WHAT'S HAPPENING?



Global Speakers Federation: What's Happening?

AUGUST 2022



Welcome to the August 2022 Issue of GSF: What's Happening

What's New at the GSF!

It's been super busy at the GSF! Here are some highlights of the last few months.

GSF Annual Business Meeting

At our July 5, 2022 annual business meeting, we extended a huge thank you to Steve Lowell (CAPS), our 2021-2022 President. Steve spearheaded many initiatives during his term of service and continued to steer the ship and keep us on track with our strategic plan. At the same time, we welcomed our 2022 – 2023 GSF President, Martin Laschkolnig (GSA-Austria). Charlotte Kemp (PSASA) moved into the role of President-Elect and Ruby Newell-Legner (NSA) was welcomed as our GSF Vice President. And of course, we would like to extend a huge thank you to out-going Past President, Dr. John B. Molidor (NSA). Thank you to our Presidential Leadership Team (PLT) and to all Board members who attended this important annual meeting.



GSF Awards

During our annual meeting, President Steve Lowell awarded two of our three annual awards, the Beverly Babb Award for Extraordinary Service and the Presidents Award for Service. It was noted that the International Ambassador Award will open for nominations in August and will be awarded at the Global Speakers Summit in Dublin later this year.

Congratulations to Catherine Palin-Brinkworth, recipient of the 2022 Beverly Babb Award and to Dr. John B. Molidor, recipient of the 2022 Presidents Award. Complete information on our award winners and the GSF awards can be found here!

PodMatch

At our July meeting, our guest speaker was Alex Sanfilippo from <u>PodMatch</u>. PodMatch automatically matches ideal podcast hosts and guests for interviews. He spoke about how both individuals and our associations can benefit. Our member associations have a chance to earn non-dues revenue – for more information and to get started <u>click</u> here.

What's new? Continued

Global Speaking Fellow



Congratulations to our newest Global Speaking Fellow – Allan Pease (PSA). Allan joins our distinguished class of recipients from around the world. To see all 36 designation holders, click here.

If you're thinking of applying, now's the time! For complete details click <u>here</u>.

Global Speakers Federation at Influence 2022

The GSF was thrilled to be part of NSA's 2022 Influence Convention held in July. It was great to be in a full ballroom of almost 1,000 speakers from around the globe! The GSF had high visibility in the Exhibit Hall and was able to promote both the upcoming Global Speakers Summit, and to tell all attendees more about the power of the GSF. During the mainstage programming, President Lowell delivered a video welcome message on behalf of the GSF, and then immediate Past President Molidor and incoming President Laschkolnig shared more thoughts about the GSF with all in attendance. A warm congratulations was extended to GSF Vice President, and NSA member Ruby Newell-Legner (who was also the recipient of the prestigious Cavett Award - Congrats Ruby - well deserved!). A special thank you to Sylvie Di Giusto (NSA) for being an International Welcome Ambassador during Influence and for hosting two tables at the CPAE Banquet.



Professional Speakers Celebration Day

Did you hear? March 14th has been named Professional Speakers Celebration Day. Dr. John put together a proposal with the objective to pick a day, annually, that celebrates professional speakers and the profession of speaking world-wide. The strategic objective that this proposal addresses is to make the profession of speaking more visible and to recognize professional speakers across the globe. March 14th will be named as Professional Speakers Celebration Day because March 14th is also known as "pi" day (i.e., 3.14). The use of the word "pi" will tie, in a homophonic manner* into the motto of Cavett Robert (co-founder of the National Speakers Association) when he said (about the profession of speaking and speakers), "Don't worry about how we divide up the pie, there is enough for everybody. Let's just make a bigger pie!" These words are as true today as they were then, for all professional speakers, locally and globally.

How might you celebrate? We look forward to working on this over the next several months and will encourage all our member associations to find their unique way to recognize our first Professional Speakers Celebration Day – March 14, 2023!

*a homophone is a word that sounds the same as another word but has a different meaning and/or spelling

Looking for More Information?

Feel free to reach out with all your GSF questions, suggestions, thoughts and ideas – I'd love to hear from you!

Shari Bricks, CMP, DES GSF Executive Director









GSS 2022

SEPTEMBER 29TH – OCTOBER 2ND, 2022 DUBLIN, IRELAND

NEW KEYNOTE SPEAKERS ANNOUNCED FOR GSS 2022! GET READY TO BE IMPRESSED.

The countdown is on for the GLOBAL SPEAKING EVENT OF THE YEAR! As the summer races by, the final preparations are underway for GSS 2022, and we are very excited to share with you the fantastic line-up of keynote speakers from around the world that was just announced!

Andy Lopata - Vulnerable Leadership: We are conditioned to expect our leaders to display strength and signal clear direction, but does that mean that speakers need to know all the answers all the time? Andy will urge us to be more vulnerable with each other and admit to our colleagues that we are not perfect and don't have all the answers. This vulnerability should also extend to our relationships with our audiences.

Christian Buchholz - Never waste a good crisis - How to think differently and increase your relevance in dynamic times. The ability to think creatively and act fast is the future core competency of every professional speaker. Christian will share thinking patterns and great examples to help us as speakers increase our relevance even in today's ever-changing world.

Nikki Bush - Reframing Disruption to Win @ Work and Life. Everyone is asking how to future-proof themselves in these uncertain times. This talk will give you some of the keys for dancing with disruption of any kind. You will walk away with frameworks, coping mechanisms and valuable resources to help you to continue to win at work and in life no matter what life throws at you.

Michelle Cederberg - The Success-Energy Reset. Using hilarious anecdotes and innovative strategies, Michelle will have you laughing and leave you with a renewed sense that it's possible to break free from stress and drive success in this new world of work. Get clear on your own definition of success and discover a simple formula that can transform how you work and live.

Steve Judge - Good to GOLD. Steve's keynote will take everybody in the room from Good to GOLD. To take dynamic action and be the change you see in yourself, you need inspiration, motivation or desperation. In his journey from wheelchair to world champion, he had all three. Steve will give us the tools and empower everyone to go confidently on their journey toward their dreams, their GOLD.

David Hyner – "SMART" goals DON'T work!!! A fun, challenging, and interactive session giving you the skills and confidence to set a MASSIVE goal for your speaking business this year. Those who use the content could expect an average increase in productivity of 26.5%. Have your pen and paper ready to create your own plan so that you never set a "smart" goal again!

WOW! What a fantastic feast of fabulous keynotes! And there is So. Much. More. For the complete programme, <u>click here!</u>

IT'S TIME TO GET YOUR TICKET. Don't miss out on the best flights, accommodation and your chance to be part of this extraordinary eventhere's a link to all the information you need: <u>CLICK HERE</u> now.

GSF Association Updates



Virtual Speakers Association International

VSAI Wins The Bid For GSS2024

It was tight - with great presentations from Germany and India but the VSAI team is excited to announce that the Global Speakers Summit 2024 is going to be at the Hilton Hotel in BALI.

Yes, Bali... one of the bucket list items for most people on the planet. Our location is beachfront, in the heart of Nusa Dua and there will be plenty of time for cocktails, sunsets, swimming and activities as well as a riveting program that will also see international speakers have opportunity to speak to local groups on the island.

The dates are September 25 - 29 2024, just over two years away and make sure you are ready to grab the super early bird ticket price when it comes in, as it's going to be super-limited and the best ticket price you can get.

I hope you are as excited as we are in heading to Bali in 2024. Details will be updated regularly at our <u>website</u>.





Professional Speakers Australia

PSA CONVENTION 23 - Call For Speakers

Well it's official, all eyes will soon be on PSA Convention 2023 and as we will mention at Convention 2022 in September – we don't know WHO we don't know:)

Which is why we are launching a global callout for Speakers, for you, or for someone you know who would be invaluable for the program.

We will be exploring 4 elements that are critical to taking a fresh approach to our speaking work from 2023 and into the future.

The first is Fresh Content. We are looking for presentations, keynotes and breakout sessions that have never been seen at a PSA Convention before. And what we have to do to make sure our content is memorable, and that it stands out.

The second is Fresh Business. And what innovative ways we can help to grow our speaking business, from books to Bureaus, and even TV.

The third is Fresh Focus. And what it takes to look at 2023 with hope, and a fresh outlook, and an outlook that is resilient and future facing.

And finally Fresh Approach. How we engage with our audience and share our message including voice, body, design of our presentations, facilitation skills, audience engagement mechanisms.

Do you have a session that would deliver on the promise of the theme and one of these elements? We'd love to hear from you and invite you to take a few minutes to complete our expression of interest.

Please apply by Aug 26, 2022 by clicking <u>here!</u>





SPREZZATURA - that means mastery with ease, unaffected nonchalance, and playful professionalism with relish - refined breaches of the rules included.

And "SPREZZATURA! Business. On Stage. On- & Offline!" is the motto our Chair Rainer Petek, author, speaker and extreme mountaineer, has chosen for the GSA Convention 2022 in Stuttgart from September 8 to 10. The full programme will be published at the beginning of March, but tickets are already available here!





APSS Speakers Academy 2022

Speakers Academy is BACK! And now, we have a special MasterChef Edition! We'd like to share some Special Bundles available for a limited time when you renew your APSS Membership AND join us for Speakers Academy on 8-9 October 2022.

Why join us at Speakers Academy?

Speakers Academy is like your 2 days MBA of Speaking and Building a Speaking Business. You'll get a chance to learn from 11 experts/global speakers on how they've perfected their craft and built a sustainable speaking business thriving til today. You'll learn EXACTLY what you need to do to kickstart your journey in building your speaking business.

Here's what Eugene Seah, your host for APSS Speakers Academy 2022 has to say: "Implementing just one great idea from Speakers Academy could easily pay for the entire program. Be sure you join us. It is quite simply the most valuable practical blueprint for starting or refining your speaking business with a 200-page manual of advice in running your speaking business that has no equal. It only happens once a year so be sure you join me there."

Register now <u>here!</u>





Association Française des Conférenciers Professionnels

We had our AFCP speakers convention May 20 and 21, 2022 and did something unique at that convention that we believe is a worldwide first. All talks in French were translated and subtitled in real-time in English for our international speakers visiting us, and all talks in English were subtitled in French for our French participants not fluent in English.

Not only was this a matter of diversity and inclusion, one of our top most successful members, Virginie Delalande, is deaf, and thanks to the subtitles, she was fully included in the event.

Because of my input, NSA implemented a version of it at Influence in Nashville. Unfortunately, they chose to put the usual overlay at the bottom of the slide, which is not my preference. It removes some slide real estate and is often too low on the display to be seen by anyone in the room. Therefore, my recommendation is to locate the subtitles above the slides.

If you're interested in implementing this service at your upcoming events, I've shared a video link <u>here</u> that shows the simple setup.

I'm very happy to support any GSF association member who has any difficulty implementing it.

Phillippe Boulanger, GSF representative for AFCP phillippe@boulanger.org



Malaysian Association of Professional Speakers

Our next event MAPS@Work on 9th August 2022 - featuring Biruntha Mooruthi and Nienke Bloem. It will be held virtually on Zoom and for this month we are looking at strengthening the competency of Professional Awareness and Managing the Business. The event will be hosted by our Immediate Past President, Bavani Periasamy.

As the term moves towards an end, we are going to have our Annual General Meeting (AGM) on the 10th of September 2022 at 10 am. During the AGM, MAPS will be introducing a new executive council line-up which will be led by the new president, Sivanesan. We are looking forward to the transition to the new leadership in MAPS.

Before the term ends, MAPS will have another face-to-face event on the 20th of August 2022 for MAPS 2Gather and MAPS Spotlight will be held on the 24th of August 2022. MAPS 2Gather's objective is to strengthen bonding among the members and to allow the members to exchange ideas, while MAPS Spotlight is to showcase our members and their speaking topics.



Professional Speakers <u>Association of Southern Africa</u>



Just 30 minutes outside Cape Town, nestled up against the hills in Noordhoek overlooking the beach towards Kommetjie and the southern Atlantic Ocean, lies a resort designed for a rugged African adventure. Monkey Valley Resort awaits us with a true South African welcome for the PSA Southern Africa Convention 2023.

As we all begin to settle down into our new way of working, post pandemic, post war and natural disasters, we seek to unpack and discover what it takes to be REROOTED and still flourish in the speaking world.

Join us with world class speakers, panels, and workshops to reframe yourself, your product, and your speaking career for the future.

Convention tickets available here!





Call for Speakers

We are open for applications for speakers for our REROOTED convention 21 23 April 2023 in Cape Town. If you are an accomplished speaker and have something to offer or add to our theme, then please complete the call for speakers form here!

All PSASA conference speakers are encouraged to attend the conference in person. All selected speakers are expected to cover their own travel and accommodation expenses and pay the Speaker discounted (Early Bird)

Accommodation and travel packages are available on request. We also have a variety of post-convention packages to make your extended stay in South Africa worth the long-haul flight





Professional Speakers Association Netherlands

Presidents recommendations

Keep an eye on this space!! We are busy trying out an advertising combo with recruitment events and in the next issue, we will provide the first results and how we are doing it. Be aware that the events will be online, and we'll be talking to your members about potentially featuring them as an outside guest to tell us more about your particular association and what they have benefited from the PSA and GSF network.

Book recommendation:

I love changing perspectives or finding new ones. I recently obtained White Fragility, a book recommended by a friend. It has been somewhat of a hard read and, in other ways, infuriating and yet in others, very insightful and interesting. It never left me without an opinion, a view change or a view seen. Try it, and you will be surprised at what the book does with and to you. What is a perspective you love, hate, or find interesting? Let me know what you think of it, even if you hated it. White fragility by Robin DiAngelo

Events coming up

Keep an eye on upcoming events here!

When we add cameras: 8th of October 2022: Amsterdam

On the 8th of October, we take a look at what you need to know now that a lot of event planners are adding cameras to the mix. Before, it was only our stage performance that mattered, but now we need to see the camera as the other half of the audience or even the main part of the audience. We will discuss how to play to the crowd that is not in front of you whilst keeping the crowd in front of you happy and how are props differ when used on camera vs on stage? And what about movement and then all the technical things to think of? In this event we will look at:

Showreel: When you have things recorded, what should make it into our showreel and how to always have that aspect in the back of your mind The stage: walk the planks and own the space, but what if you go off camera or out of the light? Where is the stage vs where is the frame? Hybridization: what can we learn from TV and broadcasting that will help us make our presentation more engaging and draw in the viewer and not just the crowd in front of us?

Props: don't just speak into the mic, what else can add impetus to your story? Come see what some of the other speakers are using and learn from a master.

Middle November 2022

We are having a surprise event in November. Keep an eye out on the website as it promises to be strangely different and weirdly wonderful.

Innovation in speaking 1st of April 2023

It is time for our bi-annual convention. First we are all looking forward to meeting and having an amazing time in September at the GSF meeting in Dublin; and then the next big PSANL event with some real VIP elements is the Innovation in Speaking Conference in April 2023. There we will examine the latest developments in the speaking world. It promises to provide fun and new perspectives. How will you use Non-fungible tokens for selling things online? Can you use that in the metaverse? The event will have special tickets for guests that attend physically and are in Amsterdam. Those guests will be able to experience avatar surprises to virtual 3d goggles to play with on site. If you cannot travel to Amsterdam, we'll have the Hybrid virtual experience, but nothing beats giving a hug in person. It is not just the information you'll receive, but come and experience the full force of change. So see you there

If you would like to speak at the convention, please send an email to secretary@PSANL.com. Please note the convention is about innovation in the speaking world and not about innovation as a concept.



Professional Speakers Association of India

PSAI EDUCATION - NATIONAL LEVEL INITIATIVES 2022-23

After a smooth baton change, we have launched two major events that were initiated last year. We are following the same pattern, and have introduced some nuanced refinements.

Professional Speakers Development (PSD Series)

There are the 8 competencies defined by NSA for Professional Speakers, shared by GSF President; John Molidor. We are rolling these out, one per month. The competency for this month is "Topic development."

PSD Series

These are being executed in 4 steps

- Step 1. An expert speaker, duly selected, will explain the application of the competency concerned.
- Step 2. A discussion group has been created on WhatsApp. It is supported by a few mentors. We encourage discussion, address members'
- Step 3. Practice, coordination, discussion on the competency in Chapter
- Step 4. A wrap up session to bring to focus major areas of development ir our context.

PSAI Talk Show

To begin with, we held a Talk Show with selected PSAI speakers on July 29th which was live-streamed on LinkedIn, Facebook, and YouTube. It was aimed at projecting our activities on Social Media for image and brand building. It was expected to attract new members.





PSAI's Purpose & Positioning

PSAI has re-defined their purpose and positioning statements. PSAI has grown in the Indian culture but in India, the 'Business of Speaking' is not recognised as "business" by industry in general.

<u>Purpose Statement</u>

The keywords used in the statements and the core proposition (that speaks to specific audiences) revealed that there are 2 distinct audiences PSAI is meant for:

- 1. For existing professional speakers to collaborate, share practices, and develop business
- For existing speakers and aspiring professionals to develop capability and get a platform.

PSAI's Purpose

PSAI UPSKILLS professionals to be able to charge a fee and ENRICHES professional speaker by facilitating learning, business opportunities, and collaborations, locally and globally

PSAI's Positioning

Consumer-oriented not inward looking – Positioning always does well for market adoption. Being in the business of speaking, bolstered by the core ideas of Upskilling and Enriching, we will do well to own the word Influence.

By doing so each member of PSAI gets a focus on why they are here an what value they can offer peers, prospective members, and clients.





National Speakers Association USA

Thrive 2023 NSA Winter Workshop Grand Hyatt San Antonio River Walk March 3-5, 2023 | San Antonio, Texas

Our Thrive Winter Workshop is a business-building, craft-developing, hands-on workshop event focused on providing you with educational content and front row access to some of the world's leading experts on growing your income, building your brand, and becoming a better speaker.

Join us in San Antonio to learn how to build a better business and be a better speaker! Click here for more information!

Influence 2023 50TH ANNIVERSARY CFI FBRATION Rosen Shingle Creek July 15-17, 2023 | Orlando, Florida

NSA's Influence conference is THE leading annual event for the speaking and entrepreneurial industry! Every element of this conference is designed to help you influence others. We scout the world for leading technologies, best practices, and subject-matter experts to provide you with a first-class experience to help you build your community, grow your business, and cultivate your craft - and this year is uniquely special, as we celebrate NSA's 50th Anniversary! You won't want to miss it!

Click here for more information!

See you in Orlando!

TALARFÖRENINGEN National Speakers **Association of Sweden**

NSA Sweden is running monthly competence events on Zoom. Some are exclusively for members while others are for non-members as well. Every session is held by a member or a guest who inspires us in the art and business of speaking and moderating. If you want to share your insights and build your network, you are welcome to get in touch with Antoni Lacinai; NSA Sweden's representative at GSF at antoni@lacinai.com



CAPS Canadian Association of **Professional Speakers**

Unity 2.0 National Programming





GSS PLUS!

There's Still Time to Register! Click here for all details and to secure your space today!



Meet Our Editors

A big thank you and shout out to our August 2022 What's Happening Editors – Michelle Cederberg (CAPS) and Jon Yeo (PSA). Let's get to know our two Editors just a bit better...

• What is one takeaway/item of interest that you learned from a member association this month in coordinating the What's Happening Newsletter?



First off, there are so many interesting events taking place across all our GSF Associations in the coming months, and the Call for Presenters are compelling to look through now that travel is happening again. Secondly, I was very interested to read about what Phillippe Boulanger from AFCP (France) shared about his unique real-time translation services for speakers. Plus, he shares how he does it. Definitely worth a read!

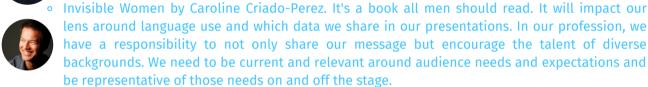


I think it's impossible to go past the amazing content of the GSS in October. This event, plus the information being shared by PSAI and APSS shows the generosity and talent of those in our community. Professional Development should always be on the radar as professionals. It's exciting that the call for speakers means conferences are back on the radar again.





• I just finished reading 'Get It Done: Surprising Lessons from the Science of Motivation' by Ayelet Fishbach. The book resonated for me because I speak on goals, grit and getting stuff done, and I liked what she had to say about progress as a motivator to keep going. It aligns with my 'small steps to great gains' message.





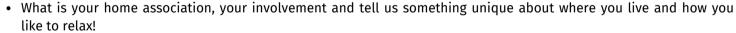
• What/when/where is your next international (outside your home country) speaking gig?



 I'm thrilled to be one of the keynotes at the Global Speakers Summit in Dublin, Ireland at the beginning of October. While it's sometimes daunting to speak to an audience of your peers, I'm so excited to share my Success-Energy message on the morning of October 2, 2022.



October, It's for a Dublin based multinational so I'm trying to co-ordinate it with the GSS. I haven't been to Dublin for over 20 years. It would be great to get back. For those who haven't been, it's a lively, energetic city and at the same time extremely welcoming with a rich history. As any Guinness drinker knows, you really must try it at the source at the brewery.





I'm the 2022 National President of The Canadian Association of Professional Speakers, and I make my home in Calgary, Alberta which is in the foothills of the Canadian Rockies. Canada is famous for its Maple Syrup, Poutine, and of course hockey! When I have relax time, I choose outdoor activity. I golf and mountain bike in the summer, and snowboard in the winter. If you're a skier and come to Calgary in December for our CAPS National Convention, I'll happily take you to the ski hills with me.





I'm on the Board for Professional Speakers Australia and their GSF rep. The Nation is discussing Native Title which is really exciting for me. Recognising People is not just about the Indigenous population, it speaks to Rights of all underrepresented groups in Australia. I'm in the fortunate position of having a dream job, speaking IS my relaxation. I love speaking and sharing my message. I love traveling, meeting people and exploring different cultures and points of view.







Your GSF Representatives

GSF Officers:

Martin Laschkolnig – President Charlotte Kemp – President-Elect Ruby Newell-Legner - Vice President Steve Lowell – Immediate Past President

GSF Staff:

Shari Bricks - Executive Director Michael Smith - Executive Liaison



GSF Member Associations Representatives:

AFCP (France) - Phillipe Boulanger APSS (Singapore) – Cathy Johnson CAPS (Canada) - Michelle Cederberg CISSA (Russia) - Omran Matar GSA (Germany, Switzerland & Austria) - Christian Buchholz LATAM (Latin America, Mexico) - Victoria Holtz MAPS (Malaysia) - Bavani Periasamy NSA (United States) - Sylvie Di Giusto NSA Sweden (Sweden) – Antoni Lacinai PAPS (Philippines) - Lloyd Luna PSA (Australia) - Jon Yeo PSAI (India) - Neerja Singh PSA Netherlands (Netherlands) - Eksteen de Waal PSA NZ (New Zealand) - Monica Moore PSASA (Southern Africa) - Joni Peddie PSA UKI (United Kingdom & Ireland) - Steve Bustin VSAI (Virtual Speakers) - Mike Handcock

THANKS FOR JOINING US FOR THE SIXTH EDITION OF THE GSF WHAT'S HAPPENING NEWSLETTER!

SPECIAL THANK YOU TO THIS ISSUE'S CO-COORDINATORS: MICHELLE CEDERBERG (CAPS) AND JON YEO (PSA)!