



Vol. 6, No. 5 -- March 1, 2012

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

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A. GLOBAL SPEAKING NEWS



SPEAKERS' BUSINESS REVENUE LAB

April 13-15, 2012 Tempe, Arizona. Location: NSA Headquarters.



Put the ChaCHING back into your business--A Sales Process and Techniques that Really Work.

www.NSABusinessRevenueLab.org

Speakers love to speak but how many truly, madly, deeply love to sell? In today's competitive

environment, you simply must have a robust sales process, be able to find prospects, uncover opportunities, influence them to buy and close more deals! How can you develop the confidence and skill to accelerate your sales and build a strong, successful, sustainable business?

At the **ChaCHING Lab** you'll discover how to implement a sales process and do what you need to do every day to generate a strong, predictable, trackable income flow. We have assembled some of the top sales experts in the country and highly successful experts who speak, to share their expertise and insight. You'll find out how to do it right from the start with smart prospecting; have meaningful conversations with potential clients; set your fees and hold them and close more business.

Register through March 13 to take advantage of early rate savings!

<http://www.mynsa.org/events/fullcalendar.aspx>



OVERHEARD:

Always be shorter than anybody dared to hope.
--Lord Reading, on speechmaking.



MAPS NATIONAL CONVENTION (MNC) 2012 - MALAYSIA

May 3-4. Venue: Shah Alam Convention Centre (SACC)

Malaysian Association of Professional Speakers (MAPS) convention.

http://www.maps.org.my/events_up.asp



OVERHEARD:

When someone shares something of value with you, and you benefit from it, you have a moral obligation to share it with others.

--Chinese Proverb

The logo for "UnConvention 2012". The word "Un" is in a large, light blue, textured font. "convention" is in a darker blue, textured font. "2012" is in a smaller, light blue, textured font. There are stylized blue lines resembling a signal or sound waves behind the text.

30 March - 1 April 2012
Gold Coast Marriot

BOOK NOW

AUSTRALIA'S UNCONVENTION 2012

The UnConvention is our biggest personal and professional development of the year--full of insights, inspiration and laughter and the best opportunity to meet and share with other professional speakers. This year will offer all those things but with different methods - we're having an UnConvention. Most of the things you're used to experiencing at Conventions either won't be happening or will be done differently.

<http://nsaaconvention.com.au/>

<http://nsaaconvention.com.au/unconvention-program/>



**ASIA PROFESSIONAL SPEAKERS-SINGAPORE.
ANNUAL CONVENTION.**

May 8. Preceding the HR Summit, May 9-10. Dinner event on May 7.

<http://www.asiaspeakers.org/events/details/20-apss-annual-convention-2012.html>



OVERHEARD:

A truly creative person rids him or herself of all self-imposed limitations.

--Gerald Jampolsky

**THE PROFESSIONAL SPEAKERS ASSOCIATION OF SOUTHERN AFRICA
CONVENTION WILL BE IN DURBAN, 27-29 APRIL.**

PSASA NATIONAL CONVENTION
27 - 29 April 2012
"Vocal is Lekker"

- * 7 international Speakers
- * Local Speakers
- * Workshops
- * Networking Functions
- * Surprise Events

<http://www.psasouthernafrica.co.za/>



If the corporate market has not yet come back for you, perhaps you should focus your speaking on the association market.

Selling Your Speaking to Associations: a Weekend Intensive with Ed Rigsbee

March 23-25, 2012 in Richmond, Virginia

Spend an intensive weekend with Ed Rigsbee, and learn how to sell your speaking, consulting, facilitation, and products to trade associations and professional societies who collectively hold over 280,000 meetings a year. This is a totally customized event for only 11 attendees.

For over 20 years, Ed's primary market has been trade associations and professional societies. Generally, he goes in the back door through editors to sell his services. Ed has presented his wildly-successful method for numerous NSA chapters. If you have attended one of his NSA/CAPS chapter programs, now it is time for **Ed_2.0**. During this (next level) intensive weekend he will help you to:

- . Determine your proper positioning strategy for selling your speaking to the non-profit marketplace
- . Create your pre- and post-meeting products/services offering to increase your dollars per engagement
- . Determine, identify, and locate the best associations that need your speaking topic and expertise
- . Write customized selling scripts to build selling relationships initially with editors, then with meeting planners
- . Write customized selling introductions and follow up email communications
- . Walk away with a selling implementation plan, that Ed Rigsbee will **hold you accountable** for the remainder of 2012

For more information and to register:

<http://www.rigsbee.com/2012-Richmond.htm> **(only 6 spots left)**



There are 12,601 air traffic controllers working in the United States.

NSA/US BUSINESS-BOOSTING WEBINAR SERIES

Ramp up your marketing efforts in 2012! NSA kicked off 2012 with an exciting new series of **free** webinars. Every month you can be part of a new powerful webinar, designed specifically for you as a speaker, to learn how to build a better marketing blueprint for your speaking business.



NEXT:

**5 Ways to Turn Your Book or Content into an Online University:
How to Create Passive Income without Having to Travel**
with **Adam Witty**, CEO and founder of Advantage Media Group

Date: February 28, 2012, **Time:** 1:00 pm Eastern, Noon Central, 11:00 am Mountain, 10:00 am Pacific

For corresponding times in your area, see

<http://www.timeanddate.com/worldclock/>

<https://www1.gotomeeting.com/register/666502976>

Want to make money while you sleep? It is easier than you think. Online Education expert Adam Witty, CEO of Advantage Media Group, will teach you how to easily turn your book, speech, seminar, or product into self-paced online courses that sell for high dollars. If you want to learn to make more money without travel or creating new content, then you will love this webinar. Adam will help you open new opportunities and show you how to be in-demand to more corporations, large associations, and other profitable clients than ever before. You will take away from the webinar a blueprint to turn your offline content into an online university that will have clients coming back for more.



OVERHEARD:

You must be the change you wish to see in the world.

--Mohandas K. Gandhi (1869-1948)

NSA/US CONVENTION—SAVE THE DATES

NSA's largest and most exciting event of the year is coming up July 14-17, 2012 at the JW Marriott Indianapolis in Indianapolis, Indiana.

Mark your calendars and be there where you'll learn how to get bigger, get better and get booked! Registration opening soon.



HOTEL GUESTS WANT WiFi NOT BED TURNDOWNS

Surveys of more than 1,000 U.S. travelers and more than 600 U.S. hotel representatives shows that Wi-Fi Internet access and breakfast included with booking are king, while a turndown service offers very little value.

	Most Important Hotel Amenities	Travelers Who Most often Book Hotels	Hotel Owners /Managers
1.	Wi-Fi Internet Access	85%	99%
2.	Breakfast Included with Booking	78%	79%
3.	Guest Loyalty Points	72%	55%
4.	Restaurant Shuttle Service to Local	71%	70%
5.	Attractions/Airport	66%	41%

http://www.4hoteliers.com/4hots_nshw.php?mwi=9574



There are more than 220,000 general aviation (not airliners) aircraft in the United States.

BACK ISSUES OF THIS NEWSLETTER

The *NewsBrief* is posted online on the 1st and 15th of each month. See

http://www.globalspeakers.net/share/channel/news_newsletters



Creativity is inventing, experimenting, growing, taking risks, breaking rules, making mistakes and having fun.

--Mary Lou Cook

WANT TO WORK OUT AT THE AIRPORT?



With the vast amount of airport based travel engaged in by active, exercise conscious travelers, and the long delays, long layovers, and early arrival times that arise when traveling (along with the current need to be at the airport hours early) - finding gyms in an airport, an airport gym, or a workout club near an airport or airport exercise based club in or around your airport terminal maybe be possible. Spend your time lifting weights, working out, using the elliptical trainer or treadmill or even taking a spin class and losing weight while waiting for your flight.

If you are an active, exercise conscious traveler that would rather spend an hour in the gym (versus an hour in the terminal watching television), or an active traveler who would rather take a yoga class (versus wandering through trinket shops), [airportgyms.com](http://www.airportgyms.com) can help you find a gym in, near or around select popular US and Canadian international airports.

See the list of airports with workout facilities

<http://www.airportgyms.com/>



OVERHEARD:

We fear that the glittering generalities of the speaker have left an impression more delightful than permanent

--Franklin J. Dickman, author.

Please forward this newsletter to your colleagues who speak internationally. They will thank you for your thoughtfulness.



B. Tips & Resources on Speaking & Travel

Ideas & Sources you can use



DELIVER THE GOODS

-- Alan Stevens, UK, past GSF President, alan@mediacoach.co.uk



When you speak, you make a promise to deliver. There's a contract between you and the audience which means that you have to provide them with something of value to take away. I don't mean a handout or a copy of your latest book (though no harm if you do that as well), I mean the new thoughts and/or behaviour that you make available to them through your words on stage.

Since you're there to deliver the goods, it's worth thinking what it is you deliver. If you're not sure, ask the audience at the end of your speech. They will tell you what you did (and if they can't think of anything, it's back to the drawing board for you, after a hasty exit). Furthermore, your aim should be to deliver what the audience actually receives. Let me explain that. If you have a message in mind, that's what the audience should be feeding back to you.

The feedback is like a delivery note. It's a recognition that the goods were received. But it doesn't end there. The goods need to be useful after the delivery. You can check that by contacting the organiser, or individual audience members a month or so later to see if they are using the insights you provided. That's the real test of delivery. So - are you delivering the goods?



"Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn't really do it; they just saw something. It seemed obvious to them after a while. That's because they were able to connect experiences they've had and synthesize new things."

--Steve Jobs

WHAT IS YOUR FAVORITE REWARDS PROGRAM?



Medjet Assist, <http://bit.ly/wR1FKV>



Creativity is ...the ability to reach inside yourself and drag forth from your very soul an idea.

Lou Dorfsman

SpeakerNet News

THE WEEKLY RESOURCE FOR THE SPEAKING, TRAINING, AND CONSULTING COMMUNITIES



Subscribe—FREE to the weekly newsletter of speaking.

<http://bit.ly/oVRFvO>

USING QUOTATIONS EFFECTIVELY!

--Bob Kelly, Resident Wordsmith and Quotemeister, WordCrafters, Inc.
www.wordcrafters.info

For centuries, poets, playwrights, speakers and authors have recognized the value of third-party quotations. "I quote others only the better to express myself," noted Michel de Montaigne, an influential 16th century French writer. And, in the words of early 20th century Irish poet and novelist Brendan Francis Behan, "A quotation in a speech, article, or book is like a rifle in the hands of an infantryman. It speaks with authority."

Well-chosen quotations can: enliven your material; reinforce your message; illustrate your point; change your pace; get attention; trigger emotion; and add humor.



Today, more and more writers use a quotation to introduce each chapter of their books, which is an excellent way to keep the reader's interest at a high level. Ending each chapter with an "In Other Words" section, featuring a dozen or more applicable quotations, is another effective way to flesh out your material. We can help you do it!



OVERHEARD:

People blame bad luck,
 no one blames bad judgment.
 --Bob Besco.

AN ANIMATED HISTORY OF AVIATION

While this is simply a marketing video for the [Aviation Science program](#) at Utah Valley University, you can't deny that it does an incredible job lifting aviation's history off the pages of books. Hope you enjoy it if you haven't already seen it elsewhere on the web.

<http://www.youtube.com/watch?v=GLAreFQ3G5k>



AIR TRAFFIC MOVEMENTS WORLDWIDE



http://www.youtube.com/watch?v=8i_BcH0kqIU

A 24-hour observation of all of the large aircraft flights in the world, condensed down to 1:11. What you will see, is a video showing air traffic around the world for 24 hours, taken from a satellite. You will see the light of the day moving from the east to the west, as the Earth spins on its axis.

Also you will see the aircraft flow of traffic leaving the North American continent and traveling at night to arrive in the UK in the morning. Then you will see the flow changing, leaving the UK in the morning and flying to the American continent in daylight.

You can tell it was spring time in the north by the sun's footprint over the planet. You could see that the sun didn't set for long in the extreme north and it didn't quite rise in the extreme south.

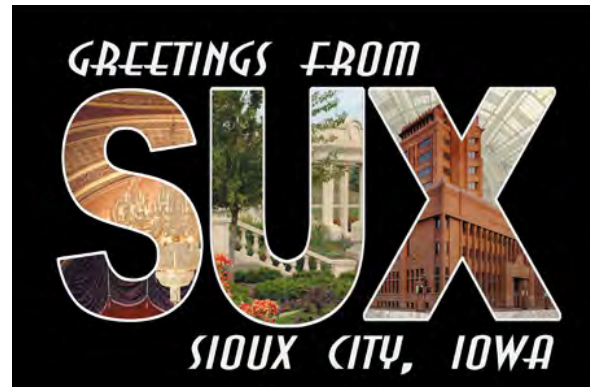


Asia.

16% of travellers surveyed currently use smartphones to book trips. That figure rises to 18% amongst the 18-35 age group and to 33% amongst frequent travellers. In addition, 3.4% of all travellers use their mobiles today to check-in for their flight, with this figure rising to 7.4% in

AIRPORT THREE-LETTER CODES

Airports are known by their three-letter codes worldwide. Many designations are extracted from the airport's name. Some are amusing, such as Russia's Bolshoye Savino Airport – **PEE** – and Brazil's Povo de Caldas Airport which has **POO**. The airport in Rotorua, New Zealand, is designated as **ROT** and Louisiana's Barksdale Air Force Base is unfortunately coded, **BAD**. The airport at Sioux City, Iowa, sells a lot of souvenirs with **SUX**.



Now how about **FAT, UGG, HAM, GRR, EEK, WOW, ZIP, DUM, HOT, HIP, and BOO?** For the full story, see <http://www.farecompare.com/news/weird-wacky-airport-code-names/>



OVERHEARD:

Creativity can come out of nowhere. The trick is to sense it - and ride it to the end.

--Jason Fried

Express your love for the *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.



Connie Podesta: Motivational Speaker, Humorist, Sales, Leadership

TheBigSpeak Subscribe 107 videos ▾

<http://www.youtube.com/watch?v=FLhuFKCiX0A>



English has borrowed words from more than 100 languages around the world. Through trade, conquest, colonialism, etc. it came in contact with other languages.

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

AUSTRALIA



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

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

USA. April 13-15. Tempe, AZ, USA.



Business Revenue Lab
NSA Headquarters.

<http://www.mynsa.org/events/fullcalendar.aspx>

UNITED KINGDOM. April 14, 2012.



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

admin@professionalspeaking.biz

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 or the national president, Wolfgang Riebe, Wolfgang@WolfgangRiebe.com

<http://www.psasouthernafrica.co.za/>

MALAYSIA. May 4-5

Malaysian Association of Professional Speakers (MAPS) convention.

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

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>

2014

USA. June 29 – July 2. San Diego.



NSA/US Convention.
Marriott Hotel & Marina.

Please note that the convention will start on a Sunday and end on a Wednesday, which is a shift from our normal pattern of Saturday-Tuesday.

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

This *NewsBrief* is the only ezine on international professional speaking. You are encouraged to forward it to other international speakers.

E. Speaking & Travel Humor



OVERHEARD:

You must provide your knowledge in any form your buyer wants: books, reports, audios, videos, seminars, speeches and/or private consulting.

—Dan Poynter, CSP, USA.

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/>



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:

"I strongly believe that missionaries make better products. They care more. For a missionary, it's not just about the business.

There has to be a business, and the business has to make sense, but that's not why you do it.

You do it because you have something meaningful that motivates you."

--Jeff Bezos, Amazon.com

Global Speakers Federation Leadership

GSF Presidents



2011-2012
Janelle Barlow, USA.
JaBarlow@tmius.com



2012-2013
Cheryl Cran, Canada
info@cherylcran.com



2013-2014
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Immediate Past President. 2010-2011
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G. The Small Print

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