

AC Bulletin - Submission Guidelines



Purpose of the *Bulletin*:

The purpose of the *Bulletin* is to keep Individuals and Organisations in the coaching community informed of up to date developments, to share best practice and to promote growth within the coaching market.

Target market:

The target market is the AC mailing and members lists, plus additional attendees at events and workshops. This means that not only the membership base, but also a large number of interested people in the marketplace, including corporates, access the *Bulletin*.

Frequency and media:

The aim is that the *Bulletin* should be published quarterly. It is primarily an electronic publication, but is also produced in hard copy for particular events (e.g. conferences, seminars, book launches).

Length and style of feature articles:

We require feature articles of around 1000-1400 words, which examine an issue of importance for the profession or its clients and contacts. They may address coaching techniques, business issues, or wider industry perspectives. Articles may also report on events or new developments of interest to coaches.

Features should flow in the usual way, with an arresting introduction, central 'argument' or narration, and satisfying conclusion. Do consider what you are bringing to a topic that is fresh, and be clear what your central theme is. Opinion is fine, and an argument should be backed up with evidence, which can include practical examples/case studies and personal experiences. Sources should be acknowledged where possible. A 'further reading' list on a subject can be added if you like, and accompanying diagrams or illustrations are welcome.

Please also send us a jpg photo of the author, a short biographical note and contact e-mail address.

Format:

Articles in Word format or RTF are fine. We may edit the content or ask you to do so.

Submission deadlines:

The latest submission dates are: March 15th (for the April issue) June 15th (for the July issue) September 15th (for the October issue) and December 15th (for the January issue). Submissions can be emailed to: editors@associationforcoaching.com

The Editors
The AC Bulletin

www.associationforcoaching.com

"promoting excellence & ethics in coaching"

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