

A photograph showing several business professionals in suits shaking hands in a meeting room. The image is partially obscured by a green banner at the bottom.

## WBECS 2020 10th Annual Pre-Summit

### Official Partners Guide

#### What is the WBECS Summit?

WBECS Summit is the largest online gathering of business and executive coaches in the world. Our mission is to offer coaches access to the highest quality training, impactful content, tools and thought leadership to raise the global standard and ethics of coaching.

To do this, each year WBECS presents a 100% digital World Business and Executive Coach Summit - an in-depth online learning experience featuring world-class thought leaders of the highest caliber covering a variety of topics, focus areas and coaching disciplines.

#### How Does It Work?

The WBECS Summit is divided into 2 parts:

- **A complimentary Pre-Summit** which runs for 4 weeks and consists of a TED-Talk style presentations, live coaching demonstrations, panel discussions, and implementation mastery sessions to integrate your learnings.
- **A paid Full-Summit** which from September through May and offers an immersive learning experience. If attendees from your community find value in our Pre-Summit (and we are certain they will), we invite them to join us at the Full-Summit. There are 3 packages to select from which range from \$497 - \$1497 depending on level of access and purchase date.

## Why Partner with WBECS?

We are looking for coaches who share our vision - to raise the global standard of coaching! We want our partners to feel excited sharing our invitation, and feel that WBECS is another way to provide incredible value to your community.

**If you are as passionate about this topic as we are, then we invite you to join us!**

As a partner of WBECS we will support you as you build and foster a deep relationship with your network, all while offering incredible value and resources as we work together to redefine professionalism in the coaching industry.

## What Does A WBECS Partnership Entail?

We offer the flexibility to be involved as little or as much as you'd like. Whether you are able to invite 5 coaches or 5,000, we appreciate your efforts - and to us, your impact is invaluable.

We've designed a complete Partner Resource Center with emails and social media posts to share quickly and easily with your community! We recommend you send 2-3 invitations to your community, as we have found this to be the most effective, meaningful, and impactful approach.

However, you may send as frequently as you like, and we will be right by your side to provide you with a wide array of shareable content including social posts, easily adaptable email templates, email banners, social content, and video.

## What Are The Benefits to Being a WBECS Partner?

- **Appreciation Gift Packs** - By starting out and inviting 25 of your best coaching friends to join our free summit, you'll have access to some sweet surprises we have in store for you that build the more you refer - like free summit passes, recording packages to your favorite sessions and no-cost sponsorship opportunities to name a few! (More details to come)
- **No-Cost Access to CCEUs** - At this year's Pre-Summit, you will not only be able to offer your community unmatched value from the amazing array of complimentary live sessions, but also the opportunity to receive up to 5 ICF CCEUs at no cost.

- **Referral "Thank You" Commissions** - If your community enjoys their experience in the free Pre-Summit and purchases the paid Full-Summit, you'll earn 50% commissions on all referrals (minus paypal fees). This is tracked via your personal affiliate link generated after partner confirmation. You can keep or donate them to a charity of choice.
- **One-On-One Partner Support** - Our partner team is able to offer one-on-one support to cater for your specific needs and requirements. We will have ready made invitations for you as well as actual content for you to share with your network at your convenience and if you need more, we are just a phone call or email away.
- **Ready-to-Share Content** - Our intention is to make a partnership with WBECS effortless and enjoyable. That's why we have beautifully designed resources housed in your partner site ready for you to easily swipe and share. Resources include email templates, email banners, website headers, ads, social posts, and videos.
- **Live Partner Promo Support** - Join Kristen, our Head of Partnerships live on Zoom to get support on your partner strategy. See how to increase your registrations, brainstorm ideas, grow your list of captivated buyers and deliver the highest value possible to your community.
- **Access To The Coaching Industry's Top Thought Leaders** - Over the past 9 years, we've brought you the finest -- handpicked presenters from our community including Dr. Marshall Goldsmith, Ken Blanchard, Whitney Johnson, Marcia Reynolds, and Simon Sinek and we look forward to introducing you to this year's world-class speaker line-up of the Industry's Top Thought Leaders from around the Globe!

## Partner Launch Timeline - Important Dates to Know:

- **May 12<sup>th</sup>, 2020** - Pre-Summit Registration Opens
- **May 26<sup>th</sup>, 2020** - Pre-Summit Begins
- **June 17<sup>th</sup>, 2020** - Pre-Summit Ends
- **June 25<sup>th</sup>, 2020** - Super Early Bird Pricing for Full-Summit Ends

We will make the process simple and easy for you to follow by sending you reminder emails of when to send to your networks. If there is anything we can do to make this even easier for you, please let us know.

## Ready to partner with us to raise the global standard or coaching?

Email Kristen Nolan, Director of Partnerships, WBECS

[partners@wbecs.com](mailto:partners@wbecs.com)

Or Call **+1 415 228 6857**

Very excited to work with you!

In Appreciation,

A handwritten signature in blue ink that reads 'Kristen Nolan'.

Kristen Nolan,

Director of Business Development and Partnerships, WBECS