



Templates Information for “Coaching Marketplace” and “Coaching Calendar”

International Journal of Coaching in Organizations

The Coaching Marketplace [Template for Submissions]

Title of Service/Resource

[Type of Service/Resource:

Conference/Workshop/Certification Program/Book/Linkage Service/etc.]

Name of Organization Offering Service/Resource (can include graphic logo if desired)

Address of Organization

Succinct description (5-7 sentences, up to 4 column inches maximum size) of service/resource, especially focusing on its tangible benefits and distinctive features.

Costs (include shipping and handling if appropriate)

Instructions as to how to sign up for/obtain service/resource.

Example below (**Note: Your ad should not be placed in a box:**)

The Coaching Thesaurus

[Book]

Definitive Coaching Inc.

500 Bogie Street, Key Largo, Florida 11111

This comprehensive 300-page guidebook provides definitions of and cross-references for every piece of jargon to be found in the world of professional coaching. The Coaching Thesaurus enables a professional coach to communicate across the language barrier with coaches from different schools of thought, as well as helping potential coaching clients to better understand the way(s) in which coaches speak. Terms such as “appreciative inquiry,” “hermeneutics,” and “personal integration” suddenly become a bit clearer to both provider and receiver of coaching services. Definitions for the 1,000 plus terms in this book were provided by a panel of 50 senior coaches from six different countries and cross-referencing was completed by another panel of 20 senior coaches. A third panel of 30 extensive users of coaching services served as an editorial board and made numerous suggestions regarding further clarification and ways in which to use specific coaching terms and concepts. This guidebook is a must-buy for anyone engaged as practitioner or user in the complex processes of professional coaching.

Costs: \$35 (plus \$7.50 shipping and handling)

Instructions: call (211/111-1111) or e-mail (www.definitive.weird) to order The Coaching Thesaurus.

Expect delivery within three weeks of receipt of payment for order (check made out to “Definitive Coaching”).

Coaching Calendar [Template for Submissions]

Title of Event

Name of Sponsoring/Offering Organization

Date(s) of Event

Location of Event

Costs (include estimate of additional expenses such as room and board, materials and travel if appropriate)

Brief (3-4 sentences) description of event.

Include instructions for enrollment in event.

Example (**Note: Your ad should not be placed in a box**):

Ethics for Senior Coaches: Challenge and Response
The British Centre for Ethics in Coaching

March 21-22, 2003

Sherlock-on-the-Heather, England

\$450 (\$US) (residential conference: room and board fees of \$435 US; estimated travel costs from US: \$1250-1850)

This highly interactive conference brings together three of the major ethicists in the world (who specialize in emerging professional practices) and three senior coaches for a debate and dialogue regarding the major ethical challenges facing professional coaches. Participating ethicists will be Drs. Plato and Aristotle from Greece and Donald Trump from the United States. The professional coaches will be World-Certified Coaches Machiavelli from Italy and Rasputin from Russia, along with host, Hercule Poirot, from Belgium and England.

Instructions: call (11-222/222-1111) or e-mail (www.ethics.wired) to enroll in this conference. Limited to 45 participants. Payment for conference (check made out to "Ethical Coaching") must be received by February 15, 2003.

Listing [Template]

Sponsoring Member or Sponsoring Organization information

IJCO will list sponsors in the journal and on the journal website for four issues. Nothing is needed from the sponsors.

Name of member or organization, city, state or province, country and email address or website

Examples:

Alexandra Salamis, Chelsea, Quebec Canada alexandra.salamis@sympatico.ca

Corporate Life Coach, Auckland New Zealand www.leslieh.com

The Coaching Marketplace and Coaching Calendar insertions

The format restrictions for the *Marketplace* or *Calendar* are shown above. *Marketplace* insertions can be up to 16 column inches per year. This translates to an average maximum size of 4 column inches per issue (approximately a half page) and are placed in the *Marketplace* section of the journal. The description may remain the same and active for four issues, unless you otherwise indicate. ***Please note: A Marketplace insert is meant to be a simple text description of your business's products and services. It may include a simple logo (graphics and/or text). The co-executive editors reserve the right to remove the logo if it is too difficult to work with. If you are interested in graphically representing your business in IJCO, please look at our advertising guidelines in the IJCO website.***

Calendar insertions will be no more than 3-4 sentences of description, are placed in the *Calendar* section of the journal, and **are active for only one issue**. It is the responsibility of the sponsor to provide new content or request the same insert be used in the next issue of the journal, consistent with timelines below.

Marketplace and *Calendar* insertions **must** be received by John Lazar, Co-Executive Editor, **no later than** the following dates to be included in the next issue of *IJCO*:

Issue	Insert Received By	Issue Publish Date (target)
1	1/1	2/15
2	4/1	5/15
3	7/1	8/15
4	10/1	11/15

Procedure for placing insertion(s) in *IJCO*:

1. Create your insertion in digital format (MS Word only), following the formatting guidelines found in this document. If you have a logo graphic, place it in your ad insertion.
2. Send two files (digital format of insertion [please specify version of MS Word used] and logo) to John Lazar, *IJCO* Co-Executive Editor, at: john@ijco.info.
3. If you mail a disk, send it to:

John Lazar, *IJCO* Co-Executive Editor
7309 Randolph St.
Forest Park, IL 60130 USA

Please include your name, mailing address, email address, work phone number, and fax number.

Your *Marketplace* insertion will appear in the next four issues of *IJCO*. Your *Calendar* insertion will appear in the next issue of *IJCO*.