

FOCUS ON FACILITATION

The art and skill of activating
your audience

IS IT OK TO BE FUNNY?

Tackling sensitive topics with a
sense of humor

DON'T BE DUPED!

Learn how to tell if a USPTO
solicitation is the real deal

Speaker

THE ART AND BUSINESS OF PROFESSIONAL SPEAKING

No Need to Panic!

**BE READY
TO HANDLE
ANY TYPE OF
EMERGENCY
FROM THE
STAGE**

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AWKWARD**

PAGE 20



**CeAnna and Michaela
Cummings**
Eden Prairie, MN

*Their mother, Anne Warfield,
is a NSA member.*

EXTRAORDINARY STUDENTS

NSA PARENTS GAVE THEM ROOTS

HIGH POINT UNIVERSITY GIVES THEM WINGS

NSA members are thought leaders and change agents who possess strong values and an entrepreneurial spirit – the same values and beliefs that are instilled in the minds, hearts, and souls of High Point University students. In fact, many NSA members have children who are members of the High Point University family. We're proud to say CeAnna Cummings, HPU sophomore, and Michaela Cummings, HPU freshman, are two of them.

High Point University, The Premier Life Skills University, is preparing students for the world as it is going to be.

To learn more about the school *U.S. News and World Report* ranks #1 Best Regional College in the South for the eighth consecutive year and #1 Most Innovative College in the South for the fifth consecutive year, visit www.highpoint.edu.

HIGH POINT UNIVERSITY
High Point, North Carolina

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Communicating Human to Human



The ways that brands communicate with their customer base are constantly in flux. In the past, before the universalization of the internet and social media upended the immediacy of direct business-to-customer communication, speaking with a client was mostly done in person or over the phone. In the age of social media, businesses need to find ways to have a distinct voice and face without actually having a physical point of contact with their customers.

We believe that data and a desire to provide the best possible experience should drive our decisions when it comes to our members. This leads us to look to companies that have measurably improved their customer experience and expanded their brand reach by changing the way they speak.

Brands like Apple show growth with a consistent voice that positions them as an authority on innovation. Other brands, like fast-food chain Wendy's, use irreverent humor to connect, sometimes even by joking about their customers and competitors. That may seem like a counterintuitive strategy, but it's measurably worked for them—in 2017, after the brand shifted focus on social media, their Twitter following increased 14% to over 2.4 million in just six months. And they also experienced 49.7% growth in profit, from \$129.6 million to \$194 million for the year.

NSA's brand is founded in respect, in lighthearted but intentional verbiage, and in knowledge and data driving member experiences and content. In the past, NSA has taken a safer path when it comes to communication. But we're ready to try something new, and we need to change some things in order to become a leading voice in our industry and to provide our members with excellent, personalized, human white-glove service with every point of contact we have.

Through analyzing data on what worked and what didn't when it came to customer relations, certain brands realized that personality drives brand engagement and that customers are more likely to respond to personalized messages. And they realized that interactions aren't all about promotions—they're about people.

We understand that, at base, we're humans talking to humans. We're using our values to shape how we communicate with you, whether that's an email we send out to our members, a tweet showing off a new service, or something as subtle as responding to a call to the office. But the core sentiment—what really drives us—is that we're all people.

We take pride in our renewed commitment to a uniform voice, to levity and authority, and to treating everyone like a person instead of a number. We're a small group taking care of a big organization full of unique voices. We want our communication to be as diverse, as caring, and as bright as our members. Which means none of the robo-speak you sometimes hear from larger organizations.

As it turns out, the simplest way to market something is also the smartest way to do it. Talk to people. Make them laugh. Be consistent and caring. Tell a story, and people will listen.

R. Baughman

Rhetta Baughman
NSA Director of Marketing & Communications

Speaker

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1. Fold into fourths. 2. Fold into triangles. 3. Tuck extra paper into pocket. 4. **Amaze your friends.**



FEBRUARY 28 - MARCH 1 | HOUSTON, TX

WE NEEDED A SPORTS METAPHOR, SO THIS PAGE FOLDS INTO A PAPER FOOTBALL.

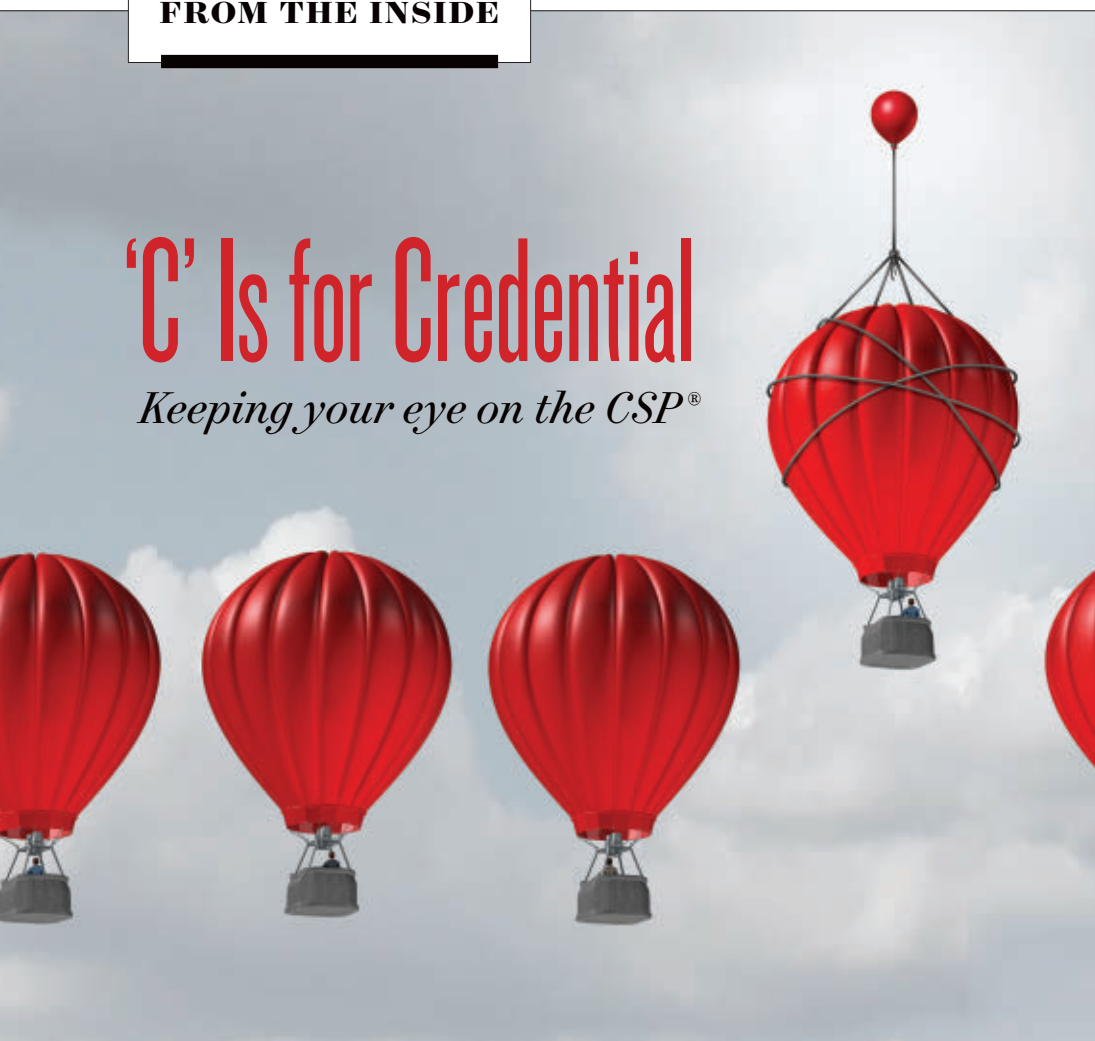
Get proven techniques to boost your sales in steps as simple as these.

As an attendee, you will learn the inside secrets to identifying opportunities, proven negotiating and closing strategies, innovative ways to generate referrals, and proven methods to keep your pipeline filled with qualified prospects who have the money to pay for the specific message that you deliver.

Learn more and register today at bit.ly/nsawinter20.

'C' Is for Credential

Keeping your eye on the CSP®



**BY SHARON WEINSTEIN,
CRNI-R®, FAAN, CSP**

Picture this scenario: You are one of four finalists for an important gig—one that will showcase your talent and create a win for the meeting planner. The decision-making process is intense. Your video shows you at the top of your game. The other three finalists also have great videos. Your website speaks to your level of professionalism, and testimonials reflect customer satisfaction, rebookings, and referrals. The other finalists also have great sites, testimonials, and satisfied clients. What could possibly set you apart from the competition? It is the letter “C.”

The letter “C” denotes a professional credential. The credential is a brand. The CSP® (Certified Speaking Professional™) Committee is focused on promoting the brand, demonstrating worth, and growing awareness. An online poll revealed that CSPs themselves are promoting the credential to association executives, meeting planners, and bureaus. Nancy

Vogl of Nancy Vogl Speakers Bureau places great value on the CSP designation when considering speakers. Promoting awareness is everyone’s responsibility: the member, the CSP, the association, and the meeting planner. We all need to educate beyond the industry.

Keeping current, committing to the credential, and completing the process—these and more separate us from the pack.

If you’ve been thinking about applying for the CSP this year, there’s still time! See “Are You Ready to Be a CSP®?” on page 10 for the how, when, and what highlights of applying, and be sure to visit NSASpeaker.org/CSP for full details.

The CSP Summit scheduled for December 6–8 is the ideal time to network with your peers and collaborate in a mastermind setting with the best in the business. Don’t miss this continuous learning opportunity developed to meet and exceed the needs of the CSP!

Let’s return to the scenario. Who do you think got the gig? The CSP, of course, who demonstrated value through the credential and a commitment to excellence that is unsurpassed! Is your eye on the CSP? ■

CSP/CPAE SUMMIT 2019: *Scale Up, Out, Down*

December 6–8, 2019
Estancia La Jolla Hotel & Spa
San Diego, California

Register today at
NSASpeaker.org/summit19.

A NEW CSP SUCCESS STORY

Lisa Ryan, a newly minted CSP, quickly added the credentials to her brand for an upcoming engagement. Dee Scott, CAE, CMP Midwest Sign Association, who hired Lisa, knew that obtaining the credential was not a simple or quick process. She says, “I could not imagine my workload as an association executive without the CSP designation to help me find the best of the rest!”



**SHARON M. WEINSTEIN,
CRNI-R,
FAAN, CSP,**
*is current chair
of the CSP
Committee.*

One of only three nurses worldwide with the combined CSP/FAAN designation, Sharon values her credentials and is committed to raising awareness of and the value proposition for the CSP.

BE RECOGNIZED AT THE HIGHEST LEVEL:
— GET CERTIFIED —



There are countless speakers vying for the same engagements. How can you stand out as not just another speaker, but a speaking professional?

By earning your CSP designation, you can prove to meeting professionals that you are among the top echelon of professional speakers who have earned this international designation.

LEARN MORE AND APPLY AT
NSAspeaker.org/CSP



BRIEFS

News and notes on the art and business of speaking

Do a Digital Detox

Want to untether yourself from your **TECH TOOLS?** Try a digital detox with these five steps:

ASSESS YOUR ADDICTION

How dependent are you? Remove your phone, tablet, and other devices and see how you feel. Feelings of anxiety and stress could signal a problem.

START SMALL

You don't have to go cold turkey with your tech. But set up a plan for when it's off limits to pick up your phone: in bed, after dinner, or on weekends before noon.

WORK ON FOCUS

Many of us find ourselves scrolling through social media while we're also watching TV, talking with friends, or eating. Commit to only being on your device when you're *not* engaged in any other activity.



CHOOSE NOT TO USE

We often pull out our phones when we're bored or waiting—standing in line, at the airport gate, even walking. Make a conscious decision to turn off tech and read, engage with a stranger, people-watch, or just sit quietly with your thoughts like we did in the old days.

SET OFFICE HOURS

Being always available and connected is great for serving your customers. But it isn't always great to have work intruding on the other parts of your life. Limit checking on work emails and texts to specific times so you can decompress and be present.

THERE'S AN APP FOR THAT

PLEASE BE ON MY PODCAST

Great guests can help make great podcasts (and blogs). If you're looking for experts to be part of your series or if you'd like to put yourself out there as an expert for others, try one of these sources. At all four sites, you can sign up to either find guests with a specific area of expertise or you can register yourself as an expert and pitch different outlets to get booked for podcasts, radio shows, print stories, and more.

- Helpareporter.com
- Radioguestlist.com
- Podcastguests.com
- Profnet.com



FOCUS ON STYLE

ARE WE IN AGREEMENT?

Collective nouns, which are nouns that refer to a group of something—people, things, or animals—can be confusing when it comes to choosing whether to use a singular or plural verb. How do you treat words like *committee* and *set*? Here are a few rules of thumb.

USE A SINGULAR VERB

when the members of the collective noun are acting together as one.

The *panel presents* at 3 p.m.
That *herd of cows belongs* to the farmer next door.
The *class takes* its next exam in December.

USE A PLURAL VERB when the members are acting individually.

The *panel are* each speaking on a different subject.
The *herd scatter* in every direction when they see a deer.
The *class begin* their end-of-semester projects next week.

It can help to add a phrase like “members of” before the collective noun to help you determine which verb to use. For example, “The members of the panel are speaking” probably sounds more natural to your ear.





Take Advantage of Google Alerts

Put Big Brother on your side by **MONITORING** with Google alerts. In addition to setting up alerts for your name, company name, competitors, and book titles, here are a few other ways to use alerts:

PROTECT YOUR PHOTOS. If you add a unique phrase to your image metadata for your photos, you can set up a Google alert to watch for unapproved usage.

STOP BOOTLEGGERS. Is someone videoing your keynote and posting it on YouTube without your permission? Set up Google alerts for the name of your speech, key quotes and terms you use, and other unique phrases.

KEEP TABS ON EVENTS. Set up alerts using keywords in your industry plus words like “convention,” “meeting,” and “conference” to find potential speaking opportunities.

CAPITALIZE ON MEDIA INQUIRIES. If a news outlet is looking for someone to interview on your topic, make sure you’re in the know. Set up alerts related to your expertise such as “customer service expert” or “leadership author.” The more specific you are, the better.

SET UP YOUR ALERTS IN JUST FOUR EASY STEPS:

1. Go to google.com/alerts.
2. Enter your search term in the box. Be sure to include common misspellings too!
3. Choose “Show Options” to customize your alert by frequency, region, and language, and then enter your email address.
4. Hit “Create Alert.”

10%

Tourism accounts for about 10% of all global greenhouse-gas emissions. As you start planning your 2020 travel, think about how you can reduce your carbon footprint on the road, in the air, and at hotels around the globe. For tips, visit bit.ly/2T73G48.

YEAR-END ASSESSMENT

The clock is winding down on 2019. Time to take stock of three of your greatest assets: your health, your money, and your time. Consider these questions as you head into planning for 2020.



YOUR HEALTH

- Have you had a checkup and recommended screenings?
- Are you exercising regularly?
- Do you get enough sleep?
- Is your weight in a healthy range?
- How are you managing stress?



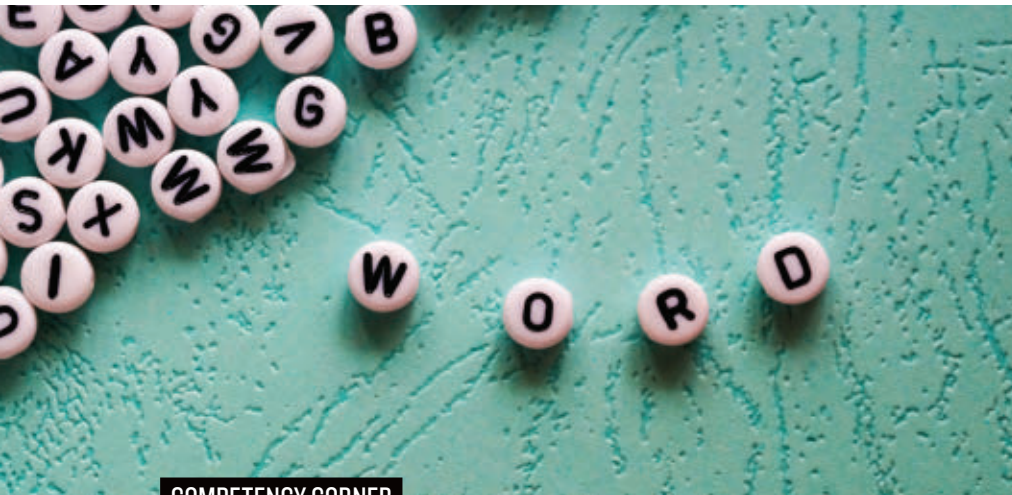
YOUR MONEY

- Did you reach your revenue goals?
- Do you have a handle on expenses?
- Have you made regular contributions to your retirement savings?
- Do you have emergency cash on hand?
- Are your estimated taxes on target?



YOUR TIME

- Are you traveling more/less than you planned?
- What are you doing to make family time a priority?
- Do you feel overwhelmed regularly?
- Are you struggling to complete administrative tasks?
- What proportion of time are you spending on growing your business?



COMPETENCY CORNER

Speaking Specifically

ELOQUENCE: THE ART OF SPEAKING AND THE USE OF POWERFUL AND PERSUASIVE PRESENTATIONS. This means creating the proper setting for an effective presentation as well as the concrete skills related to presenting, performing, and theatrical methods.

NSA asked Patricia Fripp, CSP, CPAE, to share her advice about word usage. She believes in the power of specificity to build credibility. If you want to sound more convincing and authoritative, try her tips for making precise word choices.

Transcribe one of your live presentations. Highlight every time you said the word “thing,” and replace it with a specific term. Instead of “There are three things that will make you successful,” try these specific word choices: *ideas, techniques,*

habits, formulas, strategies, ideas, actions, disciplines, suggestions, or tactics.

Did you say *tons*? “At NSA you will get *tons* of ideas.” If you can’t weigh it, do not use a measure of weight. Do you mean dozens? Hundreds? Six pages of actionable ideas?

Did you use *a bunch*? If you are not talking about fruit, the same rule applies.

Plan to incorporate those changes into your presentations.

One brilliant engineer I was coaching used the line “There are two things people love about ...” I asked, “If they were not *things*, what would they be? Of the billions of people in the world, which people?” I am sure you will agree that “There are two innovative upgrades that system administrators love ...” sounds more authoritative.

WINTER IS COMING!

If you aren’t already signed up for the 2020 Winter Conference, don’t wait any longer. You’re not going to want to miss out on all the fresh strategies for selling to today’s buyers from the Sales Playbook being presented in Houston February 28–March 1, 2020.

The speakers who consistently earn six and seven figures may not actually have the world’s best stage presence, the most innovative content, and the most compelling stories. Yet it’s 100% guaranteed that the top 5% are all excellent at *selling*.

Now you can be too, with proven strategies and tactics that you can implement to grow your speaking business today! Plus, the conference has amazing breakouts and a facilitated playbook session where you’ll get a chance to create your own action steps to increase sales immediately.

Register and find full details at NSAspeaker.org/winter2020.



ARE YOU READY TO BE A CSP®?

If you want to be a member of the CSP class of 2020, get moving! Applications for the CSP (Certified Speaking Professional™) will be accepted through January 13, 2020.

The CSP designation is the speaking profession’s highest earned international measure of professional platform competence. To earn the CSP designation, a speaker is required to:

- Demonstrate 12 months of continuous membership in NSA or a GSF member association.
- Attend or listen to audio recordings of the three required CSP educational sessions presented at *Influence*.
- Document a minimum of 250 paid presentations.
- Show income earnings of \$50,000-plus for a minimum of five of the past 10 years.
- Receive excellent ratings on performance evaluations from a minimum of 20 past clients.
- Submit a 30- to 45-minute video of your best work.

You can learn more about application requirements at NSAspeaker.org/CSP.



ONE EXTRA DAY

Things to Do in **San Diego**

When we travel, often we have an “extra” day to spend in a location—sometimes by choice, and sometimes not! Each issue, local NSA members will share a few lesser-known “jewels” for activities and restaurants. Our first city is San Diego, near where the CSP/CPAE Summit will be in December.

The **Gaslamp District** is filled with everything from cocktail bars and nightclubs to tourist traps. **East Village** and **Little Italy** have more hip bars with suspender-wearing cocktail artists. **Pacific Beach** is straight up sun-worshipping. Here are some specific things to see, do, and eat.

THINGS TO DO

- **Walk around the Embarcadero** on a beautiful stroll to view the Coronado Bridge and mega yachts, and grab a drink at an open-air bar.
- **Explore Little Italy** for amazing restaurants, bars, and boutiques.
- **Do the 7 Bridge Walk** (5 miles). Take an Uber to the Georgia Street Bridge in North Park/Hillcrest and work your way back to the final bridge in Balboa Park. Catch some free jazz, visit museums, or drop in for a beverage at The Prado.
- **Explore a beach town**, even if time is limited. You're in San Diego, after all!

- **Head to wine country.** In a half-day, you can hit some wineries right in San Diego.
- **Get your beer on.** San Diego is famous for its craft-beer scene.
- Explore the **Hotel del Coronado** and check out the outdoor ice skating rink with ocean views, cozy firepit lounge areas, and the beautiful Christmas tree in the lobby during the holiday season. Perfect timing for the summit!

WHERE TO EAT

- **Lionfish.** Seafood restaurant located in the Pendry Hotel
- **Ironside.** Oysters and Ironside Bread
- **Born & Raised.** Steakhouse
- **Isola.** Outstanding pizza
- **Monello.** Amazing pasta
- **Eddie V's – the V Lounge.** Mellow jazz every night



STATE-BY-STATE TAX FACTS

If you've spoken in more than one state in 2019, figuring out your estimated income taxes can be, well, taxing. To make it easier, visit smartasset.com/taxes/income-taxes and scroll to the bottom of the page to find calculators for every state. Enter the amount you earned in each state this year, the ZIP code where you earned it, and your filing status. That will give you an estimate, which you can share with your accountant to initiate payments.

CONNECT WITH NSA

FOLLOW US ONLINE FOR EXCLUSIVE CONTENT AND CONNECTIONS



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PLUS GO ONLINE

for bonus content including blogs, videos, downloadable tools, and more at SPEAKERMAGAZINE.COM.



Can't-Miss Content

BY CRYSTAL WASHINGTON, CSP

Valuable weekly insights from the VOE podcast

The Voices of Experience (VOE) podcast is now released WEEKLY! You can catch the latest episode every Tuesday morning. Turn on your podcast notification or set a recurring alarm in your phone so you don't miss a single upcoming episode.

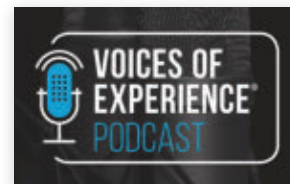
In our upcoming "Impactful Ideas" episode, Tamsen Webster will show you how to tell an engaging story that resonates with your audience. Then, Patricia Fripp, CSP, CPAE, will help you polish your talks into world-class presentations!

Next, Bambi McCullough, whose average client has paid her more than seven figures over their contracts, provides C-level executive coaching success secrets. She'll be joined by Amir Ghannad, who will offer proven insights on how to build a seven-figure consulting firm quickly! You don't want to miss this "High-Dollar Consulting & Executive Coaching!" episode.

Every NSA member will want to listen to the episode "eSpeakers—You're Doing It Wrong ... and Losing Money!" Very few speakers are leveraging this NSA member tool to its full capacity, which includes managing events and all event follow-up, merging contracts, getting listed with bureaus, booking business directly with planners, and much, much more!

WHAT ARE YOU WAITING FOR?

You don't have to wait for these episodes to start enjoying Voices of Experience. Our new season has already featured episodes on Super Sales (how to get more money per speaking engagement) and the Planner Perspective, featuring interviews with the VP of one of the largest speakers bureaus in the United States and a planner who puts on large annual conventions. Listen in now to hear what they want you to do so they can hire you! ■



ALL-NEW WAYS TO LISTEN

To find these highlights and additional episodes, don't look for that old disk in the mail or use our old app. Now, the best way to access VOE is at NSAspeaker.org/VOEpodcast or on YouTube at youtube.com/NSAspeakers.

On the go? Listen from your phone! iPhone users, tap the podcast icon on your home screen, then search "National Speakers Association" and open the "NSA podcast." Android users, tap the play music icon on your home screen, tap menu, tap podcasts, then enter "National Speakers Association." Happy listening!

CRYSTAL WASHINGTON, CSP,

is a technology strategist and futurist who works with organizations that want to leverage technology for profits and productivity. She keynotes an average of 50 to 60 events per year for her corporate and association clients.

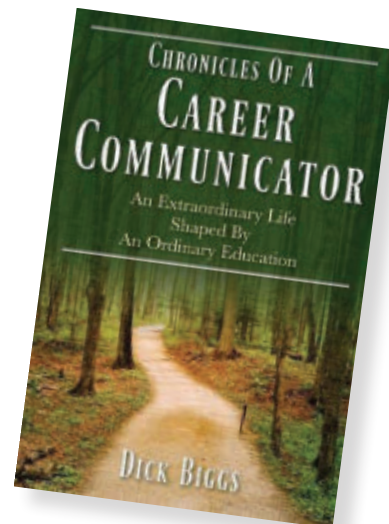


Chronicles Of A Career Communicator

by Dick Biggs

Dick Biggs has been a successful communicator for more than five decades — Marine sergeant, journalist, salesman, professional speaker and author. Now, in his powerful new book, Dick shares a veritable gold mine of “lessons learned” that are a must read for speakers and authors at all levels of experience. His words of wisdom will help you:

- Be a memorable messenger with spiritual, mental, physical and emotional readiness.
- Realize why a meaningful message is more crucial than a conceited communicator.
- Understand why a message without relentless marketing is a delusional dead-end.
- Have a more disciplined, organized approach toward office management.
- Make meetings livelier through customizaiton and remarkable performances.
- Pursue growth and greatness by becoming a connoisseur of master mentors.
- Turn book ideas into published realities, marketing power and profit centers.
- Transform road trips into teaching moments and awesome adventures.
- Appreciate why words have meaning and can make a difference in someone’s life.
- Remain passionately semi-active beyond the so-called retirement age.



To order this provocative resource, contact Dick at 770-262-0340 or biggspeaks.com

NSA LAUGH LAB

AVOID THE DREADED DAD JOKE.

Join us for Laugh Lab and find humor that works for you.

We've put together a dream team of some of the funniest people in the business. Each faculty member has been chosen based on an impressive background in the comedy world.

From television and movies, to writing, directing, singing, and working with famous comedians, the cast of Laugh Lab 2020 brings a combined expertise that is off the charts!

Register today at bit.ly/nsalaughlab.

Dad there's a moth on the outside of the bathroom door can you get rid of it?

please hurry i'm going to cry

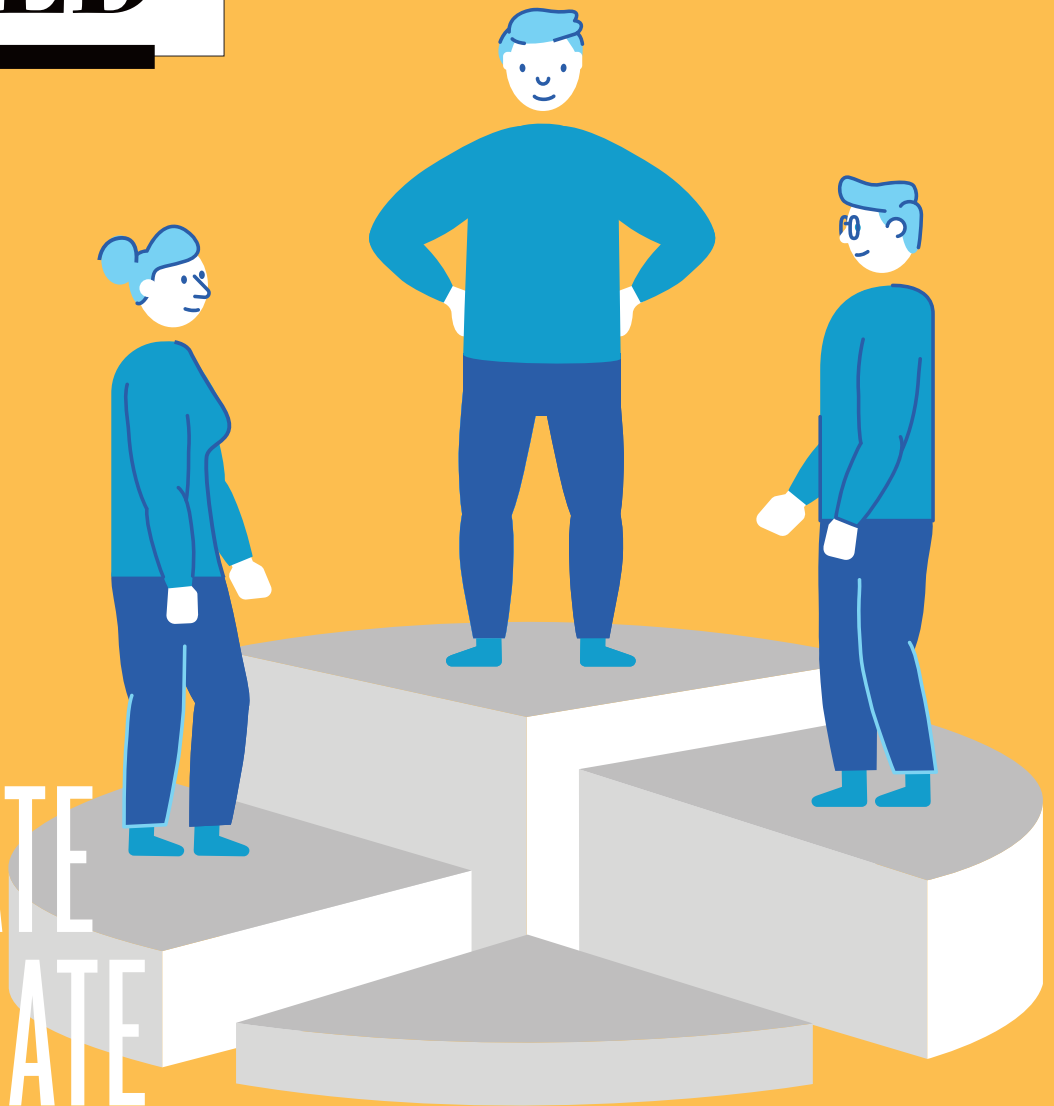
dad

DAD

Dad's dead. You're next. Love, Moth

THEMED

FACILITATE TO EDUCATE



BY EDDIE TURNER, CSP

Use the power of facilitation to grow your speaking business as a leader and speaker!

Eloquence is one of the four competencies of NSA's highest earned international credential, the CSP® (Certified Speaking Professional™). Eloquence, as defined by NSA, is “the art of speaking and the use of powerful and persuasive presentations. This means creating the proper setting for an effective presentation as well as the concrete skills related to presenting, performing, and theatrical methods.”

Facilitation is a skill that requires the masterful and *eloquent* use of the spoken word and is closely related to the speaking profession. Facilitation, the process of using the dynamics of professional speaking combined with improvisation and coaching (and sometimes training and consulting) to transfer knowledge, discover insights, and collaborate to create a desired outcome, is growing in importance and awareness.

At a rudimentary level, facilitation, according to *Merriam Webster*, means “to make easier or help bring about.” That definition strikes at the heart of one of the goals of professional speakers: to make it easier for audiences to understand the message they convey and help bring about the change the meeting planner hired them to make.

FACILITATING ACTIVE AUDIENCES

Facilitation is a part of eloquence and is a topic all speakers would do well to consider. Why? A shift has happened among listeners in the audience. Audiences no longer want to be passive listeners to speeches.

“Tell me, and I’ll forget.

Show me, and I may remember.

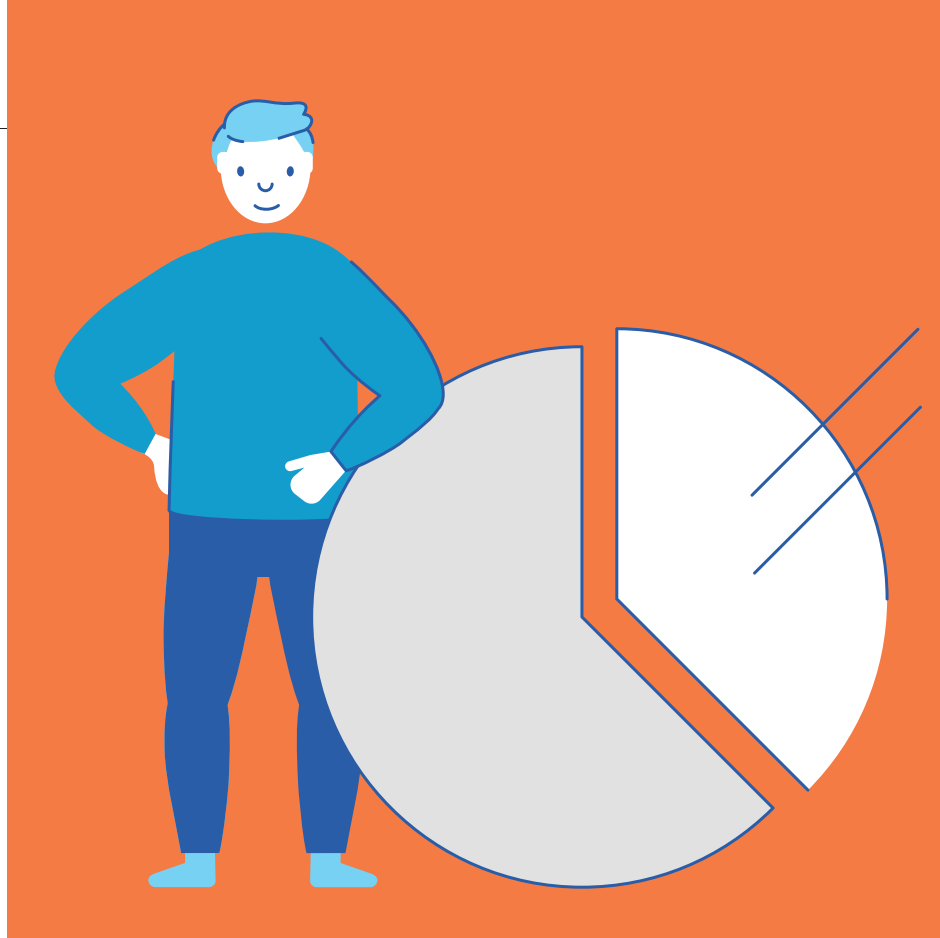
Involve me, and I’ll understand.”

These words have been attributed to both Confucius and Benjamin Franklin. While there is some disagreement over who is the true author, there can be no denying their truth as applied to the audiences speakers speak to! Listeners don’t want speakers to just tell them, they want to be shown and involved in their speeches, workshops, and programs.

It may be said that speakers speak for another reason. Speakers want to educate listeners, and, as a result of the new knowledge they share, they want the listener to be moved to a particular course of action. They want the listener to be motivated and inspired to start, stop, or continue doing something. So, if a speaker wants to educate, they must facilitate. Facilitate to educate!

Former presidential speechwriter James C. Humes said, “Every time you have to speak, you are auditioning for leadership.” Facilitation, like speaking, is a leadership skill. For speakers of the future, however, they must be not only facilitative leaders, but also facilitative speakers! Speakers lead their listeners by the way they speak and guide them along a destination of self-discovery, knowledge, and empowerment.

A facilitative style of delivery is also very helpful when a speaker has a time slot that is cut short. It is not unusual for a speaker, for example, to arrive scheduled to speak for an hour and then have their time reduced. One speaker reports having their hour reduced to 20 minutes. A facilitative speaker is prepared to improvise and make this adjustment not just simply by removing material they planned to deliver, but also by adapting on the fly to the audience and incorporating them in the reduced time slot.



BOOKS TO CONSIDER

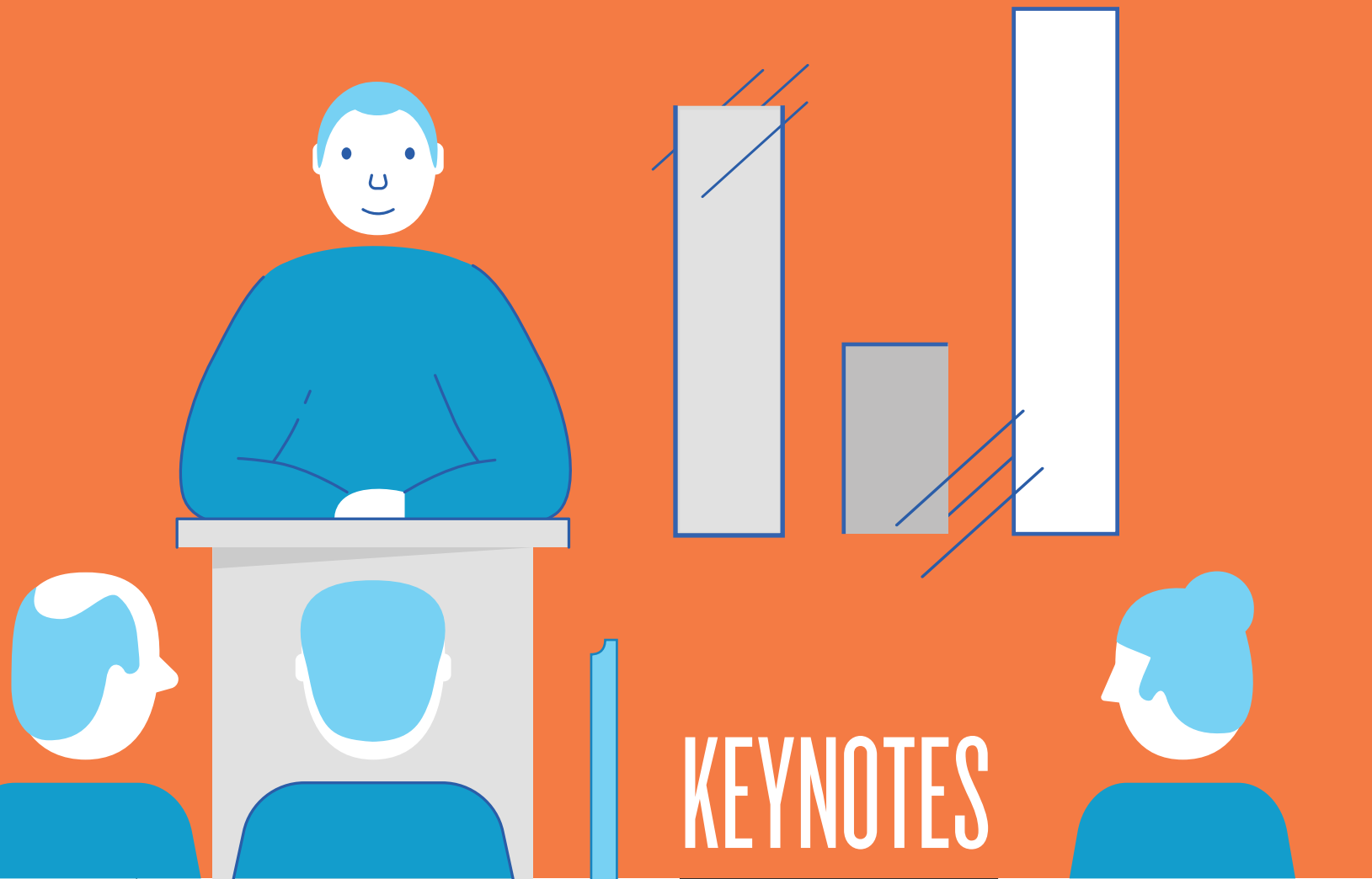
■ **Boring to Bravo: Proven Presentation Techniques to Engage, Involve, and Inspire Your Audience to Action** by Kristin Arnold, CSP

■ **The Skilled Facilitator** by Roger Schwarz

HOW CAN A SPEAKER LEARN TO BE MORE FACILITATIVE?

Facilitation is a skill *and* an art. Because it is a skill, it can be learned. There are many organizations that teach facilitation. Michael Wilkinson, founder and chair of Leadership Strategies (leadstrat.com), based in Atlanta, has trained more than 25,000 people how to be an “Effective Facilitator” through his program by that name.

After receiving training, some facilitators want to have their ability verified by a third party. Organizations such as the International Association of Facilitators (IAF) and the International Institute for Facilitation (INIFAC) are two organizations that certify facilitators. IAF offers the IAF Certified™ Professional Facilitator credential. INIFAC offers the Certified Master Facilitator™ credential. It is considered the highest standard in the facilitation industry. (In full disclosure, I sit on the board of directors for the INIFAC.)



KEYNOTES

THREE WAYS TO USE YOUR FACILITATION SKILLS

Let's examine three ways facilitation can be employed by a professional speaker.

- 1. KEYNOTES.** During a keynote
- 2. FACILITATED WORKSHOPS.** Either as an add-on to a keynote or as a stand-alone offering
- 3. TRAINING.** To bring training classes to life using a facilitative delivery style

Let's start by discussing how facilitation applies to keynote speakers. Increasingly, professional meeting planners at all levels are asking the same question: How interactive will this presentation be?

Even for a keynote speaker, audiences filled with adult learners come to a speech with a desire to be actively involved and not just be entertained as a listener. They want to be engaged. Our members excel at engaging audiences and moving them to action. But can more be done?

Of course.

Every audience member brings some form of technology into the room with them. Rather than letting it be a distraction, keynote speakers can use that technology to their advantage. They can engage the audience with a myriad of programs that offer polling to take the audience's pulse. Using the data received in real time during a keynote can be an effective way to engage listeners and delight the meeting planner.

One tool that can be used is UMU (umu.com). UMU provided a complimentary license to NSA during the 2018 NSA Winter

Conference. The NSA audience of 350 professional speakers all used UMU to instantly provide feedback to the conference chairs, Benjamin Wolff and Sylvie di Giusto, CSP, about items related to the session. At the end of the session, UMU data was provided to them as a Word document, Excel spreadsheet, or a PDF, as requested. It was also used to anonymously crowd-source the speaker for one of the main stage speaking slots! That's right, a speaker from the audience was voted to be a speaker on the main stage on the final day of the conference using UMU! Several speakers started using UMU in their business after the conference.

Similar tools are available for polling and audience interaction, such as Mentimeter (mentimeter.com), which is used by many NSA speakers. UMU, however, has provided tremendous support to NSA. Jerri Mae Rowley, 2019-2020 President of NSA D.C., followed up on my suggestion to the NSA DC Chapter after my program there, during which I demonstrated UMU and reached out to the account director. UMU provided NSA DC a license and training to use their tool to support the chapter meetings—at no cost for one year. Might your chapter benefit from similar support?



PRODUCTS TO CONSIDER

■ **MeetingSphere**
meetingsphere.com
CustomerCare@
MeetingSphere.com

■ **UMU**
umu.com
Contact Emily Ullberg,
global account and
program director, at
503-887-6356 or
emily@umu.com.
Willing to support
NSA Chapters.

■ **Mentimeter**
mentimeter.com

2

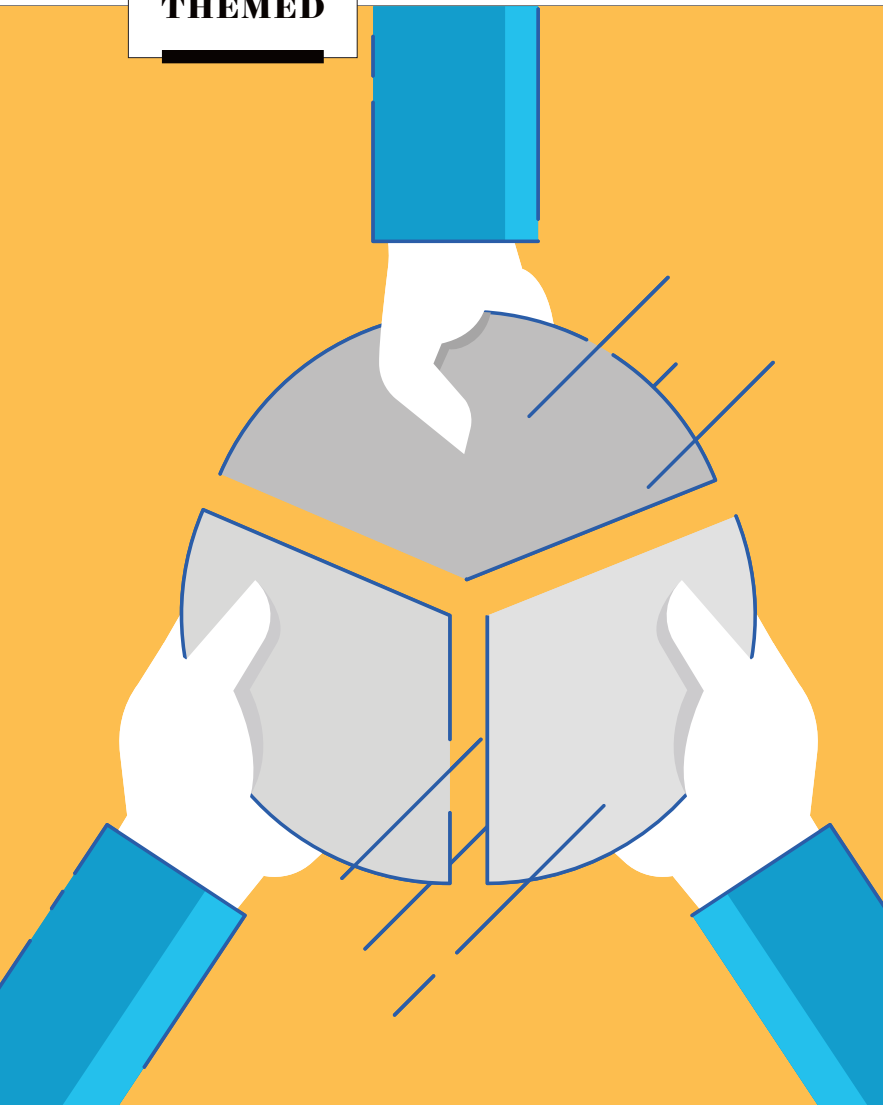


FACILITATED WORKSHOPS

When facilitating a face-to-face or virtual strategy session or workshop for a client, another tool a facilitator will want to have as an option is MeetingSphere (meetingsphere.com). MeetingSphere is a cloud-based software that fosters collaboration and allows a facilitator to tap into the collective intelligence of an audience. Rather than use traditional sticky notes, flip charts, markers, and other tools associated with face-to-face facilitation, MeetingSphere allows all content to be captured digitally and simultaneously. At the end of a session, like UMU, data is available as a Word document, Excel spreadsheet, or a PDF.

MeetingSphere has a 14-day trial available to anyone. Please let them know you read about them in *Speaker* magazine. Both UMU and MeetingSphere are nice options for audiences of all sizes. Both products can be used during a keynote or panel discussion. They can also be used for something else: facilitated workshops.

Facilitated workshops are options every keynote speaker should consider. Why? At the 2018 NSA Winter Conference, a panel of buyers who book even celebrity speakers entreated keynoters to stop giving their keynote and leaving. They suggesting building a long-term relationship with clients by offering to do a breakout session and/or a follow-up workshop at the client's location when folks have returned to the office



and are struggling to implement the great things you spoke about. A keynote speaker who adds a facilitated workshop to their portfolio of offerings increases their revenue, extends the value they bring to the client, and increases the duration of the relationship.

How can a keynote speaker go about creating a workshop? One method is to start by taking the one-hour keynote and expanding it into four 90-minute modules. Using the sample below, here's how to convert a one-hour keynote into a full-day workshop.

SAMPLE CONVERSION OF A KEYNOTE INTO A WORKSHOP

- 15 minutes:** Lecture using content from your keynote
- 15 minutes:** Individual or group exercise (for application of the learning)
- 15 minutes:** Debrief the exercise
- 15 minutes:** Review and summarize module to ensure content is connected and sticking
- 15 minutes:** Break

Repeat for each of the remaining three modules. When complete, the modules can be inserted into the flow of a full learning day as illustrated in the sample below.

SAMPLE DELIVERY DAY

8:30–9:30 a.m.	Welcome, introductions, setting the stage
9:30–10:30 a.m.	Module 1
10:30–10:45 a.m.	Break
10:45–11:45 a.m.	Module 2
11:45 a.m.–12:45 p.m.	Lunch
12:45–1:45 p.m.	Module 3
1:45–2 p.m.	Break
2–3 p.m.	Module 4
3–3:15 p.m.	Break
3:15–4 p.m.	Closing exercise (future actions), questions, review, and close

This option is important for another reason: The budget for keynotes is different than the budget for workshops and/or classes. Therefore, this option creates value for the client but also allows a keynote speaker to increase their revenue and build their business by using a different line item for billing that often requires fewer approvals and actually has more availability.

3



ORGANIZATIONS TO KNOW ABOUT FOR FACILITATION CERTIFICATION AND EDUCATION

■ International Association of Facilitators (IAF)

iaf-world.org

■ International Institute for Facilitation (INIFAC)

inifac.org

■ Leadership Strategies

leadstrat.com

TRAINING

Another area to consider the art of facilitation is training. Bring traditional training programs to life by using a facilitative delivery style! More and more organizations are asking for facilitators, as it represents a higher level of training competency. Facilitators, as described in the opening paragraphs of this article, are prepared to bring more than content to a room. They are prepared to offer a full range of tools from their toolkit to engage and educate their audience.

To that end, many trainers are striving to do more than tell. They are moving away from delivering a monologue and toward creating a dialogue with their learners. Many are moving into a space where they ask powerful questions, followed by active listening and a consultative approach. Those who are doing this are well on their way to becoming facilitative trainers.

Being a professional speaker is a tremendous privilege, and there are numerous ways to be successful at it. Using the power of facilitation allows a speaker to show leadership and platform

eloquence in a unique way. Facilitation also allows speakers to extend their platform from the main stage to the main office of their client. It allows the message to penetrate further into the listener's heart and mind. It turns words into action. It opens new lines of business and deepens client relationships.

May you, dear reader, be moved to use the power of facilitation to grow your speaking business! Be a facilitative leader and a facilitative speaker. And may you be convinced of the impact that is unlocked when speakers *Facilitate to Educate!* ■



EDDIE TURNER, CSP, *The Leadership Excelerator*®, works with leaders to “Accelerate Performance and Drive Impact!®” through the

power of facilitation and executive coaching along with professional speaking. He is a proud member of NSA NYC and the president-elect of NSA Houston. Visit EddieTurnerLLC.com.

BY YONASON GOLDSON

A man is performing a handstand in a public square. He is wearing a yellow t-shirt, blue jeans, and brown shoes. The background shows a cobblestone square, trees, and buildings under a clear blue sky. The man's legs are straight and vertical, with his feet pointing upwards. He is balancing on one hand, which is visible at the bottom of the frame. The overall scene is bright and sunny.

Embrace your awkward

**Make
Stereotyping
Your Best
Strategy
Onstage**

The white-bearded, black-yarmulkaed speaker strode purposefully onto the TEDx stage. Taking his place in the red circle, he scanned the audience with a severe expression. Then he declared: “I am a religious fundamentalist.”

The crowd held its collective breath. What was this echo of the past doing *here*, in this marketplace of new ideas? What was he going to say?

The tension built as the moment stretched out uncomfortably. Finally, the speaker took a step forward, broke into a winning smile, and said, “I know... that’s a dangerous way to start a talk.”

The audience erupted in laughter.

Full disclosure: I was the speaker in the story. (I still am.) As the odd breed of orthodox rabbi addressing secular audiences, I know that my appearance will unnerve some onlookers before I have the chance to open my mouth.

Rather than avoid the awkwardness, I embrace it.

We are who we are

As much as we like to think of ourselves as open-minded, stereotyping is a reality of the human condition. But stereotypes don’t have to work against us. It’s true that natural biases and preconceptions prod us to retreat into our ideological comfort zones. But creatively exploited, stereotypes can nudge audiences to broaden their attitudes and become more receptive to new ideas.

Here are a few familiar examples: Chuck Gallagher, CSP, appears on stage in an orange jumpsuit and handcuffs to talk about ethics. Karen Jacobsen, the Australian voice of GPS, introduces herself as the only woman men will take directions from. And Scott Stratten, CPAE, brazenly flaunts his man bun and tattoos to set his UnMarketing message on fire.

Each of these platform veterans understands the power of harnessing stereotype. They take what makes them distinctive, confront audience members with the limitations of perception, then draw their



YONASON GOLDSON is the keynote speaker with 3,000 years of experience, teaching the ROI of ethics and intellectual diversity. He’s a community rabbi, recovered hitchhiker and circumnavigator, former newspaper columnist, and retired high school teacher in St. Louis. Visit him at ethicalimperatives.com.

listeners into a new mindset or worldview by embracing potential awkwardness and owning it.

“People freak out when they see me for the first time,” says Nick Vujicic. And for good reason. How often do we meet a man with no arms or legs? But Nick is so comfortable with himself, and so obviously at peace with his congenital disability, that he instantly communicates to his audience the sense of their own limitless potential.

About now you might be indulging the cynical speaker’s lament: “I don’t have a felony record, clerical credentials, or a disability. How can I play up a stereotype when I’m perfectly ordinary?”

Dish it out and take it

Do you remember when you were bullied as a kid? Bullies have a genius for homing in on points of vulnerability that come from subtle differences. In the same way, you can make fun of yourself. Do you have a long nose or big ears? Are you a nerd? Were you a stutterer or athletically challenged? Are you young or old, stocky or slight, tall or short?

When Robert Reich first stepped onto the dais as Bill Clinton’s secretary of labor, his 4-foot, 11-inch frame vanished behind the lectern. He shattered the tension by remarking, “Well, they told me I had made the president’s short list.”

Even if you think you’re painfully average, you can riff on how ordinary you are. The smallest measure of self-deprecating humor can turn a negative into a positive.

Or, for similar comedic effect, turn a positive into a negative. News anchor Gretchen Carlson once quipped: “I’m blonde, I work for Fox News, and I’m a former Miss America—that’s the bimbo trifecta.” Turn a bullying cliché inside out and you establish instant rapport with your audience.

Don’t avoid awkwardness. Embrace it.

As I returned from backstage after my TED talk, a woman intercepted me. “When I saw you take the stage,” she said, “I knew exactly what kind of person you were and what kind of talk you were going to give. Then you blew away all my expectations.”

I smiled back at her, then replied, “I’m glad to hear it. That was the point.” ■



Historical Harnessing of a Stereotype

Inverting a stereotype can change the course of history. When asked during the 1984 presidential debate whether he had the stamina for a second term in office, 72-year-old Ronald Reagan smoothly replied, “I want you to know that I will not make age an issue of this campaign. I am not going to exploit, for political purposes, my opponent’s youth and inexperience.”

Even the hapless opponent, Walter Mondale, had to laugh at the velvet zinger. According to many observers, that was the moment that catapulted Reagan toward his record-breaking electoral landslide.



THE
CLOSING
KEYNOTE
REVOLUTION

BY KRISTIN ARNOLD, MBA, CPF, CSP

HOW TO DELIVER THE BE-ALL, END-ALL END-OF-EVENT PRESENTATION

One of the most critical slots to fill of any multi-day conference is the closing general session. Meeting organizers want the attendees to leave on a high note, inspired to make change and motivated to come back next year. Yet, the last session suffers from chronic low attendance. People are exhausted from days of learning and networking, concerned about making it to the airport to catch their flights, and thinking about the 467 emails they need to deal with back at the office. Shoot, even the exhibitors have already packed up and gone home. Why should the attendees bother to stick around?

For years, meeting organizers would put a marquee celebrity speaker in the last slot, hoping a big name would keep butts in seats. Or book a highly motivational speaker to leave them on an inspirational high note. Or bribe them to stay with a huge door prize. Unfortunately, there is no guarantee that people will stick around for the big name or prize that consumes a disproportionate amount of the meeting budget!

What about organizations that don't have ginormous budgets? Forward-thinking meeting professionals are experimenting with new formats, while others are being told to "shake things up. Do things differently." And the final session is no exception. The closing keynote is undergoing a quiet revolution.

I surveyed more than 30 senior meeting professionals and bureau owners and discerned four key objectives for the closing keynote:

1. Provide a lighthearted summary of the conference journey. At the core of every experience there needs to be closure, a recognition of what just happened. This session celebrates and "ties the bow" around the entire experience.

2. Reinforce the theme and key messages. The opening keynote should have teed up the theme and what to expect, whereas the closing should "bookend" the experience by highlighting key moments and messages and connecting the dots between the sessions. The increasing expectation is that the closing speaker is at the conference at least the day before, attending networking events, mingling with the attendees, and listening to the general and some of the breakout sessions.

3. Inspire the audience to take action. Yes, there is an element of motivation and inspiration, yet the focus of the closing keynote is to recap what attendees have learned and experienced so they can leave with a sense of accomplishment, personal ability, and accountability. They need some kind of call to action to DO something as a result of their investment of time and energy in coming to the convention.

4. Leave the participants on a high note. They should be feeling good about the event and raving about the conference. Meeting organizers want positive buzz in the airport and motivation to register for next year's event!

Event Experience design consultant Donna Kastner summed it up beautifully: "A closing keynote provides a meaningful and emotionally charged 'go forth' message that touches on big moments across their entire event journey with a short list of next steps they will consider taking in the near future." A closing keynote is inherently unique to each audience—and therein lies the revolution.

"Unless you are a celebrity, the days of being a 'hit and run' closing speaker—where you show up an hour beforehand, give the same canned speech, and then hit the road—are over."

—SHAWNA
SUCKOW, CSP

JOIN THE REVOLUTION

Here are some ideas for you to join in the closing keynote revolution.

GET SMART. During the pre-meetings with the event organizer and stakeholders, get clarity around your role and their expectations. Ask the meeting organizer:

- Of these four objectives (see previous page), what is most important to you?
- What are you trying to achieve as a result of your people being at this conference?
- What are your goals and objectives?
- What is the theme and what are the desired key messages?
- What does success look like for *you*?
- How can I serve you on a higher level?
- What do you want the audience to walk away thinking, doing, or feeling differently?

Typically, the meeting organizer will find their opening and closing speakers first, so they can start promoting the conference, and then fill in the rest of the program. So, if

you are early enough in the planning, you can offer to review the agenda and the ebb and flow of the energy. If organizers are open to ideas, you can offer some suggestions. For example, recommend fellow NSA speakers who will resonate with the theme; expand your role to emcee the entire conference; moderate a panel discussion; or interview the executive.

Don't forget to do your homework on the event itself. Some keynoters have the time to spend the entire conference onsite gathering intel for callbacks within their keynote. In-demand speakers may not be able to devote the time onsite, but they will spend time researching the other presenters, what their topics cover, and their calls to action.

PROMOTE. Offer to promote the session on their social media feeds before attendees book their flights. This is a great opportunity to get creative with the meeting organizers to weave in the theme and do shout-outs to fellow speakers and their topics. Create multiple videos of you leaving teasers inviting them to stay to the very end!

Grab them with a lively title and tap into the “fear of missing out” (FOMO) by saying, “I’m going to share all the insider secrets about our topic that you won’t be able to get if you leave early.”

7 KEY TRENDS DRIVING THE CLOSING KEYNOTE REVOLUTION

1

Meeting organizers are doing a lot **more experimentation** with formats and the way they use industry and professional speakers.

2

The overall expectation is that speakers are going to **personalize their presentation**. This is true for any speech, but the expectation is even greater for the closing keynote.

3

Attention spans are shorter than ever before. Think about the claim by Sally Hogshead, CSP, CPAE, that our attention spans are no longer than that of a goldfish!

4

Participants are suffering **higher fatigue** by the end of the conference because they are processing so much complex data. They could be overwhelmed with all their notes and potential takeaways.

5

Organizations are more **carefully scrutinizing meeting spend** so their events are more purposeful. Return on investment (ROI) is important, but most are still not willing to pay for this metric.

6

Connection is just as important as education. Otherwise, why come to a conference if you can just Google it?

7

Audience members want to be more **engaged and involved** in the creation of the session.

“The No. 1 complaint about a speaker is that they didn’t personalize the presentation. The No. 1 compliment is that they *did*.”

—Brian Palmer, Senior VP, National Speakers Bureau

“The closing keynote slot is not about you. It is about the impact that you are able to make on others. Having subject-matter expertise is table stakes; understanding why it matters to your audience is critical. Your job is to understand what it will take to hit it out of the park for the organizers. Anything less than that effort and you will be forgettable.”

—CAREY LOHRENZ, CSP, CPAE

WORK THE CROWD. Get there as early as your schedule allows. Watch the social stream. Go to the networking events and scheduled sessions. Mingle with the attendees and ask:

- Will I see you at the close? You don't dare miss it!
- What was your favorite takeaway?
- What are people talking about?
- What is a memorable moment at the conference?
- What was funny?
- Is there a word or a statement that has been used repeatedly?
- Did something unexpected happen?

Take these nuggets of information (photos and videos add a WOW factor!) and weave them into your highly personalized program.

KILL IT ONSTAGE. You *have* to give a great speech. Be engaging, interesting, and upbeat—everything we talk about at NSA. As a closing keynoter, you also need to be extremely flexible. The event *must* end on time. People have planes to catch, and you do not want them slinking out of the ballroom one at a time.

GIVE A CALL TO ACTION. To paraphrase Nick Morgan, author of *Give a Speech, Change the World*, the only reason to have a conference is to change the world—at least in their small corner of their universe. To inspire change, end with a strong call to action that emanates from you or is generated by the audience. Help the attendees identify the top takeaways and how they will apply that knowledge.

KEYNOTES

OPENING VS. CLOSING

Provide inspiration and motivation for what is to come	Provide inspiration and motivation for what has happened and what is to come
Set the tone and mood for the conference	Send people out the door on a high note
Entertain	Offer a lighthearted celebration of the journey
Instill the message or the theme	Reinforce key themes and messages Review what has happened and what they have learned
Inspire people to see what could be	Inspire people to do something, with actionable next steps
Open their minds so they're willing to consider ideas that aren't their own	Connect the dots and help them tie everything together
Be thought-provoking	Recognize that they have considered other points of view
Set up for ideas that might occur	Pull the strands together to make sense of what just happened

CLOSING KEYNOTE

CASE STUDIES

THOM SINGER, CSP, THE CONFERENCE CATALYST

Thom kicks off the conference and stays for the entire event (which is time consuming but also an opportunity to show more value and thereby make a bigger paycheck). He weaves the theme through all of the sessions and activities—and wraps it up in a pretty bow at the end.

SARAH MICHEL, CSP, THE CONTENT WEAVER

Sarah connects the dots and weaves the threads of the conference's content, overarching issues, and themes. She asks provocative questions and frames the context of the conference's learning opportunities. Sarah helps the participants identify the big ideas and takeaways for relevant application.

CHRISTINE CASHEN, CSP, CPAE, LEAVE 'EM LAUGHING

Not only does Christine weave in the theme with action-oriented ideas, she calls back inside funnies from the event. Although she is the last to speak, your conference will be the first to be remembered by leaving a lasting impression. She wouldn't dare say, "The only thing standing between you and drinks is me!" She owns the moment and rocks the closing spot.

CAREY LOHRENZ, CSP, CPAE, TOP THREE

Carey leaves your team, your leaders, and your organization fired up and equipped to unleash their potential. She threads together and reinforces your theme, and shares fun, inspiration, and tools to help them transform what's possible in a challenging, often high-risk environment. Bold, fearless action drives success. Carey will demonstrate what's possible for you, provided you have the courage to step up and go for it.

KRISTIN ARNOLD, CSP, TRANSLATE TAKEAWAYS INTO ACTION

Kristin facilitates an interactive experience where peers cross-pollinate their ideas and create a plan to successfully implement their commitments—even when they get back to the busy workplace. She follows up with the participants and shares the aggregate with the meeting organizer to extend the learning by following up on the actions that matter most.

HENRY EVANS, DRIVE ACCOUNTABILITY

Henry uses the keynote as a mini-working session to catalyze action and achieve results for the attendees. After introducing his Accountability Puzzle™, he facilitates the audience to identify a real-world, real-time challenge, determine their highest-impact conference learning that could help mitigate/solve the challenge, and finally "launch" their solution from the conference.



You can also add a dose of accountability that increases the probability of success:

- **Go old school.** Pass out cards and envelopes. Ask them to write their mailing addresses on the front and write their commitment to action on the card. You'll mail them out 30 days from now.
- **Use the buddy system.** Ask the attendees to pair up with an "accountability buddy" to check in next week and next month to see how they are doing.
- **Do it digitally.** Ask the attendees to pull out their smartphones and share their commitment with you via email. Some programs enable this function, such as NSA sponsor MOBIT and KiwiLive.
- **Put on some peer pressure.** Perhaps the event had some Peer Group sessions and masterminds. Ask the attendees to reach out to one of their peers to ask about and share their commitments—or even create an impromptu mastermind right in the closing session!

A closing keynote needs to deliver “motivation and a wrap-up that ties in what attendees have learned or slightly builds upon their takeaways, but just enough to excite and not overtax an already tired brain.”

—NIKOLE FRIDENMAKER,
Business Events Expert at Fridenmaker Consulting

The list could go on and on. Talk with the meeting organizer about the call to action and how the participants can support each other. (Note: If you get access to their commitments, you can feed it back to the meeting organizer, which demonstrates ROI and enables them to know what issues/topics they can provide as continuing education!)

And don't forget to plant the seed that the next year's conference is a “must attend” event!

EXTEND THE VALUE. We all know that change doesn't happen in 60 minutes. The decision to change might happen during the conference, and the closing keynote puts a punctuation mark on that decision! Although meeting organizers see the inherent value of extending the conversation, they often don't have the time to deal with it, or don't have the money in their budget.

Offer ways to continue the education and the human connections that are easy to execute and don't cost more money out of their budget. I suggest you include the offer in your fee so it's a no-brainer. Others suggest that this continuing education come out of another budget—but that still means they have to find an internal champion in the continuing education department!

Here are some easy-to-execute ideas to offer to extend the value:

- Send a summary for use in the organization newsletter/publication.
- Link to complimentary resources, such as articles, books, or a follow-up webinar, that will move the needle (rather than just make you look good!).
- Invite them to subscribe to your community or drop in on the organization's social communities.
- Facilitate meet-ups to support the organic communities that emerge.
- Replay the recorded keynote, and then be available to answer questions live.

Actually, these are great ideas for *all* of their speakers! Find out what's included in the “package” of valuable resources that were made available to all the attendees!

My survey also showed a trend toward placing more emphasis on the closing speaker than there used to be. One response said: “We're beginning to appreciate more and more that because the closing speaker is the last thing attendees remember, [that person] can color the attendees' overall view of the *entire* meeting experience.”

Fellow CSP and recovering meeting professional Shawna Suckow says, “We're in this gray zone where planners aren't necessarily all clamoring for that, but it is a growing trend. More planners should think about it and proactively ask for it, but I think speakers really lead the charge on this one.”

Let's lead the charge, shall we? ■



KRISTIN ARNOLD, MBA, CPF, CSP, is a high-stakes meeting facilitator who also happens to speak and moderate panels at conferences. She loves the closing keynote spot as a facilitated conversation. She's a past president of NSA.



USING

BY ERIN LOMAN JECK

PSYCHOLOGY

TO UNLOCK AUDIENCES

The Keys to Mental, Emotional, and Physical Engagement

People ask me all the time, “How do you get the audience to be engaged and purchase from you at the end of your program?” Here’s my secret: I reverse-engineered what I had done from the front of the room and built my coaching program using techniques to answer this exact question. Much of what I had already studied in my master’s in therapy program actually worked in my favor—building rapport quickly, being aware of your nonverbal communication, and understanding vocal tonality. Implementing these concepts leads to appearing open, safe, and able to lead people out of their pain.

Open Yourself Up with Nonverbal Communication

The first 90 seconds of being onstage is the most crucial! The audience is staring at you, looking for a place where you are not confident, honest, or credible. This is a natural response when humans choose to listen to someone. The audience wants to know they are listening to an expert, not a B.S. artist. When you enter the room or walk toward the stage, everyone is watching you. Their amygdalas are trying to determine if you are confident in your message, if you are hiding something, or if you are the expert you claim to be. You must emanate the impression that you have nothing to hide. You should be open and vulnerable with your body language, and, of course, truly believe in your message.

The problem is, your own amygdala is playing tricks on you at the same time. Your body is releasing natural chemicals associated with the fight-or-flight response. In response to acute stress, the body’s sympathetic nervous system is activated due to the sudden release of hormones. It stimulates



Many speakers actually self-soothe with body language that ends up killing their presentation and destroying their rapport with the audience.

the adrenal glands, triggering the release of catecholamines, including adrenaline and noradrenaline. Many speakers actually self-soothe with body language that ends up killing their presentation and destroying their rapport with the audience. This can manifest as holding onto the mic or “clicker” for dear life, trying to cover the most vulnerable part of your body (torso) with arms or hands, or pinning your elbows to your sides. Our bodies cannot lie, and your body will defy your wishes. The audience is waiting to see just one second of weakness so they can discredit you and check out of the presentation.

If, in the first few minutes, you show the audience the most open body language, such as a hand raised really high, exposing your side, belly, and armpit, they will automatically start to relax and trust you. When you ask a question that you know most of the audience can agree upon and have your hand raised, ask them to look around. Now they have become a tribe with a shared experience. The audience is more bonded with one another and the tribe includes you because you lead them to arms held high in agreement.

This is the first step in building rapport with your audience. You have shown them open body language, bonded with them, and made them feel not alone (maybe even for the first time at a conference full of strangers). Remember, nonverbal communication encompasses at least half of what an audience internalizes during your talk.

Your Monotone Voice Is Killing Your Speech

Vocal tonality is the second most important part of your presentation and encompasses about one-third of the communication process. Tone, pitch, volume, and pace contribute to vocal tonality. If you are not using these four vocal techniques, you run the risk of killing your audience with a boring, monotone sound.

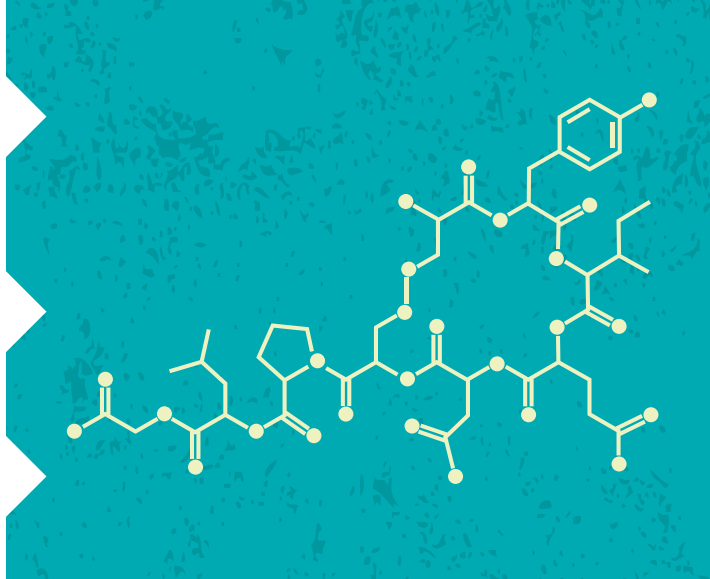
Tone depends on the amount of air that is coming out of your mouth. Too much can make you sound like Marilyn Monroe, which takes away your perceived authority.

Pitch is how high or low your register is. When you speak in a high pitch you lose credibility, but if your pitch is too low, you can sound condescending.

Volume is where you resonate with your audience. They want to feel you. Volume changes allow you to draw them in close by being quieter. When you are louder, you literally resonate vibrations of sound in their bodies.

Pace is the rate at which you speak. Slow down and stretch out important words. Conversely, you may want to speak more quickly through words that aren't as important.

You create a melody when you use the four components of vocal tonality. Consider this: Most of us can recall lyrics to a song but not remember what we ate for breakfast. That is because melody unlocks the episodic part of our memory. Your melodic voice will always make you most memorable to your audience.



Storytelling for the Audience

The best and easiest way to deeply connect with anyone is through story. Telling your story is a perfect way to reveal your character and values without having to describe them boastfully. For example, sharing a story about a time when you were brave allows the audience to draw its own conclusion that you are brave. This process shows an audience that you can lead them because you have both relatable experience and the solutions to their problems. Positioning yourself as this trusted problem-solver is critical for audience engagement and, ultimately, the long-term viability of your business.

When you tell your story, your brain starts to elicit the “feel good” chemical oxytocin. When you tell it in a compelling way that guides your audience on a journey, people actively search for where in your story they connect and relate. Once they find that commonality, they release their own oxytocin and bond with you. Likewise, the temporoparietal junction (TPJ) is also activated when we share ourselves and stories with others. This involves the processing of information and ability of an individual to pay attention. When you light up someone's TPJ, they are actually locked into paying attention to your message. They are making connections between what you are saying and context they have from their past.

Telling your story in a compelling way truly isn't that difficult, but unfortunately there are plenty of speakers who have done it wrong by using only a first-person perspective. No matter how talented you are, it's likely that people in your audience care more about themselves and solving their problems than they do about you. So, no matter your race, sex, age, or culture, tap into common human experiences to really resonate with your audience. There is tremendous potential to build trust over familiar thoughts, feelings, and experiences.

How do you find those bonds? When you share your story, harness the right questions. *What were you thinking? What were you feeling? What were you experiencing in your physical body?* You will instantly relate to and connect with any audience.

What you say is important, but *how* you say it is often more important. These techniques work not only onstage, but also in everyday communication. Deeply connecting with everyone that you come in contact with this way, you will build more influence, impact more lives, and ultimately make your biggest difference. ■



ERIN LOMAN JECK is the CEO of the Transformational Speakers Agency, a TEDx Speaking Coach, and a highly sought-after speaking coach for some of the most influential names in personal development.

WHAT WOULD *you* DO?

BY TIM RICHARDSON, CSP

If you've been speaking for any length of time, you've had an unexpected emergency during a presentation. Maybe it was a simple power loss or a triggered fire alarm. Or a more serious event, like an audience member passing out or a nearby hostage situation. Your NSA peers can relate. In the moment, the natural instinct for most people is to panic.

How would you handle an unprovoked verbal and physical threat like Beth Terry, CSP, faced when an agitated audience member threatened her during a presentation on a military base?

What would you do if you noticed someone in the audience having a seizure, as recently happened to Linda Larsen, CSP, CPAE?

By sharing stories of our NSA colleagues like these, I hope to raise your awareness about potential situations so you can develop a plan to handle them as professionally and calmly as possible should you face them while you are onstage.

*How to
Prepare
to Handle
Emergencies
When You're
Onstage*



Real-Life Scenarios

These are actual situations that happened to our speaking peers. I follow with a few thoughts on what to do before, during, and after a presentation emergency.

I was wrapping up a luncheon keynote when I saw a large man stand in the last row, take a step out the door, and collapse in a heap. I remember thinking he died before he hit the floor—and, sadly, I was right. I knew that as soon as my speech was over, the entire audience of about 1,000 would try to get out the same door just as the medical team arrived. I didn't want the group upset over what had just happened. I knew if I said we had an incident in the back of the room, everyone would crowd around to see who it was and what happened. So ... I just said, "That reminds me of something else I wanted to share with you ..." and I did another 15 minutes. At that point the meeting planner came in the back, gave me the OK sign, and I wrapped."

—Scott McKain, CSP, CPAE

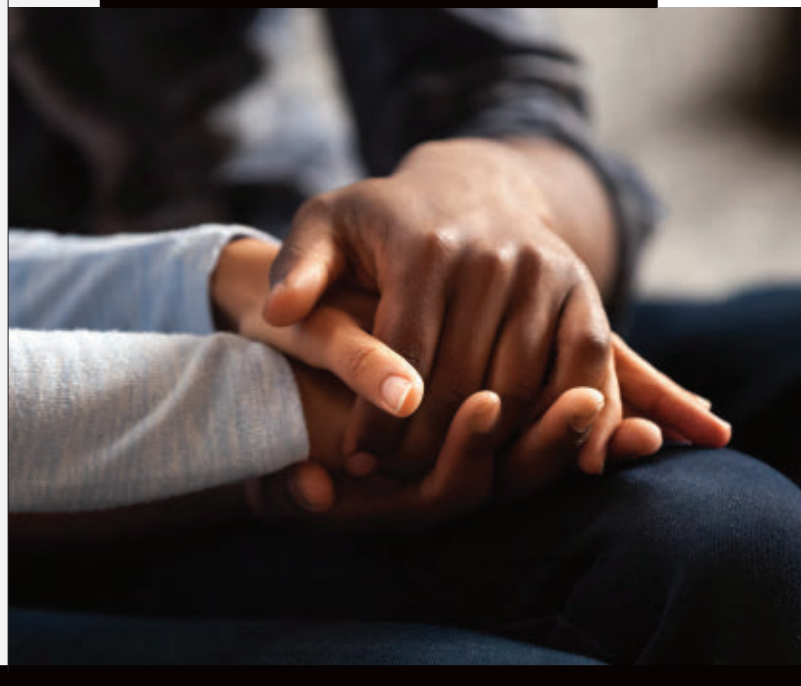
While delivering a speech to a global audience in Bangkok, a woman in the front row suddenly fell face-first onto the floor, hitting her head quite hard. She was lying on the floor, unconscious. I paused my speech and asked if there were any doctors in the audience, and, if so, could they please come to the front because an audience member in the front row was not well. I asked everybody else in the audience to stay in their seats to allow the doctors to do their work. My topic was how to build a brand as a leader. I had already shared the importance of how we "react" to unexpected situations as leaders. So, while waiting for the EMTs to arrive, I first asked the audience to send positive thoughts to their fellow audience member, and then to quietly share with their neighbor about an unexpected situation they had to face and how they had managed it/reacted to it."

—Brenda Bence, CSP

I was scheduled to speak in Las Vegas the morning after the 2017 shooting there. I asked the conference what plans they had to acknowledge it, and it seemed they were just going to go on, almost as if nothing happened. On my way to the convention center I saw three flags, now at half-staff, waving against a clear blue sky. I took a picture and added it to a slide at the beginning of my deck. I started by acknowledging the horrific tragedy and said we need to take a moment to think, pray, or meditate on what happened, the people involved and their families, and to have a moment of silence. I thanked them for coming and said that while life must go on, it's OK to grieve and not forget. And then my presentation and the conference continued.

—Alan Berg, CSP

***In the moment,
the natural
instinct for most
people is to panic.***





Essential Information

After asking my CSPLink colleagues earlier this year about presentation emergencies, I created a slide deck for all clients moving forward. I contacted the venue where the conference would be held and gathered the information I needed to help them prepare an emergency plan. Initially my idea was to print a one-page emergency sheet to be placed under the first seat of each row of chairs. Instead, I decided to create a slide deck with all the information necessary and offer that to my client for all their general sessions. I added a few humorous examples mixed in with the more serious ones so the audience would pay attention. I included things like:

- Location of the gathering place, should evacuation become necessary
- Name of the closest hospital
- The phone extension for security
- The location of an AED and a first-aid kit
- The closest emergency exits, fire extinguisher, and fire alarm



TIM RICHARDSON, CSP, has been a full-time speaker most of his adult life. When not speaking, he is enjoying life with Adele, his wife of 27 years, and their six children. Contact him at Tim@TimRichardson.com.

Lessons Learned

BEFORE YOUR PRESENTATION.

1. Communicate with your client in advance to initiate a conversation about emergency plans.
2. Don't assume the meeting professional has thought of everything. Ask the facility where you will be speaking about on-site emergency procedures in advance of your presentation. Jon Petz, CSP, asks for a copy of the emergency evacuation plan for the meeting site in advance and does a walk-through of the facility with security staff before he emcees an event.
3. Ask your meeting professional or client contact to find out if there are audience members who are also trained medical professionals.
4. Consider taking a CPR or advanced first-aid class.

DURING YOUR PRESENTATION.

1. Give instructions in a calm but clear manner. In re-thinking the seizure experience, Linda Larsen related, "I would not just ask that 'someone' call 911 and 'someone' go find the meeting planner. I would assign a specific person to the request. 'YOU, summon the hotel staff.' 'YOU, please help me move chairs.'"
2. If the emergency is health related, give the professionals room and space to work. Have the audience move tables and chairs away from the person, or ask the hotel to bring linens that can be held up to give the person and health providers some privacy.
3. Have a stand-by extra activity or story ready that can be used while the emergency is being handled.
4. Have instrumental music available to play or ask the A/V team to play something quietly in the background while the emergency situation is handled.

AFTER THE PRESENTATION.

1. Thank the audience for being flexible and cooperative.
2. Try to tie the experience to your presentation topic or provide a learning takeaway.
3. Bring closure by providing a general summary, if appropriate.
4. In the case of a health-related emergency, write a note or send a small gift to the person affected.

If an emergency happens when you are speaking, the audience will look to you for direction. An hour or two invested in developing a contingency plan could make the difference in the life of someone in your audience and secure your reputation as a speaker who can perform under pressure. In Beth Terry's situation, the fact that her client knew about the volatile attendee and had MPs on hand really helped—that and her ability, after raising a dozen kids, to not get rattled by the person's threats, but instead focus on keeping the attendees calm. Preparation matters. ■

SENSITIVE SPEAKING

A guide to using humor appropriately, with Lisa Mills & Dave Caperton



Lisa Mills



Dave Caperton

Knowing the when, where, and how to implement humor—especially when dealing with a sensitive subject—can be incredibly helpful to any speaker. We asked two experts how to do it right.

Q: WHEN IS THE BEST TIME TO IMPLEMENT SOMETHING HUMOROUS?

DAVE: That's easy. Always do it exactly one second before your audience laughs. Then you've got it made. Seriously, though, it of course depends on what your content is. For me, humor is central to my message, so the funny is spread throughout. When a speaker presents serious content, some self-deprecating humor near the beginning can work wonders. The first few seconds is a time when the audience members are asking themselves, "Who is this person? Why should I listen to this person? Do I even like this person?" Some personal humor can answer those questions, forge a connection, and increase trust.

Q: HOW WILL YOU KNOW THE AUDIENCE RECEIVES YOUR DELIVERY SUCCESSFULLY (WITHOUT BEING OFFENDED)?

LISA: This one is tricky because laughter, especially in a professional setting, is also a response to offense. The only thing worse than a collective groan from your audience when something is not funny is a ribbon of nervous laughter when something is offensive. In speaking, humor is meant to build trust, reinforce the content, and elevate the room—never to make people nervous or uncomfortable.

DAVE: So much depends on whether you are an insider or an outsider. If you share a similar background or identity, you, in effect, hold a license that someone outside the circle does not. When someone makes a joke based on identity, but you don't possess the proper license, you run a big risk. I have some lines about getting older that work great for an audience with boomers (because they can relate) or those younger than me (because I'm inviting them to laugh at me without having to feel guilty).

Q: WHAT'S OFF LIMITS OR WHAT'S A SAFE BET?

DAVE: Poking fun at yourself is by far the safest bet. My pain, my embarrassment, and my confusion are amusing to others when I offer to let them laugh at my expense and at my invitation.

LISA: What's off limits? Making fun of others. Now, remember that "making fun of others" and "including others" are not the same thing. One is a big nope, nada, don't-even-think-about-it, and the other is one of the biggest "wins" you can have in speaking—engaging your audience to make someone else in the room look like a rock star!

Q: WHERE IS THE BEST PLACE IN YOUR PROGRAM TO PRESENT HUMOR?

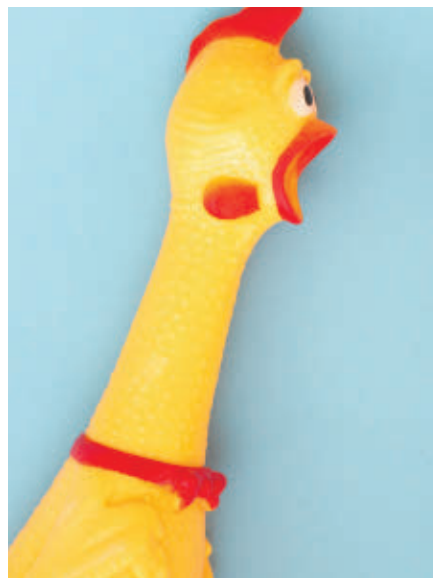
LISA: My favorite place to use humor in my program is during the transitions. Sort of like in racing, when you are on the straight-away, it is a straight shot and very easy for people to track with you. There are no dots to connect. But the moment that you start to go into a different part of your program, or take the curve without pumping the brake, your audience will brace for impact. Humor going into the curve is what pumps

the brake. It makes your audience feel safe and continues to build trust while furthering your connection as you move to the next piece of your program.

DAVE: As speakers, getting laughs is a sign that you are connecting with your audience, but it can be tempting to chase the laughter at the cost of obscuring your message. Use humor not only to enhance the experience, but to make the learning stick. I begin with a simple concept and then tell a story that I know will elicit laughs, but I always make sure to then draw a clear connection from the story to the concept I want them to learn. That way the laughter isn't a distraction from the content, but a delivery system for it.

Q: HOW IMPORTANT IS IT TO KNOW WHO WILL BE IN THE AUDIENCE WHEN YOU'RE ADDRESSING THE SENSITIVE TOPIC?

LISA: You had better make sure that you have done your due diligence and have familiarized yourself with who will be in that audience. This is when your relationship with the event planner pays off big time! There can never be too much communication when a sensitive topic is at hand. Do not hesitate to send a questionnaire, plan a prearrival phone interview, or offer a video or conference call. The event planner will be thrilled that you have taken great care to know the audience makeup before you arrive. However, none of that will mean anything unless you know *why* you need that information. You need to know who will be in the audience because it will be *their* filter that your content and your delivery will be processed through.



LAUGH LAB 2020
Want to learn more about when and how to use humor? Attend NSA's Laugh Lab April 17–19, 2020, in Tempe, Arizona. Get details and register at NSAspeaker.org/attend/laughlab20.

Q: WHY USE HUMOR IF THE TOPIC IS ALREADY SENSITIVE?

DAVE: Humor can defuse the toughest moments. In many ways, humor is an insulator against painful realities. I spoke in New York City two weeks to the day after 9/11. The audience included some individuals who had worked the bucket brigades in the recovery effort. One firefighter shared that whatever was needed would be shouted as a request down the line and repeated until that item was fetched and sent up the line. So if you shouted "Flashlight!" you heard "Flashlight!" "Flashlight!" "Flashlight!" maybe a dozen times until the item was passed back. Occasionally, the mood would understandably get very dark as they contemplated the enormity of the tragedy. Suddenly one worker shouted, "Elephant!" and it was repeated three times before the line dissolved into laughter. That laughter was a respite from the sadness and it let them get on with the work.

LISA: One of humor's most useful effects is that it disarms. An audience judges the perceived intent way more heavily than *polished* content. There is a well-known quote by Mary Hirsch that says, "Humor is a rubber sword—it allows you to make a point without drawing blood." Speakers are hired to make a point. Many times, we are brought in to correct a situation that is being created by the very people we are speaking to. Other times, it is to ease our audience into a necessary but uncomfortable organizational change. Lastly, we may be hired to present a new perspective that will challenge the one that our audiences have held dear. In each of these instances, you will need way more than a few easy laughs and a rubber chicken. You will need strategic humor that acts as a rubber sword. ■

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wipo.int/pct/en/warning/pct_warning.html



Don't Be Duped!

Beware of bogus solicitations
supposedly from the USPTO

BY RUSS RIDDLE, JD

The U.S. Patent and Trademark Office (USPTO) does not send invoices or solicitations, period!

You might be thinking, *OK, that was a random statement.* Not at all. Countless clients have sent me emails with attached letters they received in the mail, on “official” letterhead, warning of pending deadlines and fees to be remitted. My answer is always the same: That is a sales solicitation for something you do not need. It is not from the USPTO. Throw it away.

Unfortunately, some people send payment without first inquiring. Don't let that be you!

WHY ARE SO MANY FOOLED?

The USPTO lists more than 60 private companies it knows are sending these solicitations. That list is growing. Some of the letters offer services such as assisting in filing future documents with the USPTO, while others offer trademark listings in their own registries. All for a significant fee. Two other important things to remember: The reason that some unsuspecting recipients are duped by these letters is that they typically contain

information obtained from trademark applications and registrations on the USPTO's database, which is publicly accessible.

Additionally, many of these companies are doing business under official-sounding names (e.g., "Patent and Trademark Office," "Patent and Trademark Bureau," "U.S. Trademark Compliance Office," "United States Trademark Registration Office," etc.). Finally, some use verbiage implying that applicable law requires you to pay their fees. They are bluffing.

While it is true that there are legitimate filing fees charged by the USPTO, these companies inflate that official cost. Don't fall for it.



HOW TO SEE THROUGH THE DECEPTION

Stay aware of this unfortunate ongoing problem and scrutinize every seemingly "official" correspondence you receive. Here are two key things to check for:

- The USPTO is located in Alexandria, VA 22313. While it has other regional offices, all official correspondence comes from Alexandria. If the letter you receive is from any other city, it's not the USPTO.

- The USPTO's URL is uspto.gov. Emails from any other URL are not from the USPTO.

Don't feel picked on if you receive one or more of these letters. They are equal-opportunity deceivers. We seasoned trademark attorneys receive them too! LOL! (See image above.)

Yes, the USPTO charges fees for filings. Yes, the USPTO requires payment of those fees at time of filing. And, yes, the USPTO occasionally mails or emails correspondence to applicants and registrants regarding status and/or pending deadlines. But they *never, ever* send invoices! ■



RUSS RIDDLE, JD, has practiced intellectual property law for 27 years. He is chair of the Speaker Editorial Committee, a member of the NSA Board of Directors, immediate past chair of the Chapter Leadership Committee, and a past president of the NSA-North Texas chapter.

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BY BETH MUND

Eloquence vs. Effectiveness

*Is one clearly preferred or can you deliver both?
Do you have to choose?*

In quantum physics (stay with me), there's a thought experiment that appropriately defines the dilemma of this phenomenon with a modern-day colloquial commonly referred to as Schrödinger's Cat. It was named after quantum physics professor Erwin Schrödinger tried to define this complicated theory's interpretation to his students by applying the theory to a riddle featuring a cat. When it comes to understanding quantum physics, at a very basic level, the quantum particle can both exist and not exist at the same time. To put this into perspective, Schrödinger asked students if a cat were placed in a box and sealed shut for a week, would the cat be found alive or dead? The answer? Both. When it comes to quantum physics, both potential outcomes can exist—at the same time. And both answers are correct.

So let's apply quantum particle theory to speaking. We know what it means to be eloquent.

Eloquence, as defined by NSA, is "The art of *speaking* and the use of powerful and persuasive presentations. This means creating the proper setting for an effective presentation as well as the concrete skills related to presenting, performing, and theatrical methods."

When we think of eloquent speakers, perhaps Oprah or JFK comes to mind. For some, this art takes years to master, while for others, it seems to come naturally.

We understand that there are many interpretations (especially from our audience members and clients) when it comes to what's "effective." To be effective means that as speakers, we are successful in producing a desired or intended result. Was our audience entertained? Informed? Persuaded? Did we meet and exceed our client's needs? Did we "hit the mark"?

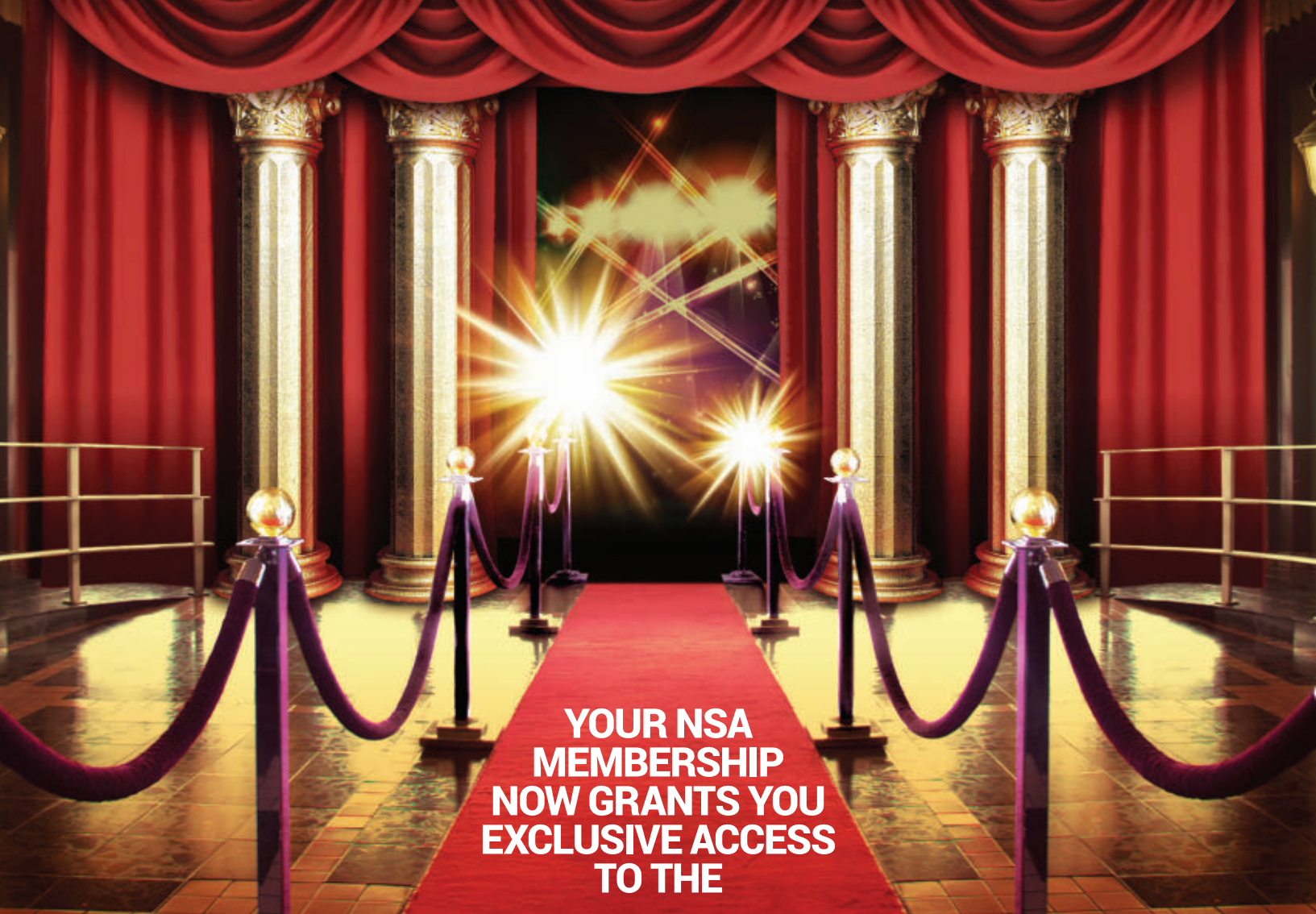
Some speakers are nothing but eloquent. We enjoy witnessing their approach to this art form we call speaking, and we admire their work and style. Speakers we define as effective might leave us with notes, strategies, solutions, or perhaps a new perspective that we couldn't have imagined before we heard them speak!

As speakers, do we have to choose between being eloquent and being effective? Or can we be both? Just like quantum physics, the answer is simple! Both possibilities exist, and both are correct.

What do *you* think? ■



BETH MUND is a former NASA Public Affairs Officer for the Johnson Space Center and International Space Station Communications Officer and is currently the host and creator of the Casual Space Podcast. She has been speech writing and executive coaching for Fortune 50 companies including Motorola, Allstate, and United Airlines for more than 20 years.



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Build Your Business

BY PATRICK DONADIO,
MBA, MCC, CSP

Maximize the value of chapters to help you grow

I joined NSA after attending the Ohio Chapter’s “1989 Speaker’s School.” As a young, naive, and eager learner, I found that the great content taught at chapter meetings/national events cut years off my learning curve. I also quickly discovered another valuable chapter benefit: regular contact with my peers. Since the early 1990s, I have been in a chapter mastermind group. The first group lasted for more than 18 years, and my current group is still going strong. Through chapter involvement, I have developed many NSA friendships and trusting relationships over the years.

While getting paid speaking engagements was not my goal when I joined NSA, it was a pleasant result. To date, I can attribute a six-figure income from chapter member referrals, one of which led to a 20-year repeat client. While I cannot guarantee this will happen for you, please remember: People do business with people they know, like, and trust. That’s the power of our NSA community.

A recent NSA Chapter Leaders Survey mirrors many of the benefits I’ve experienced personally. It identified the following benefits of chapter membership:

- Resources/leads to others that saved time or money
- Mastermind groups with chapter members
- Mentorship opportunities that led to business growth
- Referrals that led to paid speaking engagements

Attend a Chapter Meeting in Your Area

Use the QR code below or visit NSAspeaker.org/chapter-directory to find a chapter in your area, then visit their site to learn more.



CLI Reminder

Chapter Presidents-Elect, mark your calendars for this year’s CLI on **NOVEMBER 22-23, 2019**, at NSA Headquarters in Tempe, Arizona.

SEND US YOUR CHAPTER NEWS

If you have exciting news, innovative chapter ideas, or questions, send them to Patrick@PatrickDonadio.com

David Avrin, CSP, is another member who has leveraged the chapter community. He says, “I think many members wait for value to find them, or peruse the features and benefits of the association—meetings and the magazine, for example—and wonder if it is enough. The real value is the connections, learning, relationships, sharing of wisdom, and witnessing of platform skills with others who share our profession. The problem is that those who haven’t been here do not know what the experience is like. And those who do come and leave are too often waiting for value to arrive, as opposed to seeking the value and cultivating and nurturing it for themselves.”

Member Carolyn Quintin is not only reaping the mentorship benefits of chapter membership, she’s also paying it forward by serving as dean of the Chapters Speakers Academy for the past seven years. She says, “I was an NSA Central Florida Chapter Academy student in August 2009. That’s where I met my accountability partner, Randy Keirn, who was dean of our Academy and past chapter president. Randy is now a co-presenter with me in several global companies and a good friend.” As dean, Carolyn has helped facilitate a conversion rate of around 50% from Academy to Professional Member! ■



PATRICK DONADIO, MBA, MCC, CSP, is the author of *Communicating with IMPACT* and a 29-year member of NSA.

He is vice-chair of the Speaker Editorial Committee and has served NSA as a member of the Board of Directors, chair of both the Chapter Leadership and CSP committees, and as president of the NSA Ohio Chapter.

NEXT ISSUE How and why to volunteer at your local NSA chapter.

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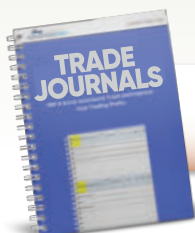
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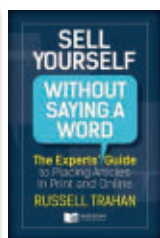


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