

REPORT OF MARKETING COMMUNICATIONS CHAIR 2014-15

ICF MALAYSIA WEBSITE

www.icfmalaysia.org

An important aspect of the ICF Malaysia Charter Chapter is to communicate information, respond to queries and share notable highlights and forward plans with our members with clarity and speed.

We set up the ICF Malaysia website with the intention of creating a well-designed information and engagement centre for our members and others interested in participating in the coaching community here in Malaysia.

The new website was launched to members during the 2nd chapter meeting following the election of the new Leadership team ie in July 2014.

We were delighted to receive very positive feedback about the fresh and dynamic look and feel and relevant content.

Homepage

As soon as you enter the website you immediately know through the beautiful images of KL city centre and a white sand beach that you are at ICF Malaysia - with the invitation to 'Join Us'!

The homepage offers a snapshot of what's happening within the ICF Malaysia community including:

Upcoming Events

Members can easily find out about and register for our future events on the homepage, with links to more detailed information in the Current Events page.

Latest News

Members' achievements, ICF Malaysia news and other matters of interest are shared in this section.

Featured Coaches

All credentialed members who have submitted their coach profiles are featured on the homepage, thus immediately catching the attention of prospective partners and

clients. We encourage all members to submit their coach profiles for publication on the website.

Event Gallery

Clicking on any of the images takes you directly to the respective event on the Past Events page.

Leadership Team

The Team is represented so you know who's who when you attend our events.

Advertising

In 2015, we introduced banner advertising for coaching-related organisations to publicise their events to our community, and we already have a few interested advertisers.

Chapter FAQs

A very useful tool is the FAQ where you can find out everything you need to know about the chapter and our activities. A lot of 'How to' questions are answered here, and members and site visitors can instantly get their queries answered.

Current Events - Full details including CCEUs for the event, and a one-click registration process.

Past Events - Details of events held under the current leadership since April 2014, including CCEUs and event photographs.

Find A Coach – A member-only privilege, we encourage all members to submit your coach profiles for inclusion on the Credentialed Coaches and Trained Coaches pages.

Member Area - A member-only area with resources such as Guest Speakers' presentations. We will be adding videos in the near future.

Articles - Members are invited to submit their coaching-related articles for publication on the website.

Contact Us - There is a dedicated email for each committee so that members and visitors can direct queries to the right people for a quick response.

We adopt a kaizen approach of continuous improvement to better serve you, our members, and value your feedback and suggestions. Please connect with us via the contact form provided on the Contact Us page.

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