

INTERNATIONAL COACHING WEEK (ICW) 2021: DEFYING CHALLENGING TIMES ICF SWITZERLAND'S ICW GUIDELINES

GUIDELINES FOR ORGANIZERS / SPEAKERS AT THE ICW



We're so excited to have you contributing to the ICW 2021 in Switzerland. So that every session runs smoothly, we've created a guideline for all ICW events. Please take a little time to read through the following information:

- All events are proactively organized by the coaches who desires to contribute into the ICW taking into account this year's theme: Defying challenging times. It is their full responsibility to publish their own event on the global ICW platform www.icf-events.org. This new platform was born from the experience of the Italian chapter in 2020 who has been successfully giving the stage to their members during the ICW since years. Building on the Italian success, from now onwards also in Switzerland every year the ICW will be shaped by members;
- To create and manage your events you will need to log in to the global ICW platform, using the same credentials set to access your personal area on the ICF Global website;
- We invite you to enter your events, initiatives and pro-bono sessions into the global ICW platform by April 30;
- The global ICW event platform is very user-friendly. Please note that the Swiss Chapter has neither a supporting nor an admin role there. For any questions please consult the ICWeventplatformMemberUserguide.pdf (hyperlink / link to doc by global);
- After having published your event on the global ICW platform, all ICF Switzerland credentialed members contributing to the ICW are kindly requested to fill in this [form](#) by 2nd of May: we will publish all your events on our webpage and link it to our social media. This is a way to say thank you for choosing to be a Swiss member. Together we will have fun and make noise around professional coaching;
- Let's all spread the word about ICW 2021. Look at our suggestions on [how to promote](#) it;
- All events must be taking place respecting environment, health and safety. This includes following the Swiss Covid-19 regulations at National and Cantonal level. ICFS has not yet foreseen to be organising in-presence event soon;

- The aim of your intervention is to give a taste to the public about what Coaching is. Please ensure to design the content and its delivery in a way that can benefit either a wider audience or a specific target audience. We like to remember all of you that the ICW events are aiming to reach a broader non-coaches audience: organizations, entrepreneurs, freelancers, families, friends and neighbors;
- We recommend to organize shorter session with a max. duration of 90 minutes. We invite you to provide sessions with a relatively small theoretical part in favor of practical part in which participants get engaged or can experiment;
- For the presentation in .ppt or other format and all other documentation , the speaker is invited to use the ICW branded material (no coaching school & company logos): all ICW materials are available [here](#);
- The speaker has to hold the intervention and related documents without any logo or form of publicity for himself / herself or for other "for-profit" activities including e.g. training courses, discounts for any of their offering. On his / her training materials the speaker is allowed to share his / her contact details including webpage / social media and LinkedIn profile;
- The speaker does not request contact details from the participants and, if necessary for the planned activities, is not authorised to contact the participants after his / her session;
- The speaker is aware that all events are offered for free and there is no remuneration for his/her session;
- The organizer is requested to operate accordingly to the ICF standards and follow the guideline provided. He / she is responsible for the content provided and liable for his / her offering during ICW. Therefore, ICF Switzerland is not responsible for the content and declines any liability before, during and after the events organized by its Swiss credentialed members;
- ICF Switzerland Leadership members might attend any ICW events offered by Swiss credentialed members also to ensure these guidelines are respected and most importantly to make the speaker shine;

Feedback will be collected automatically for each event by the global platform.

Thank you for your collaboration!