Private & Personal Coaching
(b) Personal Coaching in Business**
- **Stream 4: Psychometrics in Coaching & Organisational Development**
- **Stream 5: Beyond Coaching**

Please note that we do not require submissions for streams 2 and 4

For more information on streams 1, 3a, 3b and 5 and what we are looking for presenters to provide please contact: Sheree Owen on 07939 550536.

The AC is proposing to run **30** one hour workshops (over the two conference days) timings to include Q &A, which will reflect the five key areas above and our theme for the conference.

INVITATION FOR SUBMISSION OF PROPOSALS FOR CONFERENCE WORKSHOP

If you are an experienced speaker, coach trainer or facilitator within coaching or related discipline and are interested in sharing your knowledge with your colleagues at the Conference, we would like to hear from you!

A. General Guidelines for Submission of Proposals

1. Prepare all proposals in MS Word and send either by email or by post:

Email sheree@associationforcoaching.com.

Address: Sheree Owen AC Project Director 22 Revere Way, West Ewell, Surrey, KT19 9RQ

2. The deadline for submission is **Sunday 20th May 2007**. **No late proposals will be accepted**. Those who are successful in their proposal will be notified by 31st May 2007
3. A maximum of two proposals from any one presenter will be considered, with the steam/relevant subject matter clearly identified.
4. Workshop length: **1 hour** to include Q@A (where relevant).
5. The estimated range of numbers of participants in **each workshop is 100**.
6. As a non-profit organisation, the AC is not in a position to make payment to the presenters selected to speaker.
7. All presenters are required to register for the conference and will be provided with complimentary breakfast, lunch and refreshments during the day of their presentation and attendance on day 2 (Or 1) at the lowest available rate.
8. Non AC members are encouraged to join the Association to take advantage of member rates and benefits.
9. Proposals from non-AC members are welcome, but if the proposal content submitted by a member and a non-member is similar, preference will be given to the AC member.
10. **The aim is to select workshops that are informative and educational and not based on selling a product, service or training. Materials should be innovative and fresh.**
11. For those selected presenters who are interested in exhibiting their product or service, they will be invited to **share a presenter's trade** stand at the conference without charge.
12. Proposals from speakers who have not been selected will be given first priority to sponsor a trade stand (as there will be a minimal amount allocated) and given a **15%** discount.

B. Proposal Requirements

Information to include in your proposal:

Session description

1. Title: descriptive and inviting (no longer than 20 words long).
2. Target audience and clearly state the learning objectives and how you will support this with materials
3. Full description of content for evaluation (250 words) stating which stream it is submitted for the following streams as numbered below
 - 1: Executive & Leadership Excellence
 - 3a: Private & Personal Coaching
 - 3b: Personal Coaching in Business
 5. Beyond Coaching
4. Description for marketing purposes (100 words)
5. Description of the instructional methods and/or interactive learning activities

Personal information about the presenter (s)

1. Why **you wish to present** at the conference
2. How would you **describe your presentation** style dynamic, measured, calm, upbeat?
3. How do you feel about delivering **at a high profile event to an audience of 100+ with high** expectations?

Can you please supply the following;

4. Personal Bio/CV and/or profile of company and services
5. Presenter description (50 word max. for marketing material).
6. List of previous presentations / workshops that you have delivered to a large audience of **100+ (past 2 years), with relevant references**

C. SELECTION CRITERIA

All submissions will be reviewed by the Association for Coaching Conference team.

Proposals will be reviewed against the criteria of the five Coaching streams, along with demonstration of relevant experience, the contents and quality of the proposals and reputations/references. **In cases of like proposals, AC members will be given priority.**



Expert Panel discussions – 2006 Conference *Leading the Way*

From Left:

Katherine Tulpa, Chair AC, AC Author
Philippe Rosinski, AC Author
Carol Wilson, Head of Accreditation AC, AC Author
Ian McDermott, AC Author
Graham Alexander, AC Author
Gary Browning, CEO Penna

Discussing key themes from ***Excellence in Excellence, the Industry Guide***, released in September 2006 (now going on it's third print run)!

C.SUBMISSION COVER SHEET

WORKSHOP TITLE	
Name of Presenter	
Co-Presenter <i>(if applicable)</i>	
Name of Company/Business	
Address	
Post code	Country
Website	Email
Phone	Mobile
AC member: Yes No	Membership no.
Which key theme is the submission most suitable for? (indicate one only)	Stream 1 Executive & Leadership Excellence Stream 3 (a) day 1 Private & Personal Coaching Stream 3 (b) day 2 Personal Coaching in Business Stream 5 Beyond Coaching; advanced
For those who wish to be considered for a second option/stream, please indicate. <i>Note the proposal should reflect this content as well.</i>	Stream 1 Executive & Leadership Excellence Stream 3 (a) day 1 Private & Personal Coaching Stream 3 (b) day 2 Personal Coaching in Business Stream 5 Beyond Coaching; advanced

D. Speaker & Presenter Guidelines: Conference Theme Embracing Excellence

The 3rd London Conference will aim to continue to raise the profile of professional coaching and (qualified) coaches, throughout the two day event, through our theme of **Embracing Excellence**.

Accreditation in the industry continues to be a key theme in the global coaching market, and excellence, as the conference theme, affirms the level that coaches and indeed coaching as a profession is striving to achieve.

The Association for Coaching has been a major force in promoting excellence in coaching, through the AC accreditation scheme, which enables coaches to improve their professional credibility in line with the demands of both the private and corporate market place.

So for this third conference we are looking to make an even more profound difference for both organisational internal coaches and external executive and personal coaches, .

We aim to deliver as always, a high impact, dynamic, thought provoking event of the highest level we can achieve. The conference will enable delegates to have fun, enjoy the collaborative atmosphere, be pleasantly challenged and stretched and develop their skills I the process. This conference will also benefit from the launch of the 2nd AC book; Psychometrics and Coaching; with one stream being devoted to the use of the wide range if coaching & developmental support tools and evaluation models.

Presenters: What are we looking for?

We are looking for this 3RD Conference for visionary, insightful fresh information to support and challenge the growth and knowledge of delegates on the conference days.

As the target audience is diverse we are aiming at creating a learning experience for all, including both internal organisational and external private executive coaches, we would expect your presentation to include, models, frameworks, processes, innovations, knowledge of, demonstrations and materials that support coaching in the corporate arena.

Stream 1: Executive and Leadership Excellence

This stream aims to give delegates an opportunity to learn new information and experience a high quality presentation in the areas of Executive Coaching and Leadership Coaching.

Areas of interest: Executive & Behavioural change models and frameworks within large organisations, Leadership Coaching for senior managers, executives, managing directors and business executives. Expanding and challenging the executive coaching relationship; what is new, coaching for deeper meaning, a spiritual approach.

Expected audience: External coaching providers to the corporate and business sector

Stream 3: (a) day 1: Private and Personal Coaching

This stream aims to give delegates working as personal and private coaches the opportunity to develop their skills and knowledge in line with new personal coaching frameworks.

Areas of interest: coaching the client for deeper purpose and meaning within the coaching relationship, spirituality and coaching. Developing deeper relationships with clients, positive psychology within coaching. Buddhist frameworks. Nlp coaching models techniques and skills.

Expected audience, personal coaches, new coaches.

Stream 3 (b) day 2: Personal Coaching in Business

This stream aims to give delegates working as coaches in the SME coaching market, insights into business methods, techniques and frameworks to coach effectively in the small business environment, where results are often linked more directly to business growth, expansion visible results and profitability.

Areas of interest, growing the business, maximising resources, sales and presentation coaching, processes for forming and building teams, personal skill development for leaders in small businesses, planning future strategy, building a small business coaching ethic.

Stream 5: Beyond Coaching

This stream is intended to be a high level for experienced coaches with several years coaching experience in a variety of fields. Areas of interest

Personal mastery and growth, advancement of coaching supervision new models and frameworks, Development for coach supervisors. Robust Psychological approaches to coaching. The future of Coaching.

Expected audience; experienced coaches, HRD, coach supervisors,

Any questions on this document please email sheree@associationforcoaching.com

For reference, see last year's conference website at www.acconference.com.
Visit the main website at www.associationforcoaching.com for membership or general information on the AC.

"promoting excellence & ethics in coaching"

www.associationforcoaching.com

The AC is a non-profit and independent professional body formed in the UK in 2002, whose aim is to promote best practice and to raise the awareness and standards of Coaching while providing value added benefits to its members – whether they are professional Coaches or Organisations involved in Coaching.