

—INTERNATIONAL COACHING WEEK 2026—
Community Panel Series

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Organised by **The Guiding Matrix** in collaboration with
The Coaching Tools Company and **Your Coaching Community**

The 2026 ICW Panel Series is organized by The Guiding Matrix in collaboration with The Coaching Tools Company and Your Coaching Community.

ICW Panels 2026: Marketing & Positioning



Hosted by
Your Coaching Community

Details

Coaching Marketing: What Works Now, What Doesn't, and What's Changing

Marketing advice for coaches is often outdated or ineffective. This session explores what has changed, what no longer works, and how to build trust and visibility today.

In this conversation, we'll explore these questions:

- What used to work in coaching marketing that no longer works?
- What are coaches doing that looks right but doesn't deliver results?
- What would you do to build trust and visibility today?

Panel Contributors

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