



World Business and Executive Coach Summit 2021 11th Annual WBECs Pre Summit

WBECs - ICF Chapter Partner Proposal

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Vision

WBECs has a mission aligned to that of the ICF: to significantly raise the global standard of coaching.

We do this by presenting a faculty of world-class thought leaders in the coaching field many of whom are tied to ICF Core Competencies, and making them accessible to ICF Members and other coaches in our global community via an online platform that coaches can consume anywhere in the world - at any time - on any device.

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The WBECs Summit is divided into two parts:

Part 1: A **complimentary Pre-Summit** which runs for 3 weeks and consists of approximately 40, 45-minute Content Presentations, Live Coaching Demonstrations, Panel Discussions and Themed Learning Tracks from each of our speakers. *(We have shortened the summit by 1 week in response to the changing times and to ensure the highest quality of speakers are featured.)*

Part 2: The **Full Summit**, which offers an immersive learning experience, including presentations from Global Thought Leaders, Live Coaching Demonstrations, Implementation Mastery Sessions, and access to multiple CCEUs.

The Pre-Summit is designed to give ICF Coaches in your community a preview of what they will receive at the Full Summit, delivering stand-alone value to them whether or not they purchase a ticket for the main event. Other benefits of the Pre-Summit include access to new tools, techniques, methodologies and frameworks, enabling coaches to continue their ongoing development and deliver higher-value coaching for their clients.

In 2018 and 2019 combined, the Pre Summit hosted over 82,000 attendees with 13,852 ICF Coaches in attendance! **In 2020 the Pre Summit hosted over 49,000 coaches with 18,231 ICF coaches in attendance.** Here is some of the feedback we received from our ICF speakers and attendees:

"Every year, being a WBECs speaker gets better. They do incredible work to expand the reach world-wide to coaches and business leaders and they make it easy to help with schedules and samples. Best of all, I get the chance to do my part in improving the quality of coaching worldwide in a very big way. If I were to participate in only one summit a year, WBECs would always be my choice. I am grateful for the opportunity."

Marcia Reynolds, PsyD, MCC, Former ICF Global President

"It was an inspiring joy to partner with WBECs' team in co-creating the sessions I delivered at the pre-summit and full summit in 2019: "10 insights and 10 tips to coach at your very best" and a coaching demo. Our shared passion about delivering value to our fellow-coaches community in a most effective way and our collaboration uplifted our creativity, and then we had great fun playing with the technical features of the video-platform to engage participants to the maximum all along the sessions. Close to 2,000 of them, from all continents, joined the pre-summit, obviously shared the fun and nourished the amazing energy of the experience."

Jean-Francois Cousin, MCC, Former ICF Chairman

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"The learning involved so many facets - learning about leaders as multipliers, leadership in relation to change, unlocking your true potential, teams, executive coaching, and coaching with R.O.I., Blue Ocean Shift (amazing learning), emotional intelligence, trust, neuroscience and on and on, to the last session on creativity, change and competitive edge.

The Implementation Mastery sessions enabled participants to delve deeper into the many topics and the Round Tables expanded on new areas, to facilitating my own Round Table on Moving from Emotional Rigidity to Emotional Agility.

Many friendships were made through the Zoom platform, new learnings enhanced Coaches' Toolkits. It really was an amazing experience. I believe that this was felt by all participants.

To add, participants were from all over the globe. Thank you to Ben Croft and to the administration, to the speakers, and to the facilitators of the IM and RT sessions. You gave us much food for thought!!"

Zina Suissa, Ph.D, PCC

"The connection with thought leaders, talented coaches and the access to new ways of seeing the work we do in the world; the interconnectivity and importance of the impact we have on humanity; the chance to feel connected with a global community (I'm a solopreneur); WBECS has made me feel like I'm part of a family of exceptional coaches around the globe and that my work matters. It's also given me training opportunities that I wouldn't have had access to otherwise. I am a HUGE FAN of WBECS and look forward to becoming more and more a participatory part of the community as our relationship grows. Keep up the exceptional work!"

Samia Kornweibel, PCC

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Opportunities for ICF Coaches in WBECS Summit this year:

WBECS is continuing to place an increasing emphasis on educating aspiring coaches, diversity and supporting new leaders in the coaching field. To fulfill on these WBECS is:

- **Hosting Implementation Mastery Sessions in 7 global languages** so coaches can build community and integrate learnings seamlessly into their practices.
- **Continuing to encourage diversity** through ensuring that speakers represent an increasing number of nationalities and cultures, and improving race and gender balance.
- **Highlighting New Rising Star Speakers** - providing opportunities for new and upcoming industry professionals, to share the WBECS stage with highly regarded and well established speakers to allow their fresh concepts, ideas, research and knowledge be brought to the attention of our coaches. This is hugely beneficial to the coaches as it provides them with the newest movements, trends and individuals making moves in the industry today, keeping them ahead of their colleagues and/or competitors.

ICF Chapter Benefits

The WBECS Pre-Summit will feature approximately 40 complimentary, LIVE Virtual Sessions with top thought leaders, and learning tracks such as Business Development & Marketing, New Trends, Team Coaching and Neuroscience. This way your chapter members can register for sessions that most resonate with their learning needs.

Each of these virtual webinars will be hosted and moderated by the WBECS Team, and participants will have a chance to join the Full Summit at a discount exclusively for ICF Members.

WBECS would also like to provide ICF Community Members with the following Benefits during the Pre-Summit:

- An exclusive ICF membership area hosted by the WBECS Team which, for the past 4 years, has been a highly-valued member benefit
- 5 *free* CCEUs, including core competency credits, by selecting from and attending their favorite live Pre-Summit Sessions
- Sessions conveniently held to reach all global time zones, so your members can easily obtain their CCEUs
- A personal concierge team for ICF Members, hosted by WBECS

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- No-cost access to all recordings of the 2021 Pre-Summit sessions, available through the end of June 2021 (*usually only available to Full Summit ticket holders and an exclusive benefit to ICF coaches*)
- Upgraded Implementation Mastery Sessions - featuring sessions held in non-english languages to support a global audience

In addition to the benefits from the Pre-Summit, any ICF coaches from your chapter who decide to invest in the Full Summit will also be offered the following benefits:

- A discount **of up to \$150**, provided with a special promo code, exclusively for chapter participants who choose to purchase the Full Summit
- Access to over 75 hours of live sessions lead by top thought leaders in the coaching industry and CCEUs to support their learning
- Access to additional live presentations, panel discussions, coaching demonstrations, Q&As, and implementation mastery sessions lead by top thought leaders in the coaching industry and CCEUs to support their learning
- An ICF Concierge team focused on support for ICF members and responding quickly to all questions and needs

In Partnership, Our Accountabilities include the following:

WBECS Accountabilities

- Providing your chapter with access to a partner center containing dedicated emails, social media posts and website banners; beautifully constructed and based on proven copy which previously caught the attention of ICF members.
- 50% Referral 'Thank You' Commissions you can put back into your chapter for any members who experience the free Pre Summit and decide to enroll in the paid Full Summit. This is tracked via your personal affiliate link generated after partner confirmation.
- One-On-One Partner Support - Our partner team is 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 and if you need more, we are just a phone call or email away.
- Ready-to-Share Content - Our intention is to make a partnership with WBECS effortless and enjoyable. That's why we have beautifully designed resources housed in your partner site ready for you to easily swipe and share.

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- A dedicated concierge team for ICF members
- Access to recordings of Pre-Summit Sessions through June 2021
- 5 Complimentary CCEUs (*provided members attend live sessions for CCs and listen to recordings for RDs*)
- Easy-to-use Promo Code for ICF members to obtain discount to Full Summit learning experience

ICF Accountabilities

- Sending 2-3 dedicated emails in May-June time frame to alert your ICF community of member benefits (all email copy will be provided by WBECs)
- Posting a logo or banner on the ICF Chapter Site
- Posting about the Pre-Summit on social media sites using our done-for-you resources
- Creating excitement in your ICF Community with in person Pre-Summit chapter announcements during meetings

Measuring Our Efforts

- You will be provided with a unique tracking link for your chapter
- Our partner team will update your chapter on the number of clicks, opt-ins, and sales generated from these efforts so we can assess the interest of members in your chapter

To Join Us in Partnership - Your Next Steps:

To confirm your partnership for the WBECs Summit or ask any questions,
please email or call our Head of Partnerships, **Kristen Nolan**
and she will register your chapter right away!

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