

Upcoming Coaching Industry Events - Guidelines for Advertisers

Coaching Industry Events announcements are sent every Thursday.

HKICC controls the sending of all promotional messages. Once the promotional message is approved and processed, it will be sent on the Thursday requested by the advertiser for the number of mailings paid for.

Position and subsequent placements

- Ads are reserved and placed on a first-come-first-served basis.
- Payment is required to hold the space.
- The course title to be advertised is required to hold the position.
- All ads are one-event-one-ad.
- All ads are positioned and reserved as single space - ie: you may not reserve the top space and send through 3 ads for #1, #2, and #3 spaces. Each ad will be positioned based on its unique position in the queue. (Position is ad-specific, not vendor-specific.)
- Cancelling an ad with less than 7 days' notice forfeits a 50% of the fee paid.
- Website listings will remain in effect from the first day the email ad is placed through the event date.

COPY Due

- Acceptable copy (which adheres to the guidelines) is due the FRIDAY before the ad is to run.
- Copy should be submitted only via the PDF order form. Handwritten and/or scanned copies will not be accepted.
- No changes can be made to repeating adverts after the first one has been approved.

Email COPY Guidelines

To keep each announcement brief, please refer to the guidelines below:

- Price: a 10% discount for HKICC members is suggested
- Event Summary: maximum 100 words. It will also be used for the short description on the website.
- Image: please provide a .jpg or .png file format with a minimum size of 200px width x 300px height.
- Large Button: Where does the ad link?

A detailed announcement will be added to the HKICC website as well as shared on our [Facebook Page](#). Our announcement is sent to 900+ people (members and non-members).

If you have any questions, please feel free to email: info@coachinghk.com.

Your Workshop or Event:

1. Must be relevant to the HKICC members.
2. Must be coaching related and approved for HKICC endorsement on the basis of its appropriateness and level of interest for our Professional or Regular members. Events entered for promotion that are not coaching

related will not be released to the community and no refunds will be given. If you are unsure of whether your event is coaching related please contact: Elizabeth Loennborn at info@coachinghk.com.

3. Coaching related events and workshops include: Coach Specific Training, Coaching related conferences, retreats and workshops.
4. Must not incur cost to HKICC.
5. Venues are to be arranged and provided by interested parties and not HKICC.
6. All text for promoting the event must be created by the interested party (not HKICC) and entered directly into the PDF. No further revision, proof reading nor approval shall be done. The standard of English should be professional and grammatically correct. HKICC reserves the right to refuse the announcement that does not meet our standards. Announcements that do not meet standards will not be released to the community.
7. Must include clear contact and enquiry details for the organizer. HKICC will not handle any enquires regarding the event.
8. Must be booked directly with the event organizer. HKICC will not handle any bookings.
9. No other types of promotion will be done by HKICC (no brochure or handouts distribution during events, nor other types of promotions during events).

Fee Structure:

Pricing will be based on a Bundle Program

(per unit)	HKICC Professional Members			
Frequency	1	2 to 4	5 to 9	10 or more
Email Featured Advertiser	1200	1080	960	840
Email Standard Advertiser	500	450	400	350

(per unit)	Regular and Non-Members			
Frequency	1	2 to 4	5 to 9	10 or more
Email Featured Advertiser	1500	1350	1200	1050
Email Standard Advertiser	800	680	560	480

Bundles are cumulative –

Example A:

Non-Member Advertiser places a first ad, pays \$800.

Later buys 4 more ads, pays \$2,320 (4 x \$560).

Later places 1 ad, pays \$560. Later places 4 more ads, pays \$1,920 (4 x \$480).

All subsequent ads for the calendar year are \$480 each.

Example B:

Professional Member advertises regularly. They know they will place more than 10 ads in the year, but do not know when or what. They purchase a Bundle of 10, for \$3,500 and all subsequent ads for the year are rate \$350.

Terms:

- Featured Advertiser positions WILL count toward your Bundle Rate for the calendar year for BOTH Feature Ad and Standard Ad positions.
- Standard Ads do NOT count towards the Bundle Rate for Featured Ads.
- Rates are not retroactive/retro-credited. Advertisers will be charged the Bundle Rate that is currently active. No credit will be given.
- The Featured Advertiser position may only be held by the same advertiser (advertiser, not event) for 2 consecutive weeks.
- Bundle pricing is only valid within the same calendar year. Bundles start over each January 1.

Email Announcement



To keep each announcement brief, please refer to the guidelines below:

- Price: be sure to include the 10% discount for HKICC members.
- Event Summary: please keep between 80 and 90 words. It will be used for the short description on the website.
- Image: please provide a .jpg or .png file format with a minimum size of 200px width x 300px height.
- Large Button: don't forget to link to website or registration form.

Website Event

As part of the advertising price, all events are listed on the HKICC website. The site allows you to have more information and can be formatted with bullet points as well as linking through to your own website and registration page. You may include all of this information on the PDF order form.

The information needed for the website is as follows:

- Event Title / Sub Title
- Event Date
- Event Start Time / Finish Time
- Venue
- Language
- Link to More Information
- Event Summary (this will be used for the email announcement)
- Detailed Event Overview
- Brief Introduction to Trainer/Facilitator/Coach
- Additional Notes (please include price and HKICC Member discount)
- Organiser Details / Registration Details (link to a registration form or email)
- Single Announcement / Date of Single Announcement
- Additional Announcements / Date(s) of Additional Announcements

HKICC Facebook



We promote advertiser events on our Facebook page. If you pay for one advertisement, it is promoted once and if you pay for additional announcements, your event is promoted according to the number of additional advertisements purchased, on or around the same date as your advertisements.

To eliminate overwhelming the Facebook page, we promote all events from one announcement as one post on Facebook (see above).