



INTERNATIONAL AUTHORITY FOR  
**PROFESSIONAL  
COACHING & MENTORING**  
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## CPD and Business Building Webinar

Thank you for your interest in contributing to our CPD and business building webinar series.

It's a great opportunity to introduce your knowledge and expertise to an international community and maybe even gain a few new clients.

Webinars are promoted as content rich, so no sales pitches please, though you will have the opportunity to promote your offerings at the end of the webinar.

Please copy and paste your details into this document, and return to me, at least three weeks before the delivery date for us to format and promote (see sample at the end of this document). In the event we have not yet agreed a date, your proposed topic will be scheduled accordingly.

<b>Date of webinar</b>	
<b>Name</b>	
<b>Accreditation status</b>	
<b>Telephone no.</b>	
<b>Email address</b>	
<b>'Plan B' where can we reach you in the event of an emergency?</b>	
<b>Your Biography</b> - short version please – just a para or two max.	

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**Please share something funny, special, unique that I can use when I introduce you, rather than simply repeating your bio**

**Your photo**

PLEASE ATTACH PHOTO TO EMAIL ALONG WITH THIS FORM

**What do you charge for your signature programme? (Please provide details)**

**What's your tantalisingly catchy title? Make it something that will produce a 'I want to hear more response'**

**In one sentence, who do you want on the webinar that is most likely benefit from attending?**

**What are the top 3, 5, or 7 learning points that attendees will gain from their time investment on this webinar?**

**How long is your webinar: 45, 60, 75 or 90 minutes? Please include Q&A time**

**A typical webinar format is that I introduce you then leave you to present, if you want to do something different, please say so in advance. If you're sharing PowerPoint slides, you may want to copy me in advance as a back-up.**

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**If you want to use polls to engage with your attendees, please provide details here**

**If you want to use breakout rooms, or any other zoom functionality, please say so here**

**What's your preference, to engage by seeing and hearing attendees, or for me to share attendee questions via the chat box?**

See and hear attendees

Attendees ask questions via chatbox

**What is your 'call to action' or bonus for attendees staying to the end of the call?**

**Authors, please include a photo and details of your book.**

Please consider offering at least one signed copy to someone at the end of the webinar

**Book details**

**Photo**

PLEASE ATTACH A PHOTOGRAPH OF YOUR BOOK ALONG WITH THIS FORM WHEN YOU EMAIL

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### Important, please read carefully

- By agreeing to be an IAPC&M guest speaker, you are agreeing that your video content, a visual of you, including your voice will be made public e.g. on our YouTube channel
- You will be sent, 2 weeks in advance, by e-mail, your unique zoom access link
- You will also be sent, 2 weeks in advance, by e-mail, a full promo (as per sample below), with a guest zoom registration link to promote
- You will receive an e-mail 48 hrs. before our due date confirming anticipated attendance.

### Preparation

- New to zoom, then sign up for this free download <https://zoom.us/> in advance, remember to test your audio & camera
- Please ensure your background is professional and not distracting for the audience
- Please log into zoom 10 mins. before the webinar is due to start, please be aware that often attendees are already on the webinar, and that we may already be live on Facebook Live streaming, so what do and say will be noted
- Make sure to quit Skype and turn off your phone/mobile before we start recording, even a mobile on 'vibrate' can cause electrical interference.
- You are not required to format your slides onto a IAPC&M PowerPoint template, however, please feel free to use our logo

### Zoom

- Zoom is user-friendly, if you need help before or during the webinar, I am there to help
- When 'sharing' material from your laptop (e.g. PowerPoint) be aware that everything on your screen will be visible to attendees too

- If we get a 'connection unstable' message, carry on regardless. In the event we lose the internet connection, log back on asap
- In the event of an emergency call our VA Rhea +63936-258-3543, or David on +44 7985 724440, or Dawn on +44 787 1998 205

### Post webinar

- Our video will be formatted for our YouTube channel, <https://www.youtube.com/channel/UCVcPkja8ihEY6YFpClxzNkg>, usually within the week, and you will receive an e-mail with a link to share as you wish
- You are welcome to send us a short blog to accompany the link to your video recording. Guidelines here <https://coach-accreditation.services/guest-blog-post-submission/>
- The attendee list will be made available to you on request where permission has been given
- The chat box will be made available to you on request
- By agreeing to be an IAPC&M guest speaker, you are also agreeing to your call being bundled up and auctioned off to raise donations for our charities.

**Any questions, please shout out. Otherwise, I look forward to hosting your call and thank you again for your interest in supporting our members.**



**Dawn Campbell**  
*AFC, AMM, Director*

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**CLICK HERE TO REGISTER**



## **Introducing Special Guest Speaker Adam Shaw**

### **Meet The Heart Guy - Author of The Lunatic Gene**

#### **Who is this webinar for?**

This webinar is open for anyone and everyone feeling lost in the world right now

#### **What will attendees learn?**

1. That we all have lunatic tendencies
2. How to recognise lunatic tendencies in others
3. How to boost your energy and immunity using just your mind
4. How understanding this can positively impact your ability to present yourself
5. The fundamental difference between a pitch and a presentation
6. The only thing you really need to know that matters in a pitch

#### **Bonus/Webinar to action:**

Attendees will receive a free report and one lucky attendee will receive a signed copy of his book

#### **Biography:**

Adam Shaw has a varied background from Nursing to Corporate Finance, including 20 years of studying mind-body medicine, working with energy, and using walking as a tool to enhance the coaching experience.

*All CPD and business building webinars count towards your CPD log –  
if you need a log please ask us.*

Please feel free to share this opportunity with anyone else you know will benefit from attending; it's freely available to all practitioners, not just IAPC&M accredited practitioners.

Any questions, please contact us [HERE](#)