



Press Release – 21 Feb 2010

Going Global Coaching Conference

Association for Coaching 2010 Conference – 11-12 March, London

The Association for Coaching (AC) has announced its 4th international conference, “Going Global 2010”, taking place over two days on the 11th & 12th March 2010, at the 4.5 star Victoria Park Plaza, London. As one of the largest coaching conferences of the year, it is once again expected to sell out at over 450 participants, made up of up professional and executive coaches, coach training/service providers, academic institutions, buyers of coaching, and organisations building coaching capability or cultures. Bookings can be made on www.aconference.com, along with full conference details.

Going Global reflects the expansion and progression of the coaching profession worldwide, with an international range of speakers and delegates. This conference will have a truly international flavor, with delegates from over 18 countries, including UK & Ireland, Switzerland, the USA, Sweden, Germany, Belgium, France, Kuwait, Turkey, Bahrain, Singapore, Russia, Portugal, Greece, the Netherlands, Brazil, and Canada. As the profession increasingly addresses global elements, the conference will deliver an informative mix of thought leadership, theory and practice, with case studies, research, master-classes, networking and exhibitions with the latest tools and coach training.

Day one opens with a stimulating brief address by Association for Coaching’s CEO and Co-Founder, Katherine Tulpa. Tulpa will deliver the welcome address and Going Global key message to ensure the conference starts on an energetic, thought provoking note. Following this will be the first keynote speaker of the event, Julio Olalla, a pioneer in Coaching and Transformational Learning. Olalla is highly regarded to be one of the early founders within coaching, and facilitates coach-training throughout the world. He will be comparing the difference between a ‘good’ life and a ‘better’ life and whether we are in danger of becoming trapped in wanting more, better, faster and stronger at a cost to our overall happiness.



In the evening, there will also be a special Launch event for the AC's anticipated fourth book, **Leadership Coaching**, in partnership with Kogan Page and edited by Jonathan Passmore. Several authors will be at hand to discuss different approaches and models used in Leadership Coaching, from "Coaching Global Top Teams", through to "Creating Emotionally Intelligent Leaders", and "Strategy Coaching." The book launch will be preceded by a Master-class by editor Jonathan Passmore on Coaching Leaders.

Day two opens with Sir John Whitmore and Darren Robson presenting the day's opening address on Sustainability and the role of the Global coaching community. The Day 2 opening keynote follows with Veera Johnson, Chief Executive Officer of ProcServe examining how the success of an organisation lies in its ability to embrace and channel the diversity of its people, and in particular its leadership team, using coaching to draw this out. Over the last 10 years she has played a key role in the development of the UK Government's policies and strategies in the areas of e-commerce.

In addition, during the afternoon session EI expert Dr. Reuven Bar-On, a professor at the University of Pretoria and at the University of Texas, will provide a keynote talk offering valuable insight into Emotional Intelligence - what it is and how it is measured. He has been working in emotional intelligence (EI) since 1980 and is internationally acclaimed as one of the world's leading theorists of Emotional Intelligence.

In addition to four distinguished keynotes, the conference features 30 workshops in 5 streams over the two days. Presenters include Professor Stephen Palmer, discussing imagery coaching techniques to reduce stress; Margot Hennessey and Joan Hodgins presenting a workshop on innovation and leadership coaching at Diageo; Liz Dimmock looking at getting value for money from external coaches; while Tracy Sinclair presents a workshop on non verbal intelligence.

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Media contact for Going Global 2010 conference@associationforcoaching.com or +44 7884434547.



'Going Global 2010' Gold Sponsors



ABOUT THE ASSOCIATION FOR COACHING

Established in 2002, The Association for Coaching ® (AC) is an independent, not-for-profit body with the goal to advance the profession of coaching worldwide. This includes promoting best practice and raising the awareness, standards and ethics of coaching, with members made up of professional coaches, trainers/providers of coaching, and organisations building coaching cultures.

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www.associationforcoaching.com

promoting excellence & ethics in coaching