



**Vol. 6, No. 2 – ISSN 1938-9922 – January 15, 2012**

**A twice-monthly newsletter on speaking & air travel  
written, edited, and read by professional speakers.**

## ***IN THIS ISSUE:***

### **A. Global Speaking News**

**What's Happening?**

### **B. Tips on Speaking & Travel**

**Ideas & Resources you can use**

### **C. Fellow Speakers in Action**

**Learn from the video**

### **D. Calendar**

**International Speaking Association Events**

### **E. Speaking & Travel Humor**

**We saved the fun for last**

### **F. GSF Organization**

**Who is doing what?**

### **G. The Small Print**

**The legal notices**

## A. GLOBAL SPEAKING NEWS



<b>2012</b> YOUR <b>MONETIZE MESSAGE</b>	<b>NSA WINTER CONFERENCE</b> <b>FEBRUARY 3-5</b> DALLAS/PLANO MARRIOTT AT LEGACY TOWN CENTER Dallas, Texas <a href="http://www.NSAWinterConference.org">www.NSAWinterConference.org</a>
--	--

### **NSA WINTER CONFERENCE IN DALLAS**

Feb. 3-5, 2012 Dallas/Plano Marriott, Dallas, Texas

The [2012 NSA Winter Conference](http://www.NSAWinterConference.org) has been created with one goal in mind: to help you monetize your message. We want to help you build a well-rounded practice-one that can withstand the periodic ups and downs that are inherent in our industry. When you leave this conference, you will know--specifically-how to turn your expertise into systems, products, and services that will add to your bottom line...and peace of mind. [Register](#)  
[www.NSAWinterConference.org](http://www.NSAWinterConference.org)



Travelers lost 11,000 mobile devices at the busiest U.S. airports in 2011.  
37.5% of them laptops and 37.2% tablets or smartphones.



### **SINGAPORE SPEAKING ON FACEBOOK**

Discover what speakers in Singapore are sharing.  
<http://www.facebook.com/groups/107992804926/>

## THE USE OF SPEAKERS IN THE MEETINGS MARKET

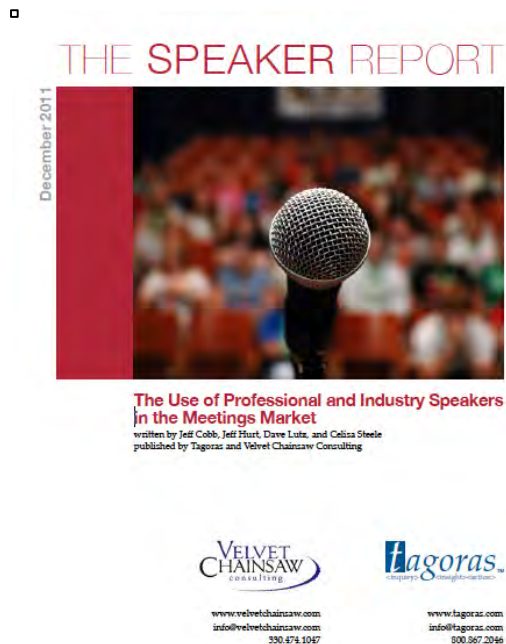
*The Speaker Report: The Use of Professional and Industry Speakers in the Meetings Market* offers some of the most comprehensive information available on how speakers fit into the educational landscape.

This 52-page report looks at how organizations use professional and industry speakers at their meetings, conferences, and other events—how they select them, what they expect from them, and how their educational impact is measured.

Here are titles of the findings'. Read the report for explanations.

1. Education deserves some respect.
2. Big names aren't a big draw.
3. Sponsorship is mainstream.
4. Content should be current.
5. Speakers need coaching.
6. Most learning happens at the session level and is led by individual speakers.
7. Determining educational impact should be a priority.
8. Live streaming should grow.
9. When is success bad?

<http://bit.ly/z5KNaR>



Amsterdam Airport Schiphol served 49.8 million passengers in 2011, reflecting a 10.2% increase on the previous year when the airport welcomed 45.2 million passengers.

### 98% OF TRAVELLERS DON'T HAVE EXPENSIVE GADGETS INSURED

Ryanair passenger research showed that 75% of passengers bring a 'gadget' worth over €300 with them on vacation, with 97% using these items in public places, making them targets for opportunistic thieves, while 98% confirmed that they had no insurance on such items

<http://bit.ly/ygyRoV>

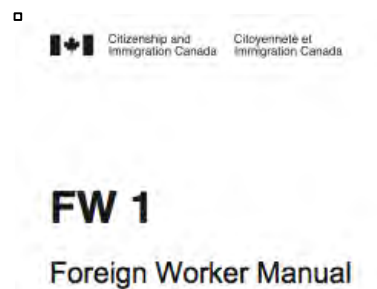
## SOME SPEAKERS NO LONGER NEED A PERMIT TO WORK IN CANADA

According to Citizenship & Immigrations Canada.

### Public speakers

Guest speakers, commercial speakers or seminar leaders can speak or deliver training in Canada without a work permit as long as the event is no longer than five days.

<http://www.cic.gc.ca/english/work/apply-who-nopermit.asp#speaker>



But read on. For details, see page 30 in the following document:

<http://www.cic.gc.ca/english/resources/manuals/fw/fw01-eng.pdf>

### 5.11. Work without a work permit R186(j)—Public speakers

R186(j) includes both guest speakers for specific events (such as an academic speaker at a university or college function) and commercial speakers or seminar leaders provided the seminar to be given by the foreign speaker entering under this provision does not last longer than five days. A 'seminar' is defined as a small class at a university, etc. for discussion and research, or a short intensive course of study, or a conference of specialists. Commercial speakers are people who sell tickets or registrations to people who come to hear them speak on a particular topic.

Commercial speakers have a vested interest in the event at which they are speaking. Typically, they rent commercial space in a hotel, advertise, charge admission, deliver the event and then leave Canada. If they are doing this for no more than five days on one trip, they can enter under R186(j). This regulation covers situations where the speaker is speaking to multiple groups, as long as the duration of the speaking events is no more than five days, not counting travel time in the case of multiple engagements.

**Not included in R186(j) are commercial speakers** who are hired by a Canadian entity to provide training services, or guest instructors of a particular sport coming to teach weekend seminars. Training activities are viewed as providing a service to Canadians, and therefore are considered an entry into the labour market. In these cases, other entry options must be explored including HRSDC/SC LMOs or the NAFTA Professional category which allows for professionals to provide training services under some circumstances.



### OVERHEARD:

Never *negotiate* with anyone unless they are ready to buy.  
--Mark Hunter, TheSalesHunter.com



See

<http://bit.ly/xL7It2>



Bureaus are 70% hope and 30% commission.  
—Dan Poynter, USA.

Please forward this newsletter to your colleagues who speak internationally.  
Show them this GSN membership benefit.  
They will thank you for your thoughtfulness.

## B. Resources on Speaking & Travel

Ideas & Sources you can use



### CONCISE, BRIEF AND VALUABLE

-- Alan Stevens, UK, past GSF President, [alan@mediacoach.co.uk](mailto:alan@mediacoach.co.uk)



The media has no time for wafflers. Often in conversation, it's good to establish rapport, and indulge in a little banter before getting to the main point of the discussion. Not in the media. Your time is very limited, to perhaps as little as thirty seconds, so you need to get to the point very quickly. It's not being rude, it's what works best, and reporters will thank you for it.

You also need to be very concise. If the point you wish to make takes more than a sentence, you need to find a way to condense it. One aim of your interview should be to produce the sound bite that can be re-used later in the day. You should think about this in advance, and plan the best way to deliver your most important point in the most precise way.

Finally, your message should be valuable to the audience who are hearing or seeing it. It may be something that you feel very strongly about, but if your audience doesn't care, you have wasted everyone's time. A good way to test your message is to deliver it to a friend who has little knowledge of your business. Ask them to tell you whether your message is both interesting, and whether they can see the value of it. Only use it if they nod and agree



### OVERHEARD

In words are seen the state of mind and character and disposition of the speaker.

--Plutarch, biographer and philosopher (circa 46-120)

## TOP TEN BUSINESS PHRASES NOT TO USE IN SPEECHES



You've heard them all so many times that they hardly register anymore. Whether in a conference room or a casual conversation, phrases that once sounded clever have been reduced to clichés.

Some of them actually are rooted in real business concepts. Others are fluff that somehow became part of the corporate lexicon. Either way, like that annoying song that stays stuck in your head, they should be ignored, erased, or replaced. Oddly enough, the ubiquitous "paradigm shift" and its less stuffy cousin, "game changer," didn't make the cut.

<http://bit.ly/rzEGfj>



"Public speaking is the art of diluting a two-minute idea with a two-hour vocabulary"  
—John F. Kennedy, USA

## POWERPOINT FROM THE iPad

-Dave Paradi, Canada. <http://www.thinkoutsidetheslide.com/>

SlideShark is the best tool I have seen for presenting PowerPoint slides on the iPad. It is a free app, and here's how it works. You upload your PowerPoint file to a free SlideShark account on the web (you can do this from the iPad if you want to), they convert the file into a format that works on the iPad, then you download it to the iPad ready to present from the SlideShark iPad app.



It works well and supports more fonts, animations and features than any other solution I've seen. Right now you can get extra storage space on your account if you use this link that SlideShark gave me: <http://www.slideshark.com/r?r=14787B>. Sign up today and discover the best solution for presenting PowerPoint on the iPad.

## 25 WORDS YOU MIGHT NOT KNOW ARE TRADEMARKED

Many of the items we use every day, like zippers and escalators, were once brand names. Even heroin, which no one should use any day, was a brand name.

Here are some trademarked names that are often used as generic terms today.

<http://www.mentalfloss.com/blogs/archives/93858>



Real magic in relationships means an absence of judgment of others.

--Wayne Dyer, USA

## FOREIGN SIM CARDS

--David Lim, Singapore.



[trusling.com](http://trusling.com) is a Singapore firm that can mail you a foreign SIM card, allowing you to get off the plane at a destination, slot in that country-compliant SIM card and start calling, surfing and roaming at cheap rates.

Prices are the same as though you bought the card in that country. Saves the hassle of finding a local SIM card when you get off the plane and need to rush off to meetings. <http://trusling.com/>



"It is rare to find a *speaker* who combines proven *professional* success and distinction with the ability to enable others to grasp his vision."

— Robert Mayer Evans, USA

## FOLLOWING YOUR CHECKED BAG

Delta Airlines thought that it would be interesting to drill holes in a box, stuff it full of video cameras, and send it on a flight from Atlanta to New York after hitting all the record buttons.

The video below shows how a bag experiences a flight, from the initial drop-off through Security screening all the way out to the plane and back again.

What if passengers could travel this well?

<http://dvice.com/archives/2011/12/airline-vid-sho.php>



Seven percent of online sales are made with the iPad.

Express your love for the *GSN NewsBrief*.  
Forward it to your professional speaker colleagues.  
They will appreciate you.

## C. Fellow Speakers in Action

Watching other speakers work can be a great education. Your *NewsBrief* will feature one (usually humor) speaker each month. Watch, discover, and enjoy.



### HOW TO HIRE A PROFESSIONAL SPEAKER

Sam Silverstein, USA.

<http://dai.ly/s1CqsH>

□

#### How To Hire a Professional Speaker, Motivational Speaker



By plqvqkl53

+ Subscribe

6 views



Your purpose is to make your audience see what you saw, hear what you heard, feel what you felt. Relevant detail, couched in concrete, colorful language, is the best way to recreate the incident as it happened and to picture it for the audience.

Dale Carnegie, USA.

# D. Calendar

## INTERNATIONAL SPEAKING CONVENTIONS AND EVENTS



Also see the Calendar at

<http://www.globalspeakers.net/events>

Several exciting events are taking place over the next few years. See the referenced web sites for the latest convention details.

**Special registration rates:** As a member of your national speaking association, you may attend other speaking conventions around the world at member rates.

## 2012

### USA



February 3-5. Dallas. 2012 Winter Conference. Dallas/Plano Marriott at Legacy Town Center.

<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

**FRANCE.** March 22-23, 2012. Paris.



French Professional Speakers Association (AFCP).

Laura Stack, NSA/US president, to speak.

Annual convention will be moved to the end of the year.

<http://www.association-conferenciers.com/>

### AUSTRALIA



March 30 – April 1. National Speakers Association of Australia (NSAA) annual convention. Hilton hotel, Gold Coast. FMI:

<http://www.NationalSpeakers.com.au/convention>

**UNITED KINGDOM.** April 14, 2012.



PSA/UK Spring Convention.  
Victory Services Club, Marble Arch, London.  
Fmi: Sue Cliff

[admin@professionalspeaking.biz](mailto:admin@professionalspeaking.biz)

[www.professionalspeaking.biz](http://www.professionalspeaking.biz)

+44 0845 3700 504

<http://bit.ly/emJTdH>

**SOUTH AFRICA.** APRIL 27-29 - Durban

Annual convention of the Professional Speakers Association of Southern



Africa. FMI: Simone Scholtz, [events@PSAsouthernAfrica.co.za](mailto:events@PSAsouthernAfrica.co.za)  
or the national president, Wolfgang Riebe,

[Wolfgang@WolfgangRiebe.com](mailto:Wolfgang@WolfgangRiebe.com)

**MALAYSIA.** May 4-5



Malaysian Association of Professional Speakers (MAPS) convention.

[http://www.maps.org.my/events\\_up.asp](http://www.maps.org.my/events_up.asp)

**SINGAPORE.** May 8. Preceding the HR Summit, May 9-10.

Dinner event on May 7.

Asia Professional Speakers-Singapore. Annual convention.



<http://bit.ly/hz539k>

**USA.** July 14-17. Indianapolis.



NSA/US Convention.  
Marriott Hotel.

<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

**GERMANY.** GSA Sept 7-8, Düsseldorf.

(GSA) convention at the Hilton hotel.

<http://www.english.gsa-convention.org>

<http://www.germanspeakers-association.de/>



**UNITED KINGDOM.** October 5-7. LONDON area.



Professional Speaking Association of the UK & Ireland. (PSA/UK) convention. Victory Services Club, Marble Arch, London.

Fmi: Sue Cliff, [admin@professionalspeaking.biz](mailto:admin@professionalspeaking.biz)  
[www.professionalspeaking.biz](http://www.professionalspeaking.biz), +44 0845 3700 504

<http://bit.ly/emJTdH>



**CANADA.** December 2-4. Winnipeg.  
 Canadian Association of Professional Speakers (CAPS) national convention.

<http://www.CanadianSpeakers.org>

## 2013

**USA.** July 27-30. Philadelphia, PA.



NSA/US Convention.  
 Marriott Hotel, Downtown.

<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

## CANADA.



December 8-10. Global Speakers Summit.  
 Vancouver, BC. FMI:

<http://www.globalspeakers.net/summit>



### OVERHEARD:

There are two kinds of professional speakers:  
 the ones who tell the stories, and  
 the ones about whom the stories get told.

This *NewsBrief* is a member-benefit of the Global Speakers Network.  
 You are encouraged to publicize the GSN by forwarding this newsletter to other international speakers.

## E. Speaking & Travel Humor



### **OVERHEARD:**

Once a word has been allowed to escape, it cannot be recalled.  
~Horace

We dare you to forward this newsletter to your colleagues who speak internationally. And they will appreciate your generous effort.

## F. GSF Organization

**GSF** is a **federation** of speaking associations from around the world.

**GSN** is an exclusive **networking** group of professionals who speak internationally.

Join GSN (<http://www.globalspeakers.net/network>)



### GSN Member Benefits



#### GSF Website/Online Resources

<http://www.globalspeakers.net/>

**GSF NewsBrief. This newsletter.** (GSN members only).



Send newsletter submissions to Dan Poynter.

[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

**GSF NewsBrief Archive.**



See past issue of this newsletter.

<http://www.globalspeakers.net/share/channel/newsbrief>



**GSN LinkedIn Community Group** (For those speaking internationally and those wishing to speak in other countries.)  
Erwin Van Lun, Moderator.

<http://www.linkedin.com/e/gis/1080047>



**Where in the World** (find other GSN members when you travel)

<http://www.espeakers.com/witw/>

**GSN Networking Directory.** Contact information on speakers who work internationally.



<http://bit.ly/dRTBWF>



#### **OVERHEARD:**

Experience enables you to recognize a mistake when you make it again.

--Franklin P. Jones

# Global Speakers Federation Leadership

## GSF Presidents



**2011-2012**

Janelle Barlow, USA.

[JaBarlow@tmius.com](mailto:JaBarlow@tmius.com)



**2012-2013**

Cheryl Cran, Canada

[info@cherylcran.com](mailto:info@cherylcran.com)



**2013-2014**

Lesley Everett, UK.

[lesley@WalkingTall.org](mailto:lesley@WalkingTall.org)



**Immediate Past President. 2010-2011**

Alan Stevens, UK.

[alan@alanstevens.net](mailto:alan@alanstevens.net)

Skype: Mediacoch

## GSF Staff



**GSF Executive Director**

Beverly Babb, USA.

[Beverly@nsaspeaker.org](mailto:Beverly@nsaspeaker.org)

Skype: BeverlyBabb



**GSF NewsBrief Editor**

Send newsletter submissions to

Dan Poynter, USA.

[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)

# G. The Small Print

Copyright ©2011. Most of the illustrations are from Clipart.com.

You have received this email because you are a member of the Global Speakers Network of the **Global Speakers Federation**, formerly the International Federation for Professional Speakers, and have opted to receive periodic email containing pertinent news and updates.

If you have received this email in error or wish to no longer receive similar email notifications from the GSF/GSN, please email [unsubscribe@nsaspeaker.org](mailto:unsubscribe@nsaspeaker.org) or call +1.480.968.2552 to request that your profile be updated to indicate that you do not want to receive future email notifications.



## Global Speakers Federation

c/o NSA | 1500 South Priest Drive | Tempe | AZ | 85281 | USA