

The **Marketing Toolkit** provides templates and best practices to better present ICF Members in the marketplace.

MARKETING TOOLS

The ICF sets the standard in the profession. The **ICF Code of Ethics, Ethical Conduct Review Process** and **ICF Core Competencies** tell the world that ICF Members are held to high standards.

INSTANT CREDIBILITY

PROFESSIONAL PRESTIGE

The ICF is passionate about continuing education for coaches. ICF Members can earn CCE units through **ICF Virtual Education** and Chapter educational events.

INDUSTRY RESEARCH

CONTINUING EDUCATION

ICF Members can connect through **local Chapters** and attend **conferences and events** around the globe at a discounted rate. Attendance at these events allows you to expand your network and develop professionally.

DISCOUNTS

CONNECTED COMMUNITY

LEADERSHIP OPPORTUNITIES

ICF Members have completed **membership eligibility education requirements** and have access to use of the **ICF logo** on promotional materials.

The **ICF Research Portal** provides members with industry research that can be used in business and marketing plans, proposals, and media pitches.

ICF Members are eligible for monetary discounts on everything from ICF Credential first-time and renewal applications and final reports of ICF research to goods and services by **ICF Business & Media Partners**.

The ICF invests in its membership by offering a variety of **voluntary leadership roles** that allow members to build the future of ICF.