



The Inaugural ECI Australasian
Coaching Conference, Sydney 2008.
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The Future of Coaching

Embracing the Opportunities of the 2010s

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The Inaugural ECI Australasian Coaching Conference, Sydney 2008

You're invited!

We want as many people from every corner of the coaching industry to participate in this extraordinary event.

Why? Because we believe that, as a profession, we need to be as inclusive as possible. This is particularly crucial in times of increasing economic uncertainty when markets are changing so rapidly and when so many coaches are giving up on their dream, quitting coaching and going back to work for someone else.

It is just when our profession and our colleagues need us so much that we each need to take up the challenge to become leaders within our industry. It is for this important reason that we have chosen the theme of this year's inaugural conference:

The Future of Coaching Embracing the Opportunities of the 2010s

This theme addresses and incorporates the following key topic areas:

- o Keynote – The Future of Coaching – Co-Creating Our Vision
- o Spotlight – Looking at the Health of Our Industry Today
- o Spotlight – Exploring Where the Market is Going
- o Spotlight – Understanding Why Change is Necessary
- o Spotlight – Accepting Personal Responsibility
- o Keynote – The Future of Coaching – A Call to Action

There is a wealth of information packed into this invitation, and I thank you for sharing your time to review it and also for forwarding **it** on to fellow colleagues as I know you will.

I look forward to meeting all of you at this exciting event.

Kind regards,



Sarah Hue-Williams
Head of Asia Pacific
The European Coaching Institute (ECI)
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Message from askacoach.com

Our Conference Host and Platinum Sponsor

This is a tremendous honour and privilege for us to be hosting the Inaugural Australasian Coaching Conference. We welcome all of the exciting delegates and speakers from around the world to our fair city of Sydney.

Our coaching landscape is changing and changing fast. askacoach.com was founded as a result of paying attention to the current and future trends in coaching. We know all too well the importance of repositioning ourselves according to changes in the market, versus continuing to do what we have always done.

That's why we're thrilled to be a part of this dynamic coaching conference where we get to discuss with our colleagues what's happening in our markets around the world; to discover the trends together and to co-create solutions to some of our bigger challenges.

As platinum sponsors we must also admit how excited we are that this conference is focused on really practical and useful information and strategies, and that every delegate has an opportunity to truly do something with the experience; to drive change.

As individuals and as partners in askacoach.com, we have been to many conferences and although we know that at the end of the day it's up to the participant to drive the value they want to get out of events like these, we're energised by the fact that the organisers have put together something that dramatically increases the likelihood that every person who attends walks out transformed.

Our sincere thanks to the European Coaching Institute (The-ECI) for providing such an opportunity for us all to be citizens in the global world of coaching.

We look forward to being your host throughout the conference and if you need anything prior to the event, please feel free to contact us directly.

Cheers,



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Sarah Hue-Williams
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Conference Website

To register for this great event and to check on the latest updates and information, please visit our conference website:

www.europeancoachinginstitute.org/conference_2008

Conference Programme - Overview

Our theme, "The Future of Coaching – Embracing the Opportunities of the 2010s" addresses and incorporates the following key issues of our industry at this time:

- o There is amazing research being conducted here and abroad, new projects and ideas from around the world being implemented and some big concerns on the landscape as well.
- o Our market is changing and if we don't pay attention, investigate, redesign and reposition, we are likely to be left in a commercial desert.
- o Coaches around the world are returning to their old careers or turning their passion for life coaching into a hobby or a distant memory. We can turn this around, and we'll address how we can do that by working together
- o The life coaching industry appears to be in decline and it may take more than a year's worth of concerted effort to reverse this trend. Therefore, what we discuss now will need to become plans for 2009 so that we can reap the rewards of our efforts in the decades to follow.

The structure of the three days of events are described on the following pages.

Thursday 20th November Pre-Conference Workshop Thought Leaders in Coaching

Pre-Conference Workshop – 09:00-16:30

Thought Leadership in Coaching – Hosted by our Platinum Sponsor
www.askacoach.com

This full-day event brings together participants to discuss the “issues” as they see them for our profession and to brainstorm ideas and solutions. The day will be facilitated and participants will also form breakout groups with specific issues to tackle for each group. Then the groups will come back and create a manifesto for driving these solutions. This manifesto and the solutions will also be highlighted at the Welcome Dinner and at the conference itself.

Thursday 20th November Welcome Dinner

Welcome Dinner – 19:00 – 21:30

The Asia Pacific Head of the ECI will host a casual business dinner to welcome all guests to the conference and to start our journey off with celebration, including The-ECI Awards. *(The dinner is a per person charge which will be finalised shortly. Current estimate budget is A\$100 or less)*

Friday 21st November

The Future of Coaching

Embracing the Opportunities of the 2010s

The Future of Coaching Conference – 09:00-17:30

Please note that the spotlight sections will have two speakers for each session and the full listing of speakers and breakout sessions will be available soon.

- o **Keynote Address – The Future of Coaching – Co-Creating Our Vision**

There are many stakeholders in our industry, some attempting to make claim to being the one “voice” of coaching. When we look at all of these voices in chorus, do we find that there is a unifying vision? If so, what is it and what does it mean for us today and tomorrow? If not, how can we co-create a vision which is relevant, commercially sound, exciting and engaging for all of us?

- o **Spotlight – Looking at the Health of the Industry Today**

Before we can adequately set new objectives and targets, we need to accurately measure our current condition as a profession (we’re not an industry yet), as organisations, as collaborative partnerships, as independent businesses and most importantly, as individuals.

- o **Spotlight – Exploring Where the Market is Going**

World markets have been dramatically changing in recent years which has brought on one hand lower consumer confidence and economic means to afford coaching, while also driving a greater need for coaching to assist people in these changing and challenging times. We need to explore what’s happening with markets and consumers and analyse whether or not the services we’re designing and promoting actually meet the client and market needs or if we’re trying to “sell” the wrong thing, at the wrong time and in the wrong way.

- o **Spotlight – Understanding Why Change is Necessary**

Frequently coaches struggle with the concept of change just as much as our clients do. We can coach others but the thought of having to change ourselves can be all too confronting for some. A bit of confrontation and uncomfortableness may be the thing we need right now in order to inspire the necessary changes for our future.

- o Spotlight – Accepting Personal Responsibility

There are still many coaches around the world who have yet to “come out” as a coach; to celebrate who they are, what they do, and the incredible achievements and joys that coaching brings. Many coaches are fearful, and for some the fears are great and many. If we don’t take responsibility for our fears and work together to break down the real and imagined obstacles, then our profession will continue on its current disappearing act.

- o Keynote Address – The Future of Coaching – A Call to Action

As professional coaches we have individual responsibility to challenge ourselves in the Mastery of Self, Coaching, Business and Industry. This is a call to action for all coaches to step up, demonstrate our commitment and integrity in bigger and bolder ways than ever before, and to take charge of our destiny. We have countless opportunities if we would only seize them. But we also have a limited amount of time to act. The time to act is now.

Saturday 22nd November

Post-Conference Workshop

Mastery of Self, Coaching, Business and Industry

Post-Conference Workshop – 09:00-16:30

Mastery of Self, Coaching, Business and Industry

– Hosted by our Platinum Sponsor www.askacoach.com

Noel Posus, Master Coach with 20 years experience in a variety of coaching roles and landscapes will facilitate this one-day workshop to support coaches to identify where they are at now in terms of mastery of themselves, coaching, their business environment and within the overall coaching industry. This awareness is then used to challenge and set objectives for each area and to develop and implement real and practical development plans.

Conference Venue

We are grateful to be having this year's events all hosted at the beautiful Vibe Hotel in Sydney, Australia. To check out this fantastic venue, please visit their website:

www.vibehotels.com.au

The Vibe Hotel Sydney management have kindly offered us a fantastic rate for their beautiful Standard Vibe Queen/Twin rooms:

- o A\$165.00 per room per night
- o A\$185.00 per room per night including breakfast x 1

If you would like to take up this offer, please email our conference host, Noel Posus on noel@askacoach.com and he'll work with you to make those arrangements and secure that rate for you. You'll then make your payment directly to Vibe.

If you would like to explore some hotel options for yourself, here are some links for great information and discount accommodation websites. The conference is in central Sydney/CBD if you would like to look in the same area.

Sydney Visitors Bureau – Accommodation Descriptions and Links

<http://www.sydney.visitorsbureau.com.au/page3-03.html>

Australian Explorer

http://www.australianexplorer.com/sydney_hotels.htm

Last Minute

<http://www.lastminute.com.au/home.html>

Wotif

<http://www.wotif.com/hotels/australia-sydney-central-hotels.html>

Check In

http://www.check-in.com.au/Sydney/Central_hotels.htm

Invitations to Speakers

Your conference team is a picky bunch. We are committed to ensuring you have a wonderfully fulfilled, exciting and dynamic conference experience. This of course, takes a bit of time and planning and being rather focused on ensuring we're also attracting the best speakers from around the world.

We've being very inclusive in our approach. We believe that there are many wonderful speakers who could contribute so much to what we're coming together to discuss, The Future of Coaching. That said, there's not going to be enough time for everyone, so we're faced with the tough challenge of choosing.

This conference presents an ideal opportunity for coaches, business support and training organisations to present their knowledge and experience in a one-hour workshop in line with the theme presented in this invitation pack. There are two speaking positions available for each of the spotlight sections.

Both Keynote Address spots are filled and awaiting final confirmation.

To apply to speak at this year's conference, please email your application to our Speaker Selection Panel on conference-workshops@the-eci.org with the information requested below.

The ECI wishes to maintain its high standards by encouraging professionals to continue their training and professional development. As attendance at this conference does count towards each delegates Continuing Professional Development (CPD) requirements, when you are applying to present please remember this when selecting your topic.

Our Speaker Selection Panel will be selecting the speakers based on the following application requirements:

- o Name
- o Organisation
- o Location
- o Contact Details
- o Workshop Theme – Must nominate from existing spotlight themes
- o Workshop Title and Topic
- o Workshop Format and Outline Agenda
- o Workshop Target Audience
- o Workshop Presentation Requirements (eg. flipcharts)
- o Presenters Bio detailing your knowledge, qualifications, experience, publications and presentation style
- o A short bio of no more than 50 words to be included in marketing and conference materials.

Speakers will not be paid. We will however present all speakers with a "Thank You" gift at the end of their presentation.

We will also provide speakers with a ticket for the one-day conference itself. If the speaker wishes to attend either the pre or post conference workshops, they must register as delegates.

We wish to actively encourage all delegates to know of the speakers' products, books, services etc. With this in mind, we will include in the conference pack the marketing materials for these items, and upon request can also display them in the "Vibe Out" room.

Invitations to Sponsors / Exhibitors

Delegates and speakers attending this Inaugural Australasian Coaching Conference will have already shown their commitment to being open to investing in their future. These delegates will also be coming from across Australia and around the world. This provides you with an incredible opportunity to showcase your products and/or services which will assist our colleagues.

The Exhibitor Space is quite limited and so will be allocated strictly on a "first booked" basis.

We have three options for your consideration:

Gold Sponsor Exhibitor – There is only one of these high-profile positions on the conference day itself of 21st November. You will have a table at the entrance to the conference room and will be able to meet and greet every delegate and speaker numerous times throughout the day. **A\$750.00**

Included in this price:

- o 2 tickets to the full day Conference
- o The only entry table exhibitor space
- o Your materials included in the Conference Pack given to all delegates
- o Exposure to your brand through the Conference DVD which will be distributed globally through The ECI

Exhibition Sponsor – There are only five of these high-profile positions which make up the Exhibition Space at the back of the conference room on the 21st of November. You and your potential customers will share the same space all day, increasing your opportunities. **A\$500.00**

Included in this price:

- o 1 ticket to the full day Conference
- o 1/5th of the Exhibition Space
- o Your materials included in the Conference Pack given to all delegates
- o Exposure to your brand through the Conference DVD which will be distributed globally through The ECI

Sponsor – For this level of sponsorship, your promotional material will be included in the Conference Pack. This level of sponsorship does not come with any exhibition space or other discounts or offers. **A\$250.00**

To discuss your exhibition goals and book your spot today, please contact Noel Posus via email on noel@askacoach.com.

Investment

Delegates

Delegates, we're pleased to provide you with the following options for the 2008 conference. All prices include Australian GST (10%)

ECI Members Early Registration (prior to 1 July 2008)

- o Conference Only A\$179.10
- o Pre-Conference Workshop Only A\$ 90.00
- o Post-Conference Workshop Only A\$ 90.00
- o Conference + Pre-Conference Workshop A\$268.20
- o Conference + Post-Conference Workshop A\$268.20
- o Conference + both Pre and Post Workshop A\$357.30

ECI Members Late Registration (after 1 July 2008)

- o Conference Only A\$225.00
- o Pre-Conference Workshop Only A\$135.00
- o Post-Conference Workshop Only A\$135.00
- o Conference + Pre-Conference Workshop A\$360.00
- o Conference + Post-Conference Workshop A\$360.00
- o Conference + both Pre and Post Workshop A\$500.00

Non-Members Early Registration (prior to 1 July 2008)

- o Conference Only A\$199.00
- o Pre-Conference Workshop Only A\$ 99.00
- o Post-Conference Workshop Only A\$ 99.00
- o Conference + Pre-Conference Workshop A\$298.00
- o Conference + Post-Conference Workshop A\$298.00
- o Conference + both Pre and Post Workshop A\$397.00

Non-Members Late Registration (after 1 July 2008)

- o Conference Only A\$250.00
- o Pre-Conference Workshop Only A\$150.00
- o Post-Conference Workshop Only A\$150.00
- o Conference + Pre-Conference Workshop A\$400.00
- o Conference + Post-Conference Workshop A\$400.00
- o Conference + both Pre and Post Workshop A\$550.00

To book your place TODAY, please visit the conference website and your booking will be processed through our secure PayPal portal. Please note that all charges will appear on your credit card statement as being from Incredible Awareness Pty Lt, which is our conference host organisation and Platinum Sponsor.

www.europeancoachinginstitute.org/conference_2008

Speakers

Accepted speakers are presented with a ticket to the conference day itself as part of our "Thank You Package".

If a speaker wishes to participate in either the Pre-Conference Workshop or the Post-Conference Workshop, they must register as a delegate for those events.

Exhibitors

Some exhibitors are presented with tickets to the conference day itself as part of their sponsorship package, depending on which package they have selected.

Those exhibitors/sponsors who do not receive tickets must register as a delegate for the conference at the delegate rates.

If an exhibitor wishes to participate in either the Pre-Conference Workshop or the Post-Conference Workshop, they must register as a delegate for those events.

Welcome Dinner

The Welcome Dinner is on Thursday 20th of November. The venue is still being confirmed at this time and participants will be advised of the location, menu and pricing options.

At this stage, we are estimating the per person budget to be A\$100 or less for the dinner. Our goal is to bring that price down to the most economical level as possible and have a fabulous dinner put on for us.

To express your interest in attending the dinner, please write to your conference host, Noel Posus at noel@askacoach.com.

Once the dinner details have been confirmed, we will revise the page on the website and provide the appropriate links to prepay for your attendance.

Contacts

Your local Australian contacts and conference organiser is:

- o Noel Posus – noel@askacoach.com 0416 006 476
www.europeancoachinginstitute.org/conference_2008

Conference Team

Intl. Head of International Conferences

- conferences-europe@the-eci.org
- Gary Adams, Assoc

Administration

- conference-admin@the-eci.org
- Maureen Lyons

Coaching Achievement Awards Programme

- conference-awards@the-eci.org

Exhibition

- Noel Posus – noel@askacoach.com

Finance

- finance@the-eci.org
- [Barbara J. Dalpra](#), MNMC, FECI

Marketing

- marketing@the-eci.org

Press Releases

- pr@the-eci.org
- Andrea Waterhouse, Assoc (Intl. Head of PR)

Sponsorship

- conference-sponsors@the-eci.org

Venue

- Noel Posus – noel@askacoach.com

Web-site

- it@the-eci.org
- John Dalpra, Assoc

Workshop Speakers Panel

- conference-workshops@the-eci.org

Join the ECI's growing team of volunteers by emailing volunteers@the-eci.org.