



## **ENGAGE! EPIC Tribal Gathering - Invitation to Engage! Super Heroes**

[Complete Event Overview Here](#)

The purpose of this document is to INVITE YOU to be an **Engage! Super Hero** for the Epic Tribal Gathering. AND to share with you all of the details about the event **so that you can say: "YES!"**

We are calling All BOLD Champions of Humanity Flourishing for a Virtual Tribal Gathering - conscious entrepreneurs, leaders, managers, professionals, teachers, authors, change-agents etc. - and we need your participation to make it a GREAT event.

Using powerful new technologies we will create an ENGAGING virtual gathering that will create tremendous value for the participants and create new visibility for YOUR Enterprise / Cause!

**ONE vitally different feature of the event is the 100 Day Engage! Challenge Game. Whereas in most "events" the participants listen, take notes, meet a few people and do almost nothing, this event will be VERY different! . In THIS event the participants will play on a team with a Coach, build deep relationships, take action in their REAL lives, get results and win prizes.**

### **Our SHARED Purpose**

- 1) HUMANITY FLOURISHING!** : We aim to create a MASSIVELY ENGAGING experience that will inspire and empower ALL BOLD Champions of Humanity Flourishing to expand engagement for their Enterprise / Cause and be a force in the world for Good, Truth, Beauty and Transformation.
- 2) VISIBILITY!** : This event will be a compelling new platform of ENGAGEMENT-BASED visibility for YOUR Enterprise / Cause.
- 3) FUN!** : We aim to have a LOT of fun creating an experience with you FOR people we really enjoy!

### **The Opportunity for YOU – in addition to visibility...**

- 1) LEARN** new ENGAGEMENT-BASED tools that you can apply to your Enterprise / Cause right away.
- 2) SUPER POWER!** – You will have an **Engage! Super Power** named after you!  
SUPER FUN. I will explain...
- 3) CASH FLOW** – You will be paid a revenue share for anyone you introduce to CoachVille who registers for the paid portion of the Gathering, AND for any CoachVille program they register for in the future.
- 4) BIG THANK YOU!** As a SUPER engaging Thank You Gift we will give you 3 FULL Scholarships to our Coach Training program (3 X \$5,480 = **\$16,440** Value) You can use these for yourself, your team or ANYONE you would like to give them to. You and your team will LOVE this.

## What we are asking you to do

**1) SHARE** your **ENGAGE! STORY** in a facilitated conversation via Google+ Hangout that will be broadcast globally LIVE. (Total time commitment 1 Hour)  
We will help to get you set up on Google + if you are not already. **This is a BIG BENEFIT!**  
In the “Hangout” will be a few members of the CV team, YOU AND optionally 1-3 people from your team or community from anywhere in the world that will help to “tell your Engagement Story”

*This is Phase 1 of the Engage! Tribal Gathering: between **June 17<sup>th</sup>** - **June 28<sup>th</sup>** at a time of your choice between 9AM – 9PM ET*

**2) NAME** your **Engage! Super Power** and provide an “Engage! Challenge Activity” for the 100-Day **Engage! Challenge Game**. Note: we will create this with you based on your story and/or what you are known for. For example, Coach Dave Buck will describe the Coach Super Power and challenge the participants to do 100 Coaching Conversations in 100 Days. As the participants engage in your “Challenge” they will earn points toward a Super Power “Badge”. **The Badge will be named in YOUR honor!** The game system is integrated with Facebook and other Social Media so as the players share about their progress in the game your Enterprise / Cause will be promoted AND affiliated with success in the world... **SUPER COOL!**

*This is will be used in Phases 2 and 3 of the Engagement Tribal Gathering*

**3) DELIVER** a 20-minute Provocative Presentation about the **ENGAGE! CHALLENGE** you want the participants to take on in order to develop your **Engage! Super Power** by doing something in their real life. Then engage in a conversation with the participants about the “Challenge” that you propose. This will be done using the ROCKING new Maestro Conference Social Webinar system. (Total time commitment 1 hour)

*This is Phase 2 of the Engagement Tribal Gathering: between **July 8<sup>th</sup>** – **July 19<sup>th</sup>** at a time of your choice between 9AM – 9PM ET*

**4) INVITE** your “Tribe” via email, social media, blog and/or video etc. to participate in “The Gathering”  
Note: we will provide examples and /or specific “copy” for you to use. This part is essential to the success of the event and we thank you in advance for your active participation.

*This is prior to Phase 1 and throughout Phase 1 and up to the start of Phase 2 of the Engagement Tribal Gathering: between **June 1<sup>st</sup>** - **July 8<sup>th</sup>***

**5) BE THE PRIZE!** This is a truly unique Visibility opportunity! At the conclusion of the **100 Day Engage! Game**, the participants can use their points to bid on prizes in an auction. We would love for YOU to be one or more of the prizes. This could include participation in something you offer OR (even more fun) opportunities to have a call with you or a lunch with you at a location you choose. (or any other engaging, fun thing you like to do with people). For example, one Coach Dave prize will be the opportunity to have lunch with Coach Dave in New York City.

Throughout the 100 Day Game the participants will look through the Auction Catalog to see what prizes they can play for. They will see you there as a “Prize” which has a powerful positive impact on their connection with you.

Note: If you are game, we can co-create something REALLY fun that the participants will love to WIN

*This will be set up prior to Phase 1: by **June 1<sup>st</sup>***

## **OPTIONAL**

**6) PARTNER.** Sign up as a CoachVille Partner to earn a revenue share of all purchases by folks you invite to “The Gathering”. This includes ALL lifetime purchases of CoachVille programs by these individuals. The big idea here is that the folks who accept your invitation to Phase 1 of The Gathering will either register for the paid part of the event AND / OR at some future time register for a Coach Training program at CoachVille. When they register for the FREE event they are “tagged” as your “referral for life” within the CoachVille system. Our goal is to create a long tail revenue stream for you!

*This will be set up prior to Phase 1: by **June 1<sup>st</sup>***

**7) PARTNER PART 2.** If you have a specific book, program or initiative that you would like us to promote for you as a part of your participation in “The Gathering” please share that with us. While The Gathering is “Pitch Free”, we are happy to include information about your offer on the event website. Also the host of your events will advocate for your offer as well. We will be thrilled to participate in your “Affiliate Program” if you have one. (Cash Flow is good!)

*This will be set up prior to Phase 1: by **June 1<sup>st</sup>***

**8) ENGAGE!** During the **100 Day Engage! Challenge Game** we would LOVE for you to jump into the game system from time to time (or OFTEN) and support / challenge / guide the participants who are playing YOUR Challenge. I think you will find this to be really fun and inspiring and the participants will LOVE it.

*This is Phase 3 of the Engagement Summit: between **July 21<sup>st</sup>** – **October 31<sup>st</sup>** at times of your choice*

## Specific Objectives

Here is what we are playing for:

### 1) Awareness for your Cause / Enterprise

- A) 100,000 Invitation to “The Gathering” views via email and social media
- B) 50,000 views of Phase 1 Live Broadcasts / Videos
- C) 5,000 FREE registrations for Phase 1; membership page on CoachVille
- D) 1,000+ Participants for Phase 2; Challenge Presentations and Conversations
- E) 500+ Participants for Phase 3; 100 Day Challenge Game (OK, really we are playing for 1,000)
- F) 250+ Participants for Phase 4; the Celebration event in NYC

### 2) Awareness for CoachVille’s New Brand

Our BIG game now is to transform Coach Training **FROM** a skill for Professional Coaches **TO** a skill for ALL Champions of Humanity Flourishing; Including: Entrepreneurs, Leaders, Managers, Social Change Agents, Teachers, Health Care Professionals, Financial Professionals etc. We are ReBranding CoachVille as a Coach Training program for EVERYONE who can benefit from being a great coach. When every “Boss” in the world is a GREAT Coach, every person in the world will HAVE a great coach.

In line C above, the 10,000 registrations for Phase 1 will be a significant accomplishment for us toward this initiative.

## The Schedule...

June 1-17<sup>th</sup> – Pre Event Visibility via email and social media.

June 17<sup>th</sup> – June 28<sup>th</sup> : Phase 1 – FREE – Leader Engage! Stories via Google+ Hangouts & Social Media

**July 8<sup>th</sup> – July 19<sup>th</sup> : Phase 2 – \$129/\$99 Conference Presentations, Conversations and Game!**

July 21<sup>st</sup> – Oct 31<sup>st</sup> : Phase 3 – \$499/\$399 100 Day Engage! Challenge Game

Nov. 3<sup>rd</sup> – Nov. 7<sup>th</sup> : Engage! Opportunity Prize Auction!

Nov 6<sup>th</sup> – Dec. 11<sup>th</sup> : BONUS! – 6 Week AWESOME CoachVille Coaching Skills Class! (Value \$445)

Nov 14<sup>th</sup> & 15<sup>th</sup> : NYC Reunion Event! \$299/\$249

Nov. 2013 – May 2014 : Monthly Renewal Conference Calls

June 2014 – Engage! Epic Tribal Gathering #2 Begins

## Pricing

Phase 1: FREE

Phase 2: \$129 (Early Bird \$99 before June 21<sup>st</sup>)

Phase 3: \$499 (Early Bird \$399 before June 21<sup>st</sup>)

Phase 4: \$299 (Early Bird \$249 before June 21<sup>st</sup>)

**All In! All Four Phases: \$699 (Early Bird \$549 before June 21st)**