

WBECS 2017 Official Partner Guide

7TH WORLD BUSINESS AND EXECUTIVE COACH SUMMIT 2017



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Overview of WBECS

WBECS is the world-leading online provider of digital education for business and executive coaches, with Conversational Intelligence® for Coaches by Judith E. Glaser being the largest coaching program in the industry.

Each year, WBECS presents a 100% digital World Business and Executive Coach Summit - an in-depth online learning experience featuring over 50 world-class speakers covering a variety of topics, focus areas and coaching disciplines. Now in its 7th year, the mission of WBECS remains consistent: To offer coaches easier access to high quality information, impactful content, tools and thought leadership to raise the global standard and ethics of coaching.

The Summit is divided into a complimentary Pre-Summit and a Full-Summit which runs throughout a year and offers an immersive learning experience. There is no-cost for entry to the Pre-Summit. The Pre-Summit consists of a TED-Talk style presentation from each of our speakers, who include Marshall Goldsmith, Judith E. Glaser and others. All coaches from all 4 corners of the globe are welcome to join our Pre-Summit, for absolutely no charge whatsoever. If attendees find value in our Pre-Summit (and we are certain they will), we invite them to join us at the Full-Summit.

The WBECS 2017 Vision

With more than 21,000 attendees from 150 Countries in 2017, WBECS is the world's largest online event for business and executive coaches. This year we expect to raise attendance significantly as we listened to our community's feedback and redesigned the format of the Summit to focus even more on community, co-creation, and delivering a world-class online learning experience tailored specifically to the needs of business and executive coaches.

Now ranked the largest community of professional coaches in the world, WBECS stands for authority in coaching, for true professionalism, and for excellence in the profession. We've built our reputation as only working with the very best in the coaching industry and act as a filter for coaches to identify the resources and thought leaders who will have the most profound impact on the success of their coaching. We aspire to build a community of the strongest, most high-calibre coaches throughout the world and we do this as part of our mission to raise the global standard of coaching and professionalize the industry as a whole. .

For three weeks each year, WBECS brings together the very top thought leaders in the industry who share their latest tools,

methodologies, frameworks, and seasoned insights to tens of thousands of coaches across the globe. We take a functional and flexible approach to learning, allowing coaches to immerse themselves in the content how they want when they want. The WBECS digital summit is 100% online and designed so coaches can listen to sessions from their office, home, or wherever suits their schedules and busy lives.

Why are we inviting WBECS Official Partners to join our mission?

Partnering with WBECS means that you get to play a significant role in increasing the excellence of coaching, educating the market, and raising the standard of professionalism within the industry. As our partner, you will be positioned as a contributing ally of the world's leading coaching event and able to add outstanding value to your network at no cost.

We want this to be an easy process for you. We provide our partners with a unique link that allows you to track the coaches you are helping. Our partners have the option of earning commission for each summit ticket purchased. Alternatively, if you are unable to or uninterested in collecting partner commission, our partners have the option to

donate all commissions to Ethical Coach ([hyperlink to Ethical Coach](#)), a non-profit dedicated to connecting world class coaches to international charities, not-for-profits, and social enterprises.

We have approached you because we see you as a trusted advisor and a leader with the intention to support the coaches in your network and introduce them to the Summit will have a great impact on the way they coach moving forward. We see recommendations as the most important qualifier, and as you have a good understanding of the quality WBECS stands for, you can be confident in recommending WBECS to your colleagues and peers. Whether you have 2 or 2,000 coaches in your network, you have the ability to create a profound shift in the way in which they coach—whether they are a seasoned veteran coach of 30 years or a brand new coach who has only recently completed training. As an advisor to your colleagues, you can direct your network to a resource that will truly impact and support them at any stage of their career.

Through your partnership, you will be helping us create a global shift through inviting the coaches in your network to begin their learning journey or enhance their existing journey in the coaching industry.

Partnering with WBECS will support you as

you build and foster a deep relationship with your network while offering incredible value and resources as we work together to redefine professionalism in the coaching industry.

What does becoming an Official Partner entail?

We will make partnering with WBECS an easy and enjoyable process for you. We provide you as our partner with a unique link that allows you to track the coaches you are supporting. Our partners have the option of earning commission for each summit ticket purchased through their unique tracking link. Alternatively, if you are unable to or uninterested in collecting partner commission, our partners have the option to donate all commissions to Ethical Coach , a non-profit dedicated to connecting world class coaches to international charities, not-for-profits, and social enterprises with the visionary goal to help an additional 6,4 million children in need.

We offer the flexibility to be involved as little or as much as you'd like. As a WBECS 2017 Official Partner, there is no minimum or maximum support you are required to give. Whether you are able to invite 5 coaches or 5,000, your impact is invaluable. We've designed our partner site and resources to

require minimal effort and to easily fit into your availability and schedule.

We recommend you **send 2-3 invitations** to your community as we have found this to be the most effective, meaningful, and impactful approach. However, you may send as frequently as you like, and we will be right by your side to provide you with a wide array of quick and easily shareable content including social posts, easily adaptable email templates, email banners, social content, and video.

Benefits of Partnership

Benefit 1:

Free Enhanced Full-Summit Pass

One of the significant ways we are adding more value to our partners this year is through offering our partners a free Enhanced Full-Summit pass to gift to their networks. All we ask in return is that you send an email announcing the complimentary Pre-Summit to your network resulting in 25 or more coaches enjoying the pre-summit by signing up.

Benefit 2: No-Cost Access to CCEUs

At this year's Pre-Summit, you will not only be able to offer your community unmatched value from the amazing array of complimentary live sessions, but also the opportunity to receive up to 3 core competency CCEUs at no cost.

Benefit 3: Commission

Our coaches have the opportunity to earn 50% commission on all referrals. This is tracked via your personal affiliate link generated after partner confirmation.

Benefit 4: New WBECs Format

To offer more flexibility and a deeper learning experience, this year's WBECs Full-Summit will be spread throughout the year, with weekly sessions kicking off in September rather than an intensive 3 week period. We are also supporting coaches across the world with sessions available in multiple time zones.

Benefit 5: Community

This year's WBECs will give you access to interact with two focused Mastermind Communities -- one where the focus will be learning, and one where it will be sharing and networking. These communities will also feature in the Implementation Mastery Sessions hosted after each summit session, to help you dive deeper into the content and convert the insights into action.

Benefit 6: Increased Partner Support

We have also grown our partner support team and will now be able to offer one-on-one support to cater for your specific needs and requirements. We will have ready made invitations for you as well as actual content for you to share with your network at your convenience.

Benefit 7: Ready-to-Share Content

Our intention is to make partnership with WBECs effortless and enjoyable. That's why we have beautifully designed resources housed in your partner site ready for you to swipe and share. Resources include email templates, email banners, website headers, ads, social posts, and videos

Benefit 8: Sponsorship

This year for leading partners there is the opportunity to sponsor individual sessions and gain brand awareness through the selected sessions you choose to sponsor. We are however fully funded so not looking for payment for these sponsorship opportunities.

Benefit 9 - Access to the Coaching Industry's Top Thought Leaders

Over the past 7 years, we've brought you the finest -- handpicked presenters from our community including Dr. Marshall Goldsmith, Ken Blanchard, Alan Mullaly, John C. Maxwell and Mark Thompson and we look forward to introducing you to this year's world-class speaker line-up.

What is the suggested timeline for partner outreach?

Important dates:

May 22, 2017 - Pre-Summit Registration Opens

May 31, 2017 - Pre-Summit Sessions Begin

June 23, 2017 - Pre-Summit Sessions End

June 29, 2017 - Super Early Bird Pricing for Full-Summit Ends

August 30, 2017 - Early Bird Pricing for Full-Summit Ends

September 6, 2017 - Full-Summit Begins

We will make the process simple and easy for you to follow by sending you reminder emails of when to send to your networks. If there is anything we can do to make this even easier for you, please let us know as we have extended our support team to ensure that this requires as little time as possible for our partners.

Below is a brief overview of the timeline we expect to follow.

May 5th, 2017: Initial deadline to confirm joining as an WBECS 2017 partner

May 15th, 2017: Final Deadline to confirm joining as an WBECS 2017 partner (earlier is better)

May 22, 2017: Send out first invitation to your networks to join the complimentary Pre-Summit Sessions. Time to begin posting on social media and creating a buzz. You can add your official partner banner to your website or blog at this point.

May 30th, 2017: Send out second invitation to your networks to join the Pre-Summit Sessions. Social media posts can continue at this time.

May 31st, 2017: Pre-Summit Begins

May 31st - June 23rd 2017: Pre-Summit sessions held (opportunities to share sessions with your network)

September 6th, 2017: WBECS 2017 Full-Summit Begins

Samples of Email Invitations

Option 1, Short and Personal:

Suggested Subject Lines:

1. This is something I highly recommend - check it out!
2. I had a great experience with WBECs
3. Fantastic complimentary resource for you as a coach

Email Copy:

Hi [Name],

Each year, I look forward to the fantastic and complementary sessions that are delivered as part of WBECs, the World Business and Executive Coach Summit. Ben Croft and his dedicated team bring together the coaching thought leaders to present at WBECs, a 100% digital and pitch-free and designed to learn from anywhere in the world.

This year, WBECs is making the sessions more accessible to the coaching community by adding sessions to fit within all global timezones with easy access to live sessions for the purpose of accessing free core competency CCEUs.

This year, WBECs IS making the sessions more accessible to our coaching colleagues around the world with additional sessions added to fit ALL global timezones. It will also be easier for you to access sessions live for purposes of obtaining CCEUs, including core competency credits.

If you're interested in joining me, you can access all the Pre-Summit sessions and breakouts at no cost here:

[enter affiliate link]

I hope you can join us this year!

[Insert Signature Here]

Option 2, Informative and Professional:

Suggested Subject Lines:

1. Uplevel the quality of your coaching at no cost
2. Join me at the most impactful coaching event of the year
3. This complimentary event changed my coaching career

Email Copy:

Hi [Name]

As a coach, there is nothing more impactful to your community than the quality of your coaching provision - and that's exactly why I am reaching out to you today!

Last year, I attended WBECs - the largest digital summit for business and executive coaches across the globe. These sessions are complimentary, and the value I've gained has been unmatched to date. Each year, WBECs brings together the top thought leaders in coaching industry to share their tools and methodologies with the global coaching community. This Summit is 100% online, pitch-free, and designed so that attendees can learn from anywhere in the world. '

This year, WBECs IS making the sessions more accessible to our coaching colleagues around the world with additional sessions added to fit ALL global timezones. It will also be easier for you to access sessions live for purposes of obtaining CCE Units, including core competency credits.

Some of the impactful speakers from last year's Summit include:

Marshall Goldsmith

Judith E. Glaser

Amanda Blake

Ann Betz

Marcia Reynolds

Doug Silsbee

Peter Bregman

David Buck
Joseph O'Connor
David Drake

The speaker lineup is going to be even better and more exciting at the 2017 Summit. I highly recommend that you join the pre-summit and you can get an overview of all the sessions and register by clicking the link below:

[Enter affiliate link]

I am confident that you are going to get outstanding value from this event!

[Insert Signature Here]

Sample Banners

WBECs 2017 Official Partner
 The World's Biggest ONLINE Business & Executive Coaching Event
 www.wbecs.com

Seventh Annual WBECs

[JOIN HERE →](#)

Official Partner
 The World's Biggest ONLINE Business & Executive Coaching Event - WBECs 2017

Seventh Annual WBECs

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WBECs 2017 Official Partner
 Discover the new WBECs experience

[WHATS NEW →](#)

WBECs 2017 Proud to be an Official Partner

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www.wbecs.com

Proud to be an Official Partner
 Get Direct Access To The Most Brilliant Minds In The Coaching Profession

[JOIN HERE →](#)

Seventh Annual WBECs

Testimonials

Diane Weller:

The WBECs teams did an amazing job on the partner site this year. Made connecting with our networks even easier than last year. Thank you and kudos for a job well done!

Nancy Kobel:

One of the many ways WBECs has impacted my life, as a coach is that it has really expanded the opportunities I've seen for myself in the past year. I've had more confidence coaching, I've added skills to my coaching, and also my facilitation skills. I have just returned from my first world happiness summit, and I was selected as a tribe facilitator and coaching for that. I know being part of WBECs had an impact on that.

Nikki Elison:

In an unregulated industry such as coaching, it's sometimes hard to find the right resource and to know if there is sound value in that resource - to determine the level of legitimacy, if you will. WBECs has done a phenomenal job at sourcing the best information on the market today and finding tomorrow's key thought leaders. Bringing these people to the table to share the best of their own work with coaches from all over the world has allowed me to continually improve my own coaching work. I have watched the outcomes of my clients really skyrocket. WBECs is the first resource I turn to when I'm seeking new information or resources. A great side benefit has been the connections I've made with other amazing coaches. My network has grown tremendously through WBECs!

Lorna Bukkland:

I have really enjoyed being a part of the summit the last two years with some of the best leaders and coaches in the field, who so willingly and generously share their expertise, each presentation I go away with such high value and am able to integrate into my own business. I enjoy the pre summit, and always looking forward to the full summit, my awareness is expanded after every session and I have received massive value from my investment. Thank you Ben and the WBECs team you are all an inspiration, and I truly appreciate your support for the coaching/training community.

Carolina Menezes:

Each year I enroll the Full-Summit after experiencing some great sessions in the Pre-Summit. The speakers are among the best in class, covering a large spectrum of coaching fields, enabling us to keep attuned with the top edge knowledge in executive coaching. Every year I take great value from money invested; thanks Ben and WBECS team.

Rebecca Rhodes:

I love being a part of the WBECS Community and attending the Summit each year. We hear incredible speakers and get information on some of the latest tools and techniques available to us as coaches which is a great training ground for all my new coaches. Well worth the time and investment each year! Thanks Ben and all of your team.

Cynthia Bondoc:

What an incredible learning experience for me! It's like completing a master's degree while taking undergraduate study. The information I gathered and learned will be truly instrumental to my development as a beginning coach. Thank you to all the coaches who willingly share their unique gifts and talents to help and serve others.

Sonja Froehlich:

Wbecs is a wonderful community of bright and caring individuals who really give it their all and go the extra mile in making sure you have a great experience with their relevant and gifted presenters. Not only did I learn much more than I expected. I also feel like I am part of something bigger. A vibrant community of international coaches, who care about making the world a better place and not just about making a sales pitch. A real gem.

Kathleen Costello:

The WBECS 2017 Pre-Summit was packed with helpful information and amazing speakers. I learned so many tips and techniques from these sessions and have already started applying them to my coaching. I am grateful to WBECS for offering these sessions to get a taste of what to expect in the full summit. I had a great experience!

Sandra Tinker:

The pre summit was an excellent insight into the many different approaches and methodologies that exist in the mentoring and coaching world. It's an eye opener and also a tease in to what you could be and the areas that you may want to study further - an excellent way to open your

mind to all the possibilities no matter what your natural preference is :)

Gail Mervis:

The opportunity to have the world's best thought leaders and international coaches so willingly sharing years of experience and expertise is an empowering and gratifying experience. The diversity of the coaches and their different coaching methodologies and frameworks made for an amazing learning experiences. The professionalism and in-depth knowledge displayed by the coaches, and the hands on engagement of the organisers, made this year's Pre-Summit event so valuable. Surely there is no better investment of time, especially when everything is offered without paying a dime!!! :-) Kudos to ALL involved.

Rosario Galvan:

WBECS is fully committed to excellence in the organizing of its educational events and this year's Pre-Summit signified a step further in that regard with the facilitation sessions offered after main speaker sessions. Because the caliber of speakers is always so high with so thought-provoking topics, the engagement in the sessions was easy from the get go and as a facilitator I only have warm words of appreciation for the opportunity provided to interact with coaches from around the world in honest sharing that expanding our minds and hearts into new territories of human discovery and connection. A true delightful experience!