



The Association for Coaching

"promoting excellence & ethics in Coaching"

**AC CONFERENCE SHARES THE LATEST KNOWLEDGE
OF COACHING THEORY & PRACTICE**

Association for Coaching, London, February 2, 2006: With some of the most respected figures in Coaching speaking at this year's AC Conference, the Association for Coaching's second annual event, *Leading the Way*, represents the most time-efficient way of keeping up-to-date with the latest in coaching theory and practice.

To be held on **24th March 2006** at **Victoria Park Plaza** in London, the one-day conference is expected to attract 500 delegates from the UK and around the world. Entitled *Leading the Way*, the conference brings those with an interest in coaching and organizational development, up to speed with innovative coaching principles.

Speakers at the conference include Professor Cary L. Cooper, PhD, who is Professor of Organisational Psychology and Health at Lancaster University Management School. He is author of more than 100 books and 400 articles for journals and in 2001 he was awarded a CBE for his contribution to organisational health. At the Conference, he will examine the growing trend for organisational change and will discuss how people can cope and adapt to the changes that seem a necessary part of today's business environment.

Katharine Everett is Director of Change at the BBC and is responsible for co-ordinating a programme of change in processes, systems and culture to make the BBC fit for the digital, on-demand world. She has a long and well-established career in TV production and will discuss some of the coaching techniques used by the BBC to develop leadership and implement organisational change.

Ian McDermott is Director of Training for International Teaching Seminars (ITS) and spends much of his time training the next generation of coaches. He is a visionary leader who has pioneered the integration of NLP and Coaching, Ian has also run one of the most successful NLP and Coach training organisations in the world for almost twenty years. His work is

featured in the Open University's MBA course 'Creativity, Innovation and Change'. He is a UKCP registered psychotherapist and a prolific author. He will discuss the act of self-leadership and will encourage coaching practitioners to embark on their own journey of self-discovery.

As well as these inspirational and motivational keynote addresses, delegates will have a chance to get some practical learning through a series of workshops that focus on the latest developments in coaching practice. The workshops also provide some valuable insights into leadership and organisational development and offer sound business advice for coaching professionals that need to move their businesses forward.

Bookings can be made online by visiting the conference website www.acconference.com. Delegate fees are £160 for AC members and £180 for non-members (+ VAT). The delegate fee includes keynote addresses, workshops, conference packs, lunch and refreshments.

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About the Association for Coaching

Established in the UK in July 2002, the Association for Coaching (AC) is an independent and non-profit professional body committed to raising the standards and professionalism of Coaching. It has more than 900 members comprising organisations, service/training providers and professional Coaches – from top CEO/Executive coaches through to Specialist and Personal/Life coaches. The Association for Coaching has a professional code of conduct, a vetting procedure when members join; a course recognition and accreditation scheme; industry research; frequent CPD events and professional forums, an International Conference and other value added services.

With members across throughout the globe, the Association for Coaching is run by a team of high-energy coaching professionals committed to raising the standards and awareness of coaching, within the UK and beyond.

Association details:
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