

COACH TRAINING EDU



IGNITE

GLOBAL GATHERING

SPARK TALKS
Media Kit

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START HERE

About this kit

A Spark Talk is a 10 to 15 minute, TED-style talk on the IGNITE stage. This kit covers what you get from presenting, how to turn your talk into a lasting business asset, and ready-to-use copy for inviting speakers and promoting your own talk.

Anywhere you see a bracket like **[YOUR TOPIC]** or **[X]**, fill it in before you send.

REFERENCE

The Spark Talk At A Glance

Format: a 10 to 15 minute, TED-style talk

Spots: Only 32 speaking slots available

When and where: October 1 to 4, 2026, Sonesta Denver Downtown, Denver, Colorado

Every accepted speaker is featured on CTEDU social media and receives an IGNITE-branded recording of their talk

Submit a proposal: form.jotform.com/261674987952174

Event details: coachtrainingedu.com/global-gathering

Questions: support@coachtrainingedu.com



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WHY GIVE A TALK

What you get from a Spark Talk

Presenting is more than a moment on stage. Here is what every accepted speaker walks away with.

- **Exposure to thousands of coaches.** Your name and your work will reach CTEDU's network of over 15,000 subscribers across our email list, social media, and YouTube channel, before and after the event.
 - **A professional video of your talk.** You will receive an IGNITE-branded recording that is yours to keep and reuse however you like.
 - **A feature on CTEDU's channels.** We will post about you and tag you on our social media, pointing our audience of thousands back to you and your work.
 - **An evergreen spot on our YouTube channel.** Your talk will live on CTEDU's YouTube Channel and keeps earning views long after Denver.
 - **A real networking opportunity.** Three days among coaches and faculty who can become peers, referral partners, and clients
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A potential place in the CTEDU curriculum

The strongest Spark Talks can be built into CTEDU's curriculum. That puts your ideas and your name in front of future students in that course, an audience that keeps growing with every new cohort.



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10 MINUTES TURNS INTO A PROMOTIONAL TOOL FOREVER

Put Your Talk to Work

The recording is **free marketing you own**. One talk becomes a business tool you can use for years. Here are a few of the ways coaches use theirs:

- **As a lead magnet.** Offer the talk as a free resource to grow your own email and follower list.
- **As instant credibility.** "I gave this talk at a global coaching conference" earns attention in a bio, an intro, or a pitch.
- **As a workshop preview.** Send it to prospects as a taste of your full-length workshop or program: "Here is a preview of what we cover."
- **As website and social content.** An evergreen, professionally produced piece you can post anywhere and point people to.
- **As bonus content.** Include it for people who enroll in your program.
- **As a slide in your pitch deck.** A credibility marker for partnership, workshop, and speaking pitches.

THE SHORT VERSION

Free marketing to an audience of thousands, before and after your talk, plus a professional video you own and can use as a lead magnet, a workshop preview, social proof, and a business tool for years.



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PROMOTE TO YOUR AUDIENCE - EMAILS

Outreach Email Templates

EMAIL 1: BEFORE THE EVENT (I'M SPEAKING, COME JOIN ME)

Subject: I'm speaking at a global coaching conference

Hi **[First name]**,

I have some news I'm proud of. I've been selected to give a Spark Talk at the [IGNITE Global Gathering](#), [Coach Training EDU](#)'s global coaching conference, October 1 to 4 in Denver.

My talk is on **[YOUR TOPIC]**, something I'm passionate about and work on with clients all the time.

I get 10 minutes on stage in a room full of coaches from around the world, and I'd love to have people I know in that room too.

If you've thought about coming to a gathering like this, or you just want to be there when I speak, [here are the details](#). Come say hello in Denver.

If you can't make the trip, no worries. I'll share the recording here afterward, so you won't miss it.

[Your name]



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PROMOTE TO YOUR AUDIENCE - EMAILS

Outreach Email Templates

EMAIL 2: AFTER THE EVENT (WATCH THE RECORDING)

Subject: Here's the talk I gave in Denver

Hi **[First name]**,

A few weeks ago I told you I was speaking at the IGNITE Global Gathering in Denver. The recording is ready, and I wanted you to be among the first to see it.

It's a short, focused talk on **[YOUR TOPIC]: [ONE SENTENCE ON THE MAIN IDEA]**. Ten minutes, recorded live on stage. If it resonates, it's also a preview of the deeper work I do in **[YOUR PROGRAM OR WORKSHOP]**.

Watch it here: **[INSERT LINK]**. I'd genuinely love to hear what lands for you, so hit reply and tell me.

[Your name]



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PROMOTE TO YOUR AUDIENCE - SOCIAL

Social Media Post Ideas

POST 1: THE ANNOUNCEMENT

I'm giving a Spark Talk at the IGNITE Global Gathering in Denver this October. Ten minutes on **[YOUR TOPIC]**, in a room full of coaches from around the world. If you've been curious about this kind of gathering, come join me.

Here's the link to register: <https://www.coachtrainingedu.com/global-gathering/>

Suggested hashtags: #CoachTrainingEDU #IGNITE2026 #SparkTalk #LifeCoaching #ICFCoach

POST 2: THE TEASER

Here's the question I'm bringing to the stage next month: **[THE QUESTION YOUR TALK ANSWERS]**. I've been working on it for years, and I get to share where I've landed at the IGNITE Global Gathering in Denver, October 1 to 4.

If you'll be there, come find me. If not, I'll post the recording after.

Here's the link to register: <https://www.coachtrainingedu.com/global-gathering/>

Suggested hashtags: #CoachTrainingEDU #IGNITE2026 #SparkTalk #LifeCoaching #ICFCoach

POST 3: THE REPLAY

My Spark Talk from the IGNITE Global Gathering is live. **[YOUR TOPIC]**, in 10 minutes, recorded on stage in Denver. It's a preview of the fuller work I do with clients, and I'd love to know what resonates.

Watch it here: **[LINK]**.

Suggested hashtags: #CoachTrainingEDU #IGNITE2026 #SparkTalk #LifeCoaching #ICFCoach



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OTHER WAYS TO PROMOTE

Suggested Verbiage to Promote Your Talk on Other Channels

Short, flexible lines you can drop into a bio, an email signature, an intro, or a message to your own list. Adjust the wording to sound like you.

ONE-LINER FOR A BIO OR SIGNATURE

Spark Talk speaker, IGNITE Global Gathering 2026.

A SENTENCE FOR AN INTRO OR ABOUT PAGE

[Your name] was selected to give a Spark Talk at the IGNITE Global Gathering, CTEDU's global coaching conference, on **[YOUR TOPIC]**.

A NOTE TO YOUR OWN AUDIENCE

I have news I am proud of: I was chosen to speak at the IGNITE Global Gathering in Denver this October. I will be giving a Spark Talk on **[YOUR TOPIC]** to a room of coaches from around the world. I will share the recording here afterward, so keep an eye out.

AFTER THE EVENT

I gave this talk at a global coaching conference. It is a short, focused look at **[YOUR TOPIC]**, and a preview of the full workshop I run. Watch it here: **[LINK]**.



VISUAL ELEMENTS

A Graphic to Share



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Questions? Want help figuring out how to promote your talk?

Email Carrie at carrie@coachtrainingedu.com