



The Engagement RULES! EPIC Tribal Gathering **Calling All Champions of Humanity Flourishing**

Engagement is THE Currency of the Connected Economy.

If your enterprise or cause engages people it will thrive. If it doesn't, it will not.

YOU are invited to PARTICIPATE in (not merely attend) a most extraordinary global virtual gathering for ANYONE with the desire to engage people in an Enterprise / Cause in pursuit of Humanity Flourishing.

Engagement is when a purpose is enthusiastically taken up by people in such a way that they live and breathe it in their own lives and actively share about it with others.

In this ground breaking tribal gathering, you will experience Engagement Leaders using both new technologies AND old school methods to engage people and accomplish BIG THINGS in the world... The event itself will be a wildly engaging experience including YOU crafting and LIVING your own 100 Day Epic Engagement Challenge!

Are you...

A Conscious Entrepreneur with an ENGAGED Enterprise,
A Visionary Leader with an ENGAGED Organization
A Motivated Manager with ENGAGED Team Members
An Energized Change-Agent with ENGAGED Advocates
An Enthusiastic Artist/Athlete with ENGAGED Fans.
An Inspired Teacher with ENGAGED Students
A Health Practitioner with ENGAGED Patients
A Creative Author/Speaker with an ENGAGED Audience

Or do you INTENSELY DESIRE to...

Be a force in the world for Good, Truth, Beauty* and TRANSFORMATION

The BAD-ASS Butterfly

The BAD-ASS Butterfly is the logo of The Engagement Rules Epic Tribal Gathering because it is a symbol of the potential within us to transform from Consumers (aka voracious caterpillars) to Creators of the Good, Truth and Beauty (aka the butterfly); *Inspired by Plato's EPIC Manifesto "The Republic"!

Important Insight: Engaged Humans consume less and create and share more!



Are you deeply engaged in the EPIC Pursuit of Humanity Flourishing?

We are wildly enthusiastic about the future of humanity!

However, we also know that massive transformation is needed- FAST -for our bright future to be fulfilled.

Specifically we must transform the way we humans organize ourselves to create experiences and get things done.

The 20th Century model of seeing our fellow humans as compliant workers/students/patients that we need to command and control will not produce the bright future we so desire!

Instead we must develop a new model where we see each other as empowered creators ENGAGING to produce better results and more fulfilling experiences for everyone involved.

Key Transformation: Manage for Compliance --> Coach for Engagement.

Our future also depends on the transformation of humans from insatiable consumers to ENGAGED investors in themselves, their environments and their communities.

The EPIC Tribal Gathering

CoachVille – A Global Community of Coaches... Champions of Humanity Flourishing – will host an EPIC Tribal Gathering co-created by coaches and leaders from the fields of business, personal growth, social justice, social media, social service, education, health services, sports, entertainment and gamification.

You will experience several innovative tools and models that YOU can use right away to BOOST engagement in your enterprise, initiative or cause.

IMPORTANT! Engagement means participation in your CAUSE and profits for your ENTERPRISE

The Gathering is organized in 4 distinct phases based on the Engagement RULES! Model for personal, business and organizational transformation; developed by Coach Dave Buck.

Phase 1 : Visibility – Be Seen, Share, Invite

Phase I of the Summit will begin with creative social media campaigns, orchestrated with participants and partners, that will be **SEEN** by 100,000 Champions of Humanity Flourishing – Our Tribe! It will feature Engagement Leaders from diverse backgrounds **SHARING** their personal stories about how they create engagement. You can **SHARE** your reactions and ideas to influence the conversation WHILE it is happening. These provocative conversations will include a heartfelt **INVITATION** for all to participate in Phase 2 of the Tribal Gathering!

Engaging Visibility Tools You Will Experience: Google+ Hangouts, Facilitation by Master Coaches, Simultaneous broadcasting globally via YouTube and Facebook Interaction to spark conversation before, during and after all discussions.



Phase 1 is FREE for all participants; Time Frame: June 1st – June 28th 2013

Phase 2 : Enrollment – Connect, Engage, Offer

Phase 2 of the Summit will take place during an intense 2 week period where 1,000 Champions of Humanity Flourishing will gather for over 30 Provocative Group Conversations. You will **CONNECT** virtually with 19 team mates and 2 coaches. Each Engagement Leader will deliver a powerful 20-minute Presentation where he/she will issue a compelling Engagement Challenge to You and the other participants. This will be immediately followed by an **ENGAGING** group conversation with YOUR team mates and coaches to master mind how YOU can respond to the challenge. Throughout Phase 2 the you will **ENGAGE** with team mates on a social game platform where you will design a personal Engagement Game Plan. The conclusion of Phase 2 will include a compelling **OFFER** to step up to Phase 3 of the Tribal Gathering... **The 100 Day Epic Engagement Challenge!**

Engaging Enrollment Tools You Will Experience: Maestro Social Conference Platform with Webcam and Screenshare, Social Media Integration, Maestro “Breakouts” and Facilitated Small Group Dialogue with Coaches and the CoachVille REAL Life Game Platform.

Phase 2 is \$99 for all participants; Time Frame: July 8th – July 19th 2013

Phase 3 : Fulfillment – Prepare, Play, Possibility

Phase 3 of the Tribal Gathering will fulfill the promise of Phase 2 by featuring **The 100 Day Epic Engagement Challenge** .

The 100 Day challenge will be FULLY “gamified” using the CoachVille REAL Life Game Platform! First YOU will **PREPARE** by choosing 3 specific challenges set forth by the Engagement Leaders in Phase 2. Then YOU will **PLAY** the Engagement Game by taking REAL World action to create engagement in your Enterprise, Community or Cause. You will score points and earn accomplishment badges by taking action and supporting your team mates endeavors. Teams will meet twice each month with their coaches for support and to create new **POSSIBILITIES**.

Engaging Fulfillment Tools You Will Experience: Maestro Social Conference Platform for bi-weekly team gatherings, Group Coaching and the CoachVille REAL Life Game Platform.

Phase 3 is \$499 for all participants; Time Frame: July 21st – October 31st 2013

Phase 4 : After-Care – Rejoice, Reunion, Renew

Phase 4 of the Tribal Gathering will feature **several unique opportunities to stay connected**. First the participants will **REJOICE** in celebration by using their points to bid on SUPER FUN prizes in an Engagement Opportunity Auction. A variety of FUN prizes will include opportunities to ENGAGE personally with the Leaders and Coaches. Next Participants will be invited to a GRAND **REUNION** of the Tribal Gathering in New York City; This one-of-a-kind, fully “gamified”, event will feature participants sharing the engagement success stories from the 100 Day Challenge. Finally, monthly **RENEWAL** teleconference gatherings will keep you inspired and connected until the next tribal gathering!



Also included in the Tribal Gathering *After-Care* package is a 6-week Coach Training program in CoachVille's acclaimed Center for Coaching Mastery. Coaching IS the skill of deep engagement and the 100-Day Engagement Challenge will likely inspire you for more learning in this area!

Engaging After-Care Tools You Will Experience: Engagement Opportunity Auction, A Gamified Live Event featuring Participants Success Stories. Maestro Social Conference Platform for renewal gatherings.

Phase 4 NYC Event is \$299; Time Frame: November 14th & 15th 2013 (Dates may change)

Phase 4 Renewal Calls included in Phase 3 \$; Time Frame November 2013 – May 2014

Phase 4 Coach Training Bonus included in Phase 3; Time Frame November 6th – December 11th

The Schedule...

June 1st – June 28th : Phase 1 – FREE – Leader Engagement Stories via Google+ Hangouts & Social Media

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

July 21st – Oct 31st : Phase 3 – \$499/\$399 100 Day Engagement Challenge Game!

Nov. 3rd – Nov. 7th : Engagement Opportunity Prize Auction!

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

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

Nov. 2013 – May 2014 : Monthly Renewal Conference Calls

June 2014 – Engagement RULES! Epic Tribal Gathering #2 Begins

Pricing

Phase 1: FREE

Phase 2: \$129 (Early Bird \$99 before June 21st)

Phase 3: \$499 (Early Bird \$399 before June 21st)

Phase 4: \$299 (Early Bird \$249 before June 21st)

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