

# WHAT'S HAPPENING?



Global Speakers Federation: What's Happening?

OCTOBER 2021



## Welcome to the October 2021 Issue of GSF: What's Happening

This quarterly communicate is intended to help you (a Global Speakers Federation [GSF] member association leader) with a quick update on key events, issues, and insights from the GSF and our global professional speaking community.

Please share this newsletter with your Members. We'd love for your chapter leaders to share the information with their members. The more all of our members understand the value of our collective network of professional speakers associations globally, the more we can enhance the opportunities for and skills of all of our members.

### Learn More About the Global Speaking Fellow Designation – Do Your Members Qualify?

Let your members know about the opportunity to earn the Global Speaking Fellow designation - more information can be found by [clicking here](#).

### GSF MEMBER EVENTS AND CALL FOR SPEAKER PROPOSALS

Did you know the Global Speakers Federation website offers a place for all member associations to post **Global Events and Call for Speakers?**

- You can see the current event list by clicking [here](#)
- Submit your association events / Call For Speakers by clicking [here](#)
- Take a look at this today and be sure to keep sending updates!

### Association Leadership Insights!

Insights for Association Leaders from the GSF News Feed - Check out the industry-leading articles for association leaders on the GSF News page: [Click Here!](#)



## GSS 2022

SEPTEMBER 29TH – OCTOBER 2ND, 2022

DUBLIN, IRELAND

Welcome home – to the city of spoken word – Dublin. A place of myths and legends where everyone is welcome. Don't miss the ultimate event for the Global Professional Speaking Industry. Join us for GSS 2022 in Dublin, Ireland.



The Summit's first day will be a designated International Day, celebrating and embracing the global speaking community. As a joint PSA and GSS conference, attendees will have the opportunity to learn from and network with your PSA colleagues and connect with speakers from all over the world. GSS 2022 will provide you with the perfect occasion to expand your global reach and network with peers and colleagues worldwide, absorbing different cultures and ways of doing things. With the virtual speaking landscape at an all-time high, we will also demonstrate how welcoming and utilizing technology makes the idea of becoming a global speaker a reality, with travel now an option but not a necessity, to reach an international audience. So, let's move forward together, stronger, and build a global speaking community for all.

Do you have a message to share? The **2022 GSS Call for Speakers is now Open** - [Click here!](#) Applicants are welcome to apply to deliver in a range of formats – workshops, deep dives, 10 minutes 'bite size' sessions, panel discussions and (very few) keynotes. Applicants are invited to indicate their preferred format – please note that there are only a couple of keynote slots to be filled so those only selecting keynotes are less likely to be selected.

Why wait – **registration is now open** – get your ticket today! The best rate for GSF members is only 545 € (\$632 USD)– why wait! Get tickets - [Global Speakers Summit 2022](#)



# GSF Association Updates



## NSA US

Join **National Speakers Association US** in Orlando, Florida (or virtually!) February 25-27, 2022, for the **NSA US Winter Workshop 2022 – It's time to THRIVE!**

All CSP/CPAE's are welcome to register for the **NSA US CSP/CPAE Summit**, December 10-12, 2021, in La Jolla, California, USA, USD 950. Read more about it [here](#). If you are not a member of NSA US, you will need to contact [MemberServices@NSASpeaker.org](mailto:MemberServices@NSASpeaker.org) directly to register

Mark your Calendar for the NSA US Annual Convention [Influence 2022](#) in Nashville, Tennessee, USA July 9-11, 2022  
You can attend virtually or in person!

### FREE MONTHLY EDUCATIONAL SESSIONS offered by NSA US

- We have a monthly Build a Better Business Education Series and a monthly **Better Speaker Education Series** – both in webinar format.
- Upcoming **Virtual Events** are on this [page](#)
- October's **Be a Better Speaker** is on Oct 19 at 5 pm EDT with Andy Henriquez: [Click here](#) to learn more
- Each Wednesday at 6 pm EDT, we host an audio chat on **Clubhouse** that anyone can listen to or join the conversation. The NSA Club, which will list upcoming rooms (if logged into the app), can be found [here](#)
- The digital version of our bi-monthly **Speaker Magazine** is available to everyone and can be found [here](#)
- Our **podcast, Speakernomics™** is available for everyone and can be found on your favourite podcast platform or [here](#)

**NSA US Dual Membership** – Anyone who is a member of one of the GSF Associations may join NSA US at the Essential level at half price (USD 262.50). Contact NSA US directly to facilitate this transaction. [MemberServices@NSASpeaker.org](mailto:MemberServices@NSASpeaker.org)



## APSS

### Asia Professional Speakers- Singapore Speakers Academy 2021 (SA)

The 2-day MBA for your speaking business.

Live via Zoom, 16-17 Oct 2021

#### PRICE:

- S\$299, 2-day SA live via zoom + full online library until 1 July 2022 (pricing for anyone, including non-members)
- S\$80, 2-day SA live via zoom for SA Alumni: past APSS Speakers Academy attendees (please send email to [admin@asiasspeakers.org](mailto:admin@asiasspeakers.org) for the coupon code)
- S\$88, for full online library access through to 1 July 2022.

Together with a 200-page workbook, here's your blueprint for setting up and effectively running a speaking business:

1. Business setup checklist
2. Developing Products
3. Fine-tuning your web presence and collateral
4. Crafting Compelling Keynotes
5. Running Effective Training Programs
6. Marketing Strategies that Work
7. Common Ethical Dilemmas You'll face in This Business
8. The mechanics of making a million dollars in this business (for real)
9. How to get your first paid gig and 27 ideas of how to get your next one
10. The Road Ahead: your roadmap of implementation after SA21

Learn from specialists in APSS who have walked the path ahead of you, so you can navigate it all faster, easier, and with more clarity and success.

[Click here](#) to learn more!



## PSASA

A 24-HOUR Public Speaking conference with a difference

Professional Speakers Association Southern Africa is hosting a **Mid-Term conference** on 22nd October 2021 – 24 hours, 24 topics, 24 global speakers.

The theme includes speaking skills and traits. This is also a great opportunity to network with other global speakers.

Tickets for the event and other information is available [here!](#)

**BONUS:** When you buy a ticket you will also receive a full edited eBook with a summary of each speaker, their content and participants comments, so even if you miss some of the speakers, you will walk away with lots of valuable information.



## PSAI

1. **Professional Speakers Association of India** held an all-member SLOGAN WRITING CONTEST. The winning slogan, coined by Nina John, President of the Chennai Chapter is "PSAI, in the business of speaking"
2. PSAI has conceptualized and implemented its first ever masterminds, one each on Marketing and Leadership
3. For the first time, PSAI Mumbai Chapter hosted a meet in Hindi to celebrate the national "Hindi Diwas" or the "Hindi Day" observed on the 14th of September across India
4. The current issue of the PSAI magazine is live ProSpeak - PSAI [Click here to access](#)



## VSAI

**Virtual Speakers Association International (VSAI)** runs two education events per month, which currently are free to all comers. These events are very popular and usually attract around 100 attendees. Details can be found [here](#).

VSAI is always on the lookout for great presenters and interested parties. Contact Jessica Breitenfeld at [breitenfeldjessica@gmail.com](mailto:breitenfeldjessica@gmail.com)



## AFCP

Association Française des EXPERTS & Conférenciers Professionnels had the first monthly meeting in presence since the happening of Covid on Sept 14th. We did a hybrid event, in the Theatre BO Saint-Martin in Paris, since some members were still prevented to travel and attend.



## MAPS

Malaysian Association of Professional Speakers had their Annual General Meeting on 25th September and the Executive Committee (ExCo) line-up will be serving until 2022.

MAPS launched their new website at [www.maps.org.my](http://www.maps.org.my). Do visit our website and check-out our activities and updates there.

Our MAPS Monthly event MAPS@Work will be held every 2nd Tuesday of the month. On 12th October we will be featuring Steve Simpson, 9th November Claire Scott, and 14th Dec Maria Franzoni.

MAPS has a Spotlight event, a platform for members to showcase their speech. The next Spotlight will be happening on the 22nd October.

Do let us know if you are interested to join any of our events. Reach out to our ExCo team at [info@maps.org.my](mailto:info@maps.org.my)



## PSANZ

The Professional Speakers Association of New Zealand is excited to announce that it has a book coming out before Christmas:

'Trailblazers - Professional Speakers for Inspiration, Impact and Innovation' is a collaboration of 21 of our members and it is full of new ways of understanding, negotiating and being that change within these unprecedented times.

If you are interested in a copy please contact President Monica Moore at [president@psanz.nz](mailto:president@psanz.nz)

### Breakfast Club

Our members meet weekly on Tuesdays at 7 am to talk about our businesses, share ideas and get support from each other. We were thrilled to have Jon Yeo the President of PSA Australia a couple of weeks ago and we would love to host other Presidents or representatives from other countries to join us as guests. Please contact [president@psanz.nz](mailto:president@psanz.nz)



## PSA

The Professional Speakers Australia (PSA) Convention in 2022 will be...shall we say, Un-Conventional, held virtually, March 25-26, 2022 (Click [here](#) for a short video)

Due to ongoing lockdowns and border closures, we have decided to host an Un-Convention online in 2022.

We know our community wants 3 things from our annual event:

- Connection
- Learning
- Experience

Un-Convention will include no talking heads.

We are curating Un-Speakers to do one of three things:

- Host a discussion,
- Provide an experience, or
- Facilitate a learning opportunity (i.e., workshop)

All sessions will be delivered from the comfort of your studio - be that from your professional studio, office or bedroom. But you MUST be able to guarantee that you will be appropriately lit and staged (i.e. following the rule of 3rds with an appropriate background, etc.), with a great camera, sound and internet connection. The program is almost set, but if this resonates with you, please provide your idea to Kim Seeling Smith at [Kim@IgniteGlobal.com](mailto:Kim@IgniteGlobal.com) by 21 October, 2021

In the Professional Development space, Professional Speakers Australia (PSA) is committed to supporting Professional Members (PM) in achieving their business development goals, including CSP. Their CSP Pathway will commence in January 2022, with strategic planning for each enrolled PM then mentoring and group coaching. The purpose is to provide more guidance and direction for Professional Members to develop both their speaking skills and speaking practice. Around 40% of Australian members are CSPs.

PSA is also embarking on a "next-gen" project to identify and develop relationships with remarkable and outstanding speakers who are not yet members of PSA. The goal is to nurture a cohort of speakers who are well regarded and successful in their speaking practice. We hope to further establish the PSA brand in the community and develop a pipeline of future members and leaders.



Get your free copy of 10 Tech-Trends You Need To Know About If You Are In The Speaking Industry from Canadian Association of Professional Speakers.

The world of speaking is changing – again. Does your business have what it takes to grow and thrive? It seems like we had not even finished adapting to virtual – and now we are talking hybrid, pre-recorded plus live – and a multitude of other ways to deliver our content in this ever-changing landscape.

- How do you keep track of the trends in the speaking industry?
- How do you choose the right technology to support your business?
- How do you use stories more impactfully in your presentations and your marketing?
- How do you make (and keep) more money in your speaking business?
- How do you find the people who 'get' what you do for a living?

Find all the answers to these questions in one place. The Canadian Association of Professional Speakers (CAPS) presents their 2021 National Virtual Convention on December 3-6. That's right, it's virtual, which means you have access to all this killer content from the comfort of your desktop. For an unheard-of CAD 400 (yes, you read it right!), you can attend the three-day convention AND the Pre-Convention SpeakerTech Day, one power-packed day focused on technology that means the most to speakers. This deal is only possible because your association is a member of the Global Speakers Federation AND if you make a commitment by October 31. So don't delay!

Hey, we'll give you a bonus right now to persuade you that this is THE professional development event you should attend. Get your free copy of the 10 Tech-Trends You Need To Know About If You Are In The Speaking Industry [here!](#)



## PSANL

Finding your feet in a negotiation process is not always easy. We often believe that price is the only criterium but how do we shift our mindset to look for other items of value? In October, our focus is on just that. To help each other find the mindset for the best negotiations.

In September we had the pleasure of hosting Fredrik Hären and Andrew Bryant in our month on international speaking. It was exceptionally insightful to learn from two speakers that have spoken in so many countries. Their approaches, although vastly different, help each of the attendees to leave feeling that they too can use some of the principles discussed. It was a lively to-and-fro that and with Andrew and Fredrik showing some of their best interaction skills. Well done gents!

Our first open session "Speak in the park" attracted a lively group and with the exceptional interaction we were able to share how we, from the PSA and Toastmasters, can be, if not sister organizations, at least well-heeled cousins.

I am looking forward to our next month where we will interact again in person as brothers and sisters of our PSANL family and in person.

I am also excited about what the new year will bring and the trends we will see developing in how our industry will adapt, accommodate and find new ways of being relevant.

### Professional Speakers Association Netherlands Convention 2022- 1-3 April 2022

The Dutch National Convention: Innovation in Speaking is held each year on the first weekend of April to start the spring with renewed energy and look at what the year will hold. As most speakers spend the summer working on content and learning, it is an ideal time to find out about new trends in the speaking world that you can dive into during the summer and get up to date with the latest developments.

This coming year is no different. In October the call for speakers will go out around the following themes: What is new in:

1. Business and business models innovations
2. Marketing/branding and sales innovation
3. Technological innovations and it's use
4. Performance/stage/voice craft invitations or new trends
5. Event Innovations

The event will be held in the heart of Amsterdam at the Royal Industrial en Big Club. Which, with its over 300-year history as a centre for bringing business ideas together, is a great backdrop for our community to exchange ideas.

[Click here](#) for more!

To register for PSA NL Events, go [here](#)

### Would I do that? Speech Analysis- October 26, 2021

A fun lunch and learn. During this session, we will look at a video of William Ury. He is a world-renowned negotiator. We will listen to the content he provides and discuss what we can learn or not learn on his ability to deliver value to his audience.

### PSA Speakers Club Night

November 10, 2021

Topic: Personal Growth = Business Growth

### PSA Speakers Club Night

December 8, 2021

Topic: Relationships

How we connect: understanding your connections.

How to connect: great ways to work with (almost) anyone.

### PSA Netherlands Convention: Innovation in Speaking

April 1-3, 2022

### Book recommendation

**Getting to Yes** by Roger Fischer: A book used by Harvard Law school to teach the process of negotiations.

**Never Split the Difference** by Chris Voss, Lead FBI hostage negotiator and founder of Black Swan.

## Your GSF Representatives

### GSF Officers:

- Steve Lowell – President
- Martin Laschkolnig – President Elect
- Charlotte Kemp – Vice President
- John B. Molitor – Immediate Past President

### GSF Staff:

- Shari Bricks - Executive Director
- Michael Smith - Executive Liaison



**Global Speakers Federation**  
Advancing and Connecting  
Professional Speaking Associations Worldwide

### GSF Member Associations Representatives:

- AFCP (France) – Phillipe Boulanger
- APSS (Singapore) – Cathy Johnson
- CAPS (Canada) – Michelle Cederberg
- CISSA (Russia) – Omran Matar
- GSA (Germany, Switzerland & Austria) – Volker Romermann
- MAPS (Malaysia) – Bavani Periasamy
- NSA (United States) – Ruby Newell-Legner
- NSA Sweden (Sweden) – Jan Tern
- 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 (South Africa) – Joni Peddie
- PSA UKI (United Kingdom & Ireland) – Steve Bustin
- VSAI (Virtual Speakers) - Lindsay Adams

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

**SPECIAL THANK YOU TO THIS ISSUE'S CO-COORDINATORS: RUBY NEWELL-LEGNER (NSA US) AND NEERJA SINGH (PSAI)**