



Vol. 6, No. 4 -- February 15, 2012

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

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A. GLOBAL SPEAKING NEWS



UN convention 2012

AUSTRALIA'S UNCONVENTION 2012

We're planning for this to be the most dynamic, exciting, engaging and ALIVE event the NSAA has ever run. And we want you to be a part of it. The venue for UnConvention in 2012 is the beautiful Surfers Paradise Marriott Hotel on the Gold Coast. March 30-April 1.

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

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

30 March - 1 April 2012
Gold Coast Marriot

BOOK NOW



OVERHEARD:

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



SUBSCRIBE TO NSA/US MONTHLY VOICES OF EXPERIENCE PODCAST.

Get current and past broadcasts.

<http://mysavoe.libsyn.com/>

SPEAKING EVENTS—AROUND THE WORLD

Global Speakers Federation (GSF) member events are taking place every month somewhere in the world! During these events members gather for cutting-edge information exchanges, camaraderie and networking. These face-to-face events are supplemented by various forms of virtual events and gatherings of friends around the globe. The member associations of the GSF provide conventions, workshops and Chapter meetings in addition to publications, virtual events and web sites serving local markets. See what is available to you at member rates. See D. Calendar, below.



STAR Alliance has 21.000 daily departures, 28 member airlines, total fleet: 4.023 aircraft, among which are AIR CANADA, United, Singapore, THAI, Lufthansa, Turkish Airlines, AIR CHINA, and some dependent subsidiaries.

BUSINESS BOOSTING WEBINAR SERIES

Ramp up your marketing efforts in 2012! NSA/US 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. Register for the Feb. 14 webinar –

Rev up: Get prospect attention with online advertising - today!

Date: Feb. 14, 2012

Time: Noon Eastern/11:00am Central/10:00am Mountain/9:00am Pacific

For time zones, see:

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

Register:

<https://www1.gotomeeting.com/register/159132992>



Online advertising is an important part of being in business. Through advertising online, small businesses can reach a lot of customers.

During this webinar, you will discover:

- . How to track return-on-investment for every marketing activity you leverage, including those that are at no cost to the business (i.e. social media, networking, etc.)
- . New online marketing methods that will generate leads on a shoestring budget.

NEW NSA/US WEBSITE!

If you haven't seen the website recently, take a peek now at www.nsaspeaker.org

The revamped site presents new opportunities for you to interact and connect through:

- more video content
- a new blog
- higher profile tools to increase your visibility



OVERHEARD:

The nature of oratory is such that there has always been a tendency among politicians and clergymen to oversimplify complex matters. From a pulpit or a platform even the most conscientious of speakers finds it very difficult to tell the whole truth.

--Aldous Huxley



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

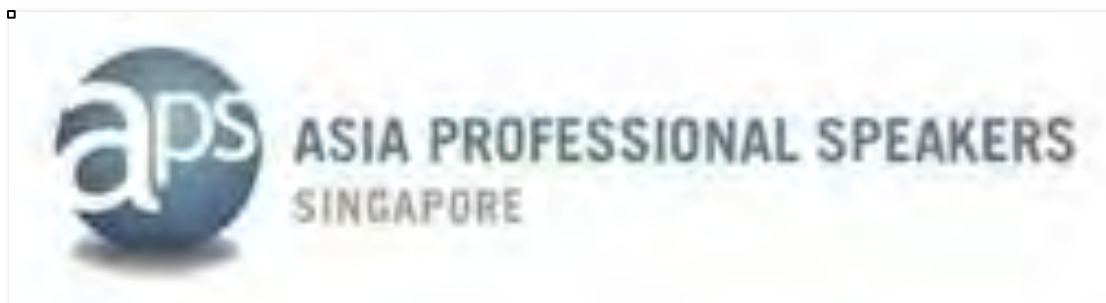


OVERHEARD:

I've learned....

That the easiest way for me to grow as a person
is to surround myself with people smarter than I am.

--Andy Rooney. USA



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>

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/>



OVERHEARD:

Writing a book is a tremendous experience. It pays off intellectually. It clarifies your thinking. It builds credibility. It is a living engine of marketing and idea spreading, working every day to deliver your message with authority. You should write one.

--Seth Godin, USA.

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





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)**



The cost to put federal air marshals on a flight in the U.S. is about \$3,300 USD each.

INTERNATIONAL TOURISM TO TOP ONE BILLION THIS YEAR

Despite a difficult year that included a debt crisis in Europe, major political changes in North Africa and the Middle East, and devastating natural disasters in Japan, international tourism reached record levels in 2011 — and is expected to continue growing in 2012.

<http://bit.ly/zpHYyV>



Boeing forecasts 92,500 pilots will be required in Europe during the next 20 years. Asia Pacific will need 183,200, with China accounting for 72,200 alone. North America is expected to require 82,800 pilots, Latin America 41,200, the Middle East 36,600, Africa 14,300, and the CIS 9,900 until 2030. These figures add up to about 460,000 in total.

BUSINESS REVENUE LAB

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



We know you love to speak, but do you love to sell? Learn how to gain the success you want and deserve by building confidence in your sales skills.

Embrace sales, increase your income and fall in love with your business all over again at the Business Revenue Lab.

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



OVERHEARD:

I've learned....

That everyone wants to live on top of the mountain, but all the happiness and growth occurs while you're climbing it.

--Andy Rooney, USA.

ADVENTURES IN AIRPORT SECURITY

You really have to find something strange to beat the best airport security catch of 2011 and of course I mean the guy at Miami International who tried to go through security with seven snakes in his pants.

Had the reptiles not been discovered - as they were via a TSA body scan machine - imagine sitting on a plane only to notice slithering in a seatmate's trouser region. The guy had three turtles in there, too.

For more stories, see <http://abcn.ws/ygcRyS>



OVERHEARD:

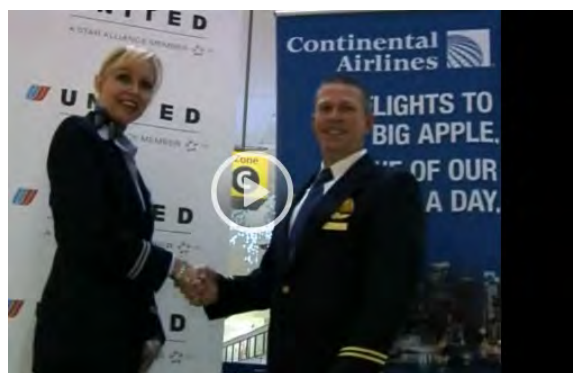
A healthy attitude is contagious but don't wait to catch it from others.

Be a carrier.

--Tom Stoppard

AVOID FLYING UNITED THE WEEKEND OF MARCH 3-4.

United and Continental will merge their reservation/computer systems in a couple of weeks. The companies have been working on the new system and employee training. All should function well BUT if they don't, the flights could be delayed. Fly Friday.



OVERHEARD:

It is with words as with sunbeams.

The more they are condensed,

The deeper they burn.

--Robert Southey

66% OF UK PASSENGERS DO NOT PAY ATTENTION TO SAFETY DEMONSTRATIONS

New research has revealed that flight safety demonstrations may be going unnoticed by UK fliers, as a new study has found that just under two-thirds of Britons claim that they don't pay attention to the demonstrations given on-flight. When asked why, the majority simply deemed it 'unnecessary'.

<http://bit.ly/y42Mh9>



OVERHEARD:

You may not make money on your book.
You will make money because of your book.
--Dave Young, Branding Blog.

TRAVEL SMARTER AND SAFER.

Subscribe to Medjet's free eNewsletter

Written by travel experts, including regular guest columns from Peter Greenberg and Andrew Harper, this monthly newsletter brings travel tips, feature destinations, fun facts and health & safety suggestions directly to your inbox.

To subscribe and to view past issues, visit www.medjetnews.com. If you choose to sign up please note that subscribing to the newsletter is a double opt-in process. This means once you fill out the subscription information you will receive a confirmation email that you must reply to before the sign up process is complete.

<http://medjetassist.com/e-news-signup>



One in every nine people on earth is a Facebook user and Twitter manages an average of 190 million tweets per day.



CALL FOR SPEAKERS-LONDON

The theme of the next PSA convention is "Collaboration." If you speak on collaboration and would like to share your message with UK speakers, fill out the form at

<http://www.professionalspeaking.biz/Resources/Documents/Call%20For%20Speakers%20071111.pdf>

Sue Cliff, Association Manager

Tel: 0845 3700 504 admin@professionalspeaking.biz



More than 107 trillion emails were sent in 2010.

Speakers Bootcamp



--Frank Furness, UK.

After 3 years, I am running a Speakers Bootcamp again in the UK, South Africa, USA and Australia. [take a look](#) at the promo video and go to the website for details, <http://www.speakersbootcamp.co.uk>

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

B. Resources on Speaking & Travel

Ideas & Sources you can use



WHO SAYS SO?

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



A pithy quotation can give a presentation real impact. But over-use of quotations can make it sound as though you are just recycling the wisdom of other people. There are no absolute rules about using quotations in speeches, so I've made some up. You can use them or ignore them as you wish, but they work for me.

So here are Alan's seven rules for quotations:

- . Always credit the source of a quotation. If you aren't sure, or don't know, you can say "who was it that said?"
- . Never, ever, quote yourself. Allow others to do that.
- . Use quotations sparingly through a speech. The audience has come to listen to you.
- . Do not try to mimic the accent of the originator.
- . Make sure you quote correctly. Write the quotation down if necessary.
- . Keep it short - a sentence or two at most
- . Make sure that it is relevant to your theme.

As Joseph Roux once said "A fine quotation is a diamond on the finger of a man of wit, and a pebble in the hand of a fool."



OVERHEARD:

Anyone who stops learning is old, whether at twenty or eighty.

Anyone who keeps learning stays young.

The greatest thing in life is to keep your mind young.

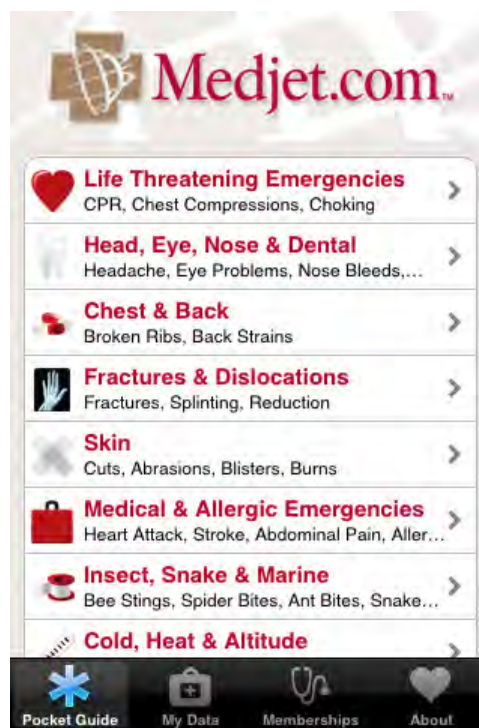
--Henry Ford

MEDJET APP – FREE

This dynamic and free application from, MedjetAssist, the leader in medical evacuation membership programs, is a well-rounded first-aid guide for the savvy traveler. Now you can carry an abbreviated version of Medjet's medical consultation benefit and mobile medical information storage benefit with you wherever you go. And, the first-aid techniques and medical information stored on the application is not dependent on a cell-phone signal or Internet connection.

Available for Android, iPhone, iPad and iTouch

<http://medjetassist.com/imedjet>



OVERHEARD:

At the airport, I was getting a full-body pat down. Unfortunately, Security showed up and made her stop.

WHICH AIRLINES HAVE MORE ROOM AND BETTER DRINKS?

Professional speakers fly often. Being stuck on a plane for hours can get rather uncomfortable.

When searching for airlines that are the most comfortable, you want to start with the ones that offer the most legroom, which is determined by seat pitch. See the comparisons.

<http://amog.com/lifestyle/152615-airlines-legroom-drinks/>

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.



http://www.youtube.com/watch?v=M_hdkZqZ_j8&feature=related



More than 7-million children under the age of two fly on parents' laps on U.S. carriers each year.

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

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>

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
<http://bit.ly/emJTdH> +44 0845 3700 504

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 3-4

Malaysian Association of Professional Speakers (MAPS) convention.

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

SINGAPORE. May 7-8. Preceding the HR Summit, May 9-10.

Dinner event on May 7.

Asia Professional Speakers-Singapore. Annual convention.



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

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



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>

Global Speakers Federation Leadership

GSF Presidents



2011-2012

Janelle Barlow, USA.

JaBarlow@tmius.com



2012-2013

Cheryl Cran, Canada

info@cherylcran.com



2013-2014

Lesley Everett, UK.

lesley@WalkingTall.org



Immediate Past President. 2010-2011

Alan Stevens, UK.

alan@alanstevens.net

Skype: Mediacoch

Global Speakers Federation Staff



GSF Executive Director

Beverly Babb, USA.

Beverly@nsaspeaker.org

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G. The Small Print

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In January 2012, the Global Speakers *NewsBrief* became an independent publication edited by Dan Poynter. The *NewsBrief* honors and publicizes the Global Speakers Federation but it not controlled by the GSF.

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DanPoynter@ParaPublishing.com



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