



"promoting excellence & ethics in coaching"

BREAKING THROUGH

*The groundbreaking Conference in Coaching for 2004
Friday October 22nd, SAS Radisson Hotel, London*

The Association for Coaching will be bringing together the best in the Coaching business at their International Coaching Conference, "Breaking Through" on the **22nd October 2004**.

The Conference will provide opportunities to learn, network and be inspired. Divided into three streams - **Corporate Coaching**, **Private Coaching**, and **Coaching Resources** - the Conference has a truly International focus, with top speakers from outside, as well as inside, the UK. The AC Conference can boast having four of the UK's Top Ten Coaches taking part.

Keynote addresses from **Sir John Whitmore** (*listed as one of the UK's Top Ten Coaches and well known in the business world*), **Prof Stephen Palmer** (*one of the UK's leading experts in stress and also listed as one of the UK's Top Ten Coaches*), and **Alexander Caillet** (*one of America and France's leading Coaches*) will ensure this Conference deals with a range of cutting edge issues in Coaching.

An Expert Panel will also provide their views on a range of subjects from Accreditation to whether coaching should be a profession or an industry. The Expert Panel comprises of **Dr. Patrizia Collard** (*a senior coach in the UK and Austria*), **Gabriella Goddard** (*a leading personal branding expert in the UK and New Zealand*), **Gladeana McMahon** (*listed as one of the UK's Top Ten Coaches and GMTV Life Coach*), **Lynne Macwhinnie** (*a respected professional across the coaching and counselling worlds*), **Katherine Tulpa** (*Chair of the Association for Coaching and entrepreneur*), **Samantha Collins** (*also listed as one of the UK's Top Ten Coaches*), **Soleria Green** (*a well known advocate of Soul Coaching*) and **Waseem Alladin** (*a well known professional in the UK and Malaysia*).

Visit www.acconference.com for full details of all workshops, biographical details of all speakers, and booking information.

For further information or to arrange an interview with any of those listed contact:

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It will be possible for any member of the media who wishes to write an article on the Conference to attend.

The Association for Coaching is a nonprofit and independent professional body whose aim is to promote best practice and raise awareness and standards across the industry while providing value added benefits to its members – whether they are Professional Coaches or Organisations involved in Coaching www.associationforcoaching.com