

Association for Coaching – Press Information

3rd International Conference Announced by the Association for Coaching Embracing Excellence, Victoria Park Plaza, London. 13th-14th March 2008

Association for Coaching, London, Friday 4th January 2008 - Details of the bi-annual international coaching conference from the Association for Coaching, a key leading professional coaching body, have been released and are now available online at www.acconference.com. This year, following the 2006 sell-out event at over 500 delegates, the Conference will be spread over two days, 13th and 14th March 2008 at the Victoria Park Plaza in London.

"The theme "*Embracing Excellence*" was chosen due to the stage of growth which we see the coaching industry has reached – one that now requires a high level of excellence and standards in order for it to become a sustainable profession", says Chair Katherine Tulpa.

Embracing Excellence is the industry conference aimed at anyone involved in coaching; typical delegates include experienced coaching professionals; organisations looking to build performance through coaching; training/coach service providers; business consultants; academics and members of the press. Delegates have the choice of attending one or both days and can also attend an optional gala evening event with an optional buffet dinner and inspirational speaker on 13th March.

In addition to having over 30 tailored workshops to choose from in the five streams: *Executive Coaching, Organisational Coaching, Personal & Business Coaching, Psychometrics in Coaching* and *Advanced Coaching*, each morning and afternoon will be kicked off by high-profile Keynote speakers.

These include Alan Jones, CEO of Somerset County Council, who will speak about how coaching has helped his organisation drive up performance in his talk "*Beyond Excellence*" and with Dr. Gordon Coutts, Vice President and General Manager of Schering-Plough UK and Ireland speaking on "*Bringing Coaching into the Corporate Culture.*"

Furthermore, Laura Berman Fortgang, a pioneer in the personal coaching field and author of numerous books, will kick start the conference on day 2 with her talk, "*Now What? Taking your Coaching to the Next Level.*" Laura will share some of her practical experience to help delegates answer life's toughest query "*What should I do with my life?*" She aims to inspire delegates to touch people's lives in a deeper and more meaningful way.

There is also the opportunity to meet up with some of the key businesses supporting the coaching and professional development sector. Sponsors for the conference include the Academy of Executive Coaching, an executive coaching and coach training provider, and Penna Plc, a global human capital management consultancy which was listed as one of the top 100 companies to work for by the Sunday Times 2006. Exhibitors will also include Shirlaws, Lane 4, Centre for Coaching, Delta Partnership, Informa UK Ltd, The Beech Consultancy, Consulting Tools and the Academy of Executive Coaching.

The event will include the announcement of this year's AC Honorary Awards, the last winner for impacting the coaching profession was Katherine Tulpa, Chair and Co-Founder of the Association for Coaching. The award at the first conference was given to Sir John Whitmore.

Sheree Owen, Director for the Conference summarises: "The Coaching Industry is growing up and embracing professionalism. The pace within the industry has been breathless and *Embracing Excellence* aims to celebrate coaching as a profession, while providing delegates with genuinely useful training and thought-leadership. It will be an intensive two days, but the information gleaned from it should equip every delegate with the very latest theory and practice, enabling them to grow their practice in 2008 and beyond."

For those who book by the 31st of January, an early bird discount will apply. The rates are once again kept low to enable a maximum attendance. Concessions are also available for AC members and for delegates wishing to attend for both days. Visit www.acconference.com to register or to find a full listing of workshops, exhibitors and speakers.

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About the Association for Coaching

Established in 2002, with world-wide membership, The Association for Coaching (AC) is an independent, non-profit organisation with the goal to promote best practice and raise the awareness, standards and professionalism of Coaching for both professional Coaches and Organisations involved in Coaching. www.associationforcoaching.com

Promoting excellence & ethics in coaching