Co-coaching Facilitator

Marketing Pack

To help you share your Co-coaching Forum with your community across social media and email, we have put together some messages and images for you to use. Please feel free to use this suggested messaging and change as you wish to make it your own and suit your audience.

Social Media

Simply copy and paste the following messages for your social platforms of choice, then add the link to your Co-coaching Forum page on the AC website. This would have been sent to you by the Co-coaching Function in an email however, you can also find the link by visiting the AC Events Calendar

Images to go with these posts are attached to the email along with this marketing pack.

LinkedIn and Facebook

Join us for our upcoming (insert location/title of Co-coaching Forum) Co-coaching Forum which I am facilitating.

Discuss current coaching practices, experiment with new techniques and gain CPD hours by attending. This experience is complimentary for AC members, but non-members can still join for up to three sessions for a nominal fee.

Our next session is (insert date & time)

To join us, just register using the link below:

Suggested image: Co-coaching-Facilitator_LinkedIn-Facebook.jpg

Twitter

Join us for our upcoming (insert location/title of Co-coaching Forum) Co-coaching Forum which I am facilitating. Experience the value of these fantastic, interactive learning opportunities.

Join us on (insert date), register using the link below:

Suggested image: Co-coaching-Facilitator_Twitter.jpg

Instagram

Join us for our upcoming (insert location/title of Co-coaching Forum) Co-coaching Forum which I am facilitating.

This Co-coaching Forum is complimentary for AC members, but non-members can still join for up to three sessions for a nominal fee to experience the value of these fantastic, interactive learning opportunities.

Join us on (insert date), register using the link below:

Suggested image: Co-coaching-Facilitator_Instagram.jpg

Email

Copy and paste the following message for your email communications.

Email 1 (approx. 4 weeks before the event):

Dear (Insert name)

I'm delighted to invite you to join the forthcoming (insert location/title of Co-coaching Forum) Co-coaching Forum, which I am facilitating (Insert date and time)

This Association for Coaching (AC) Co-coaching Forum is complimentary for AC members; however, non-members are welcome to attend up to three taster sessions for a nominal fee and experience the value of these fantastic, interactive learning opportunities.

This Co-coaching Forum offers you the opportunity to:

- connect with other coaches in a safe and inclusive environment
- practice coaching
- experiment with new techniques
- learn from others and update skills for CPD

During the session you will work together to practice, learn, provide feedback, and gain multiple perspectives.

If you would like to register for this event you can do so here (link to event).

To see the calendar of forthcoming AC Co-coaching Forums please visit the AC Events and Webinars Calendar.

If you have questions about Co-coaching Forums or the AC, please don't hesitate to get in touch.

Kind regards

Email 2 (approx. 3 days before event)

Dear (Insert name)

There are just a few days to go until the next (insert location/title of Co-coaching Forum) Co-coaching Forum (insert date and time), and I just wanted to let you know that we still have space for a few more coaches to join us. It would be great to see you there!

Coaches with various levels of practical experience and different specialisms find the Forums to be highly valuable. You can read some of the previous participants' feedback by visiting the testimonials page on the Association for Coaching (AC) website.

If you would like to register for this event you can do so here (link to event).

If you'd like any further information or have any questions about the AC and Co-coaching, please don't hesitate to drop me a line.

Kind regards

Email 3 (approx. 1 day before event/ or day of event – reminder for those already booked on)

Dear (Insert Name)

I hope this email finds you well.

Our next session is (insert date and time).

It is a great opportunity to enhance our coaching skills as well as receive some coaching and to meet other coaches, both new and experienced.

(Use this if Co-coaching Forum is virtual) To attend the Co-coaching Forum use this link: (Insert Zoom link)

(Use this if Co-coaching Forum is in person) The Co-coaching Forum will take place at the following location:

(Insert address here)

We hope to see you there.

Kind regards

Dear (Insert name)

Email 4 (1-week post-event)

Dear (Insert name)

Thanks so much for coming along to the recent (insert location/title of Co-coaching Forum) Co-coaching Forum. I hope you enjoyed the session and found it to be valuable. The contributions of our participants are what makes these Forums such a unique learning experience.

The Association for Coaching (AC) welcomes feedback to help us understand what elements of the Forum you found valuable and what could be improved. I am sharing with you a feedback form; if you have a moment to share your thoughts and send this back, it would be most appreciated.

If you'd like to know more about the AC membership, please visit the website here. For information about upcoming events please see the AC events calendar.

Kind regards

Feedback Forum

It may be useful to ask for anonymous feedback after your Co-coaching Forum has taken place. Feedback will allow you to gain some insights and useful information.

If the Co-coaching Forum has taken place via Zoom a great way to collect feedback is via an anonymous poll which you can create when triads/ quads are in play. You can launch the poll before people leave the session.

Alternatively, if the Co-coaching Forum is in a f2f setting you may be able to hand out feedback forms that people can complete prior to leaving the session or provide people with a link to a survey before they leave. You can create a quick and free survey on www.surveymonkey.com. Using survey monkey will be enable you to collate results in one place.

An example of the questions you can use in a feedback poll are as follows:

1. Are you excited about being part of the Virtual Co-coaching community?

Very excited

Quite excited

Neutral

Not that excited

2. Would you like to attend this Co-coaching Forum again?

Yes

No

3. How likely are you to recommend this Co-coaching Forum to others?

Extremely likely

Quite Likely

Neutral

Won't Recommend

4. Anything else you would like to add:

Feel free to add/ amend questions to tailor the needs of the Co-coaching Forum.

Remember feedback from Co-coaching Forums should remain anonymous.

Email Footer

When sending emails it may also be a good idea to include the below footer beneath your email signature so that your network is aware of the upcoming Co-coaching Forums you are facilitating in the coming months. Be sure to update the Co-coaching Forum titles, dates and hyperlinks below:

'Topic of Co-coaching Forum or Location (i.e. Brighton) here'

12th February 21
Booking is now open!

'Topic of Co-coaching Forum or Location (i.e. Brighton) here'

26th March 21
Booking is now open!

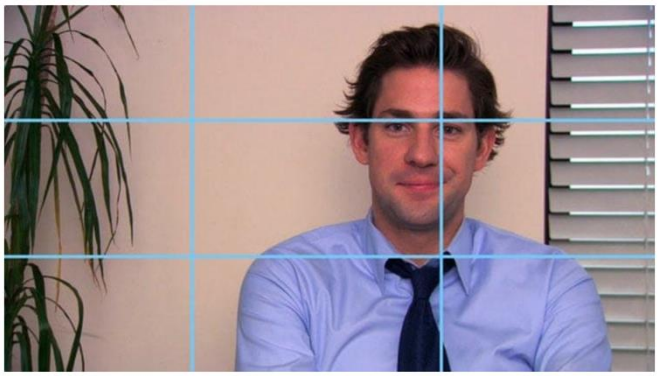
'Topic of Co-coaching Forum or Location (i.e. Brighton) here'

26th April 21
Booking is now open!

Video

If you would like to make a short video message to share with your community, it's easily done! Here are some simple tips for creating an engaging video to capture the attention

1. Film on your phone in landscape (horizontal)
2. Check your background to ensure it is not distracting
3. Check the light to ensure you are not too dark or too dark
4. Keep the camera lens at the same level as your eyes
5. Position your face a third of the way down and a third of the way into the shot, as seen here:



6. It is difficult to hold your phone whilst recording – a stand and phone clip are cheap to purchase but very useful.
7. Aim to keep your video between 40 seconds - 1 minute long

Have fun!

If you have any questions, please feel free to contact the Association for Coaching (AC) marketing team at mt@associationforcoaching.com