



**Vol. 6, No. 3 -- February 1, 2012**

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

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## A. GLOBAL SPEAKING NEWS



30 March - 1 April 2012  
Gold Coast Marriot

**BOOK NOW**

### AUSTRALIA'S UNCONVENTION 2012

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

There'll be no conference satchels, no name-badges or lanyards, no one-hour keynotes or "marquee names". Expect short and powerful presentations, a mix of forms and methods, openness and sharing, whole conference challenges, open space, delegate-generated sessions, a midnight workshop and ... This UnConvention will be a living event! We're leaving space in the program so delegates can generate meetings, sessions and events dynamically from inspiration and new connections. Options for Post-UnConvention sessions on the Monday are still being explored.

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.

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

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

## WHEN THAT AIR TICKET SEEMS TOO INEXPENSIVE

The tickets often are purchased at the last minute and placed under the criminal buyer's real name. The reservations are made using either stolen credit cards or hijacked accounts belonging to independent contractors in the travel industry. Customers are charged a fraction of the cost of the tickets and/or reservations, typically between 25 and 35 percent of the actual cost. <http://krebsonsecurity.com/2012/01/flying-the-fraudster-skies/>



### OVERHEARD:

When faced with a challenge,  
look for a way, not a way out.  
--David L. Weatherford

## TEN WAYS TO PREVENT AIRLINE MILES FROM EXPIRING

Keeping track of the [airlines'](#) policies concerning the expiration of [frequent flyer miles](#) is a full time job. And while Delta Air Lines and Alaska Airlines miles don't expire for now most airlines will wipe out your account if it's inactive for 12 to 18 months.

There are some exceptions: British Airways points expire after 36 months. Air Canada's miles expire after 7 years, whether or not there's account activity. Spirit Airlines' miles now expire after a paltry 3 months of inactivity. True, some airlines let you [re-activate expired miles](#), but it will cost you.

But for most airlines, there's absolutely no excuse to let your miles expire, even if you don't fly or don't have an airline-branded credit card. You probably already do things that you could be earning miles for, as well as protecting the miles you have, but you're not aware of the possibilities. See

<http://yhoo.it/xyYaiE>



### OVERHEARD: Leadership.

Real leaders are people who help us overcome the limitations of our own individual laziness and selfishness and weakness and fear and get us to do better, harder things than we can get ourselves to do on our own.  
-- David Foster Wallace, novelist.

**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:**

A mind that is stretched by a new experience can never go back to its old dimensions.

--Oliver Wendell Holmes, Jr. 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](http://www.globalspeakers.net/share/channel/news_newsletters)



*Dan Poynter's*  
**Global Speakers**  
**NEWSBRIEF**

**SELLING YOUR SPEAKING TO ASSOCIATIONS:  
a Weekend Intensive with Ed Rigsbee**  
Richmond, VA, March 23-25, 2012.

Are you ready to attack the trade association market? Are you ready to get more paid association bookings? 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 more than 280,000 meetings a year. **This is a totally customized event.**



For more than 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. He has presented his method for numerous NSA chapters. If you have attended Ed's NSA/CAPS chapter program, now it is time for **Ed2.0**. During this (next level) intensive weekend you will:

- 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 first with editors, then with meeting planners
- Write customized selling introduction and follow-up email communications
- Walk away with a selling implementation plan, that Ed Rigsbee will **hold you accountable** for the remainder of 2012

This intimate weekend is **limited to only 11 speakers**. In this tight mutually-respectful setting, you will learn more quickly and build personal relationships with 10 other speakers, and Ed, that will most likely last for years.

Attendees will arrive on Friday, March 23 and depart on Sunday afternoon, March 25. The Intensive will be held at the Garden Hilton Inn in Downtown Richmond, VA. The educational format will be all-day Saturday and half-day on Sunday.

**Also included** in your very modest registration fee is **your hotel room for two nights**, continental breakfast for two days, and airport/hotel transfers. (Lunches and dinners will be on your own.)

Non-Refundable Registration: \$750 **(Only 8 slots left)**  
<http://www.rigsbee.com/2012-Richmond.htm>



Singapore Changi Airport broke new records in traffic numbers last year, thanks to buoyant travel demand in the Asia-Pacific region and continuing growth in long-haul traffic to Europe

### **AT LAST: UNLOCKED IPHONES OFFERED IN U.S.**

Apple is selling unlocked iPhones without a contract for a higher price. You can activate and use it on the supported GSM wireless network of your choice, such as AT&T in the United States. The unlocked iPhone 4 or iPhone 4S will not work with CDMA-based carriers such as Verizon Wireless or Sprint.

The iPhone arrives without a micro-SIM card, so you'll need an active micro-SIM card from any supported GSM carrier worldwide.

Speakers can save money by installing local SIM cards when they travel. See the Apple Store.





**RYANAIR CHIEF TALKS ABOUT THE AIRLINE INDUSTRY**

O'Leary immediately launches into an open and savage attack on the EU, and it just keeps getting better from there. The video runs 17 minutes in length. He seems to be talking rapid-fire, entirely without notes, and is incredibly entertaining and informative.

[http://www.youtube.com/watch?feature=player\\_embedded&v=p4HYSsrlcq8](http://www.youtube.com/watch?feature=player_embedded&v=p4HYSsrlcq8)



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

## **CIGAR PEG TOTAL GIVING REACHES \$390,000 USD**

2011 total giving was \$50,000

~\$5,000 to Laura's Hope in May

~\$5,000 to Marathon 365 Foundation in May

~\$20,000 to NSA Foundation in December

~\$9,000 to Laura's Hope in December

~\$9,000 to C.A.R.E. Foundation in December

~\$2,000 to American Cancer Society in November



Total giving:

\$185,000 USD to NSA's Foundation, since its inception in 1999 (as of 2010), the Cigar PEG has contributed funds specifically earmarked for the Professional Speaker Benefit Fund--making the Cigar PEG the largest single contributor to the Foundation.

[www.nsaspeaker.org/about/foundation.shtml/](http://www.nsaspeaker.org/about/foundation.shtml/)

\$125,000 USD to Laura's Hope--to date, the Cigar PEG has also contributed (as of 2011)--making the Cigar PEG the largest single contributor to Laura's Hope. [www.laurashope.com/](http://www.laurashope.com/)

\$29,000 USD to the Cardiac Arrhythmias Research & Education (C.A.R.E.) Foundation (as of 2010). Their work supports the research and education of the Long QT Syndrome. <http://www.longqt.org/>.

\$6,000 USD to the American Cancer Society (as of 2010).

<http://www.cancer.org/>

\$40,000 USD to benefit John Alston, CSP, CPAE. In 2009 the Cigar PEG created an Emergency Relief Fund; the fund has collected over \$35,000 and granted the monies to the Alston Family. Additionally, in 2010, the Cigar PEG gave the Alston Family a grant of \$5,000.

\$5,000 USD to the Dutch Charity, Marathon 365 Foundation, following the Cigar PEG's first International event in Amsterdam.

<http://www.wheelofenergy.org/>

Cigar PEG: Making a Difference One Party at a Time  
Ed Rigsbee



75% of all social-networking minutes are spent on Facebook. Facebook reaches more than 55% of the world's online users. Twitter reaches 1 in 10 Web users globally.



### REACTING WHEN A MOBILE PHONE RINGS

A violinist is interrupted by the familiar Nokia melody, Improvising, he delights the audience.

<http://www.youtube.com/watch?v=4RTNzyxNNm4>



### OVERHEARD:

There are two kinds of light -- the glow that illuminates, and the glare that obscures.

--James Thurber, writer and cartoonist (1894-1961)

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



### DELIVER THE GOODS

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



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

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

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



38-percent of Americans say they find "**whatever**" to be the most irritating word. It's followed by "**like**," "**you know**," "**just sayin**" and "**seriously**."

## THE PHONE STACK

### Not letting phones interrupt the dinner meeting

It works like this: as you arrive, each person places their phone facedown in the center of the table.

As the meal goes on, you'll hear various texts and emails arriving... and you'll do absolutely nothing. You'll face temptation—maybe even a few involuntary reaches toward the middle of the table—but you'll be bound by the single, all-important rule of the phone stack:



Whoever picks up their phone is footing the bill.

<http://bit.ly/yKH6Eh>, <http://bit.ly/yrjqAv>



### OVERHEARD:

Audiences want to be entertained, informed, and enlightened. AND, they want your message well delivered.

## HOW TO AVOID E-COLI AND BUGS DURING AIR TRAVEL

<http://bit.ly/wXvBK1>





**View, print, and collaborate on PDF files  
with FREE Adobe Reader X software**

Adobe Reader software is the global standard for electronic document sharing. It is the only PDF file viewer that can open and interact with all PDF documents. Use Adobe Reader to view, search, digitally sign, verify, print, and collaborate on Adobe PDF files.

Make sure your Acrobat file is up-to-date.

<http://get.adobe.com/reader/otherversions/>

## **THE BORDER BETWEEN BELGIUM AND THE NETHERLANDS IN A CAFÉ**





Flights between the United States and Europe account for a third of all global air travel.

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.



### BRIAN REGAN IN ACTION

[http://www.youtube.com/watch?feature=player\\_embedded&v=4qA1qziN484](http://www.youtube.com/watch?feature=player_embedded&v=4qA1qziN484)



The Transportation Security Administration took in \$409,085.56 in spare change left by passengers at airport security checkpoints in 2011. Forgetful passengers forfeited almost \$47,000 at New York's Kennedy airport alone, and also left more than \$15,000 each at the main airports in Atlanta, Miami, San Francisco and Los Angeles.

# D. Calendar



## INTERNATIONAL SPEAKING CONVENTIONS AND EVENTS

Also see the Calendar at

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

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

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

## 2012

### USA



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

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

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



French Professional Speakers Association (AFCP).

Laura Stack, NSA/US president, to speak.

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

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

### AUSTRALIA



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

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

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



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

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

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

+44 0845 3700 504

<http://bit.ly/emJTdH>

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

Annual convention of the Professional Speakers Association of Southern



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

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

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

**MALAYSIA.** May 4-5



Malaysian Association of Professional Speakers (MAPS) convention.

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

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

Dinner event on May 7.

Asia Professional Speakers-Singapore. Annual convention.



<http://bit.ly/hz539k>

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



NSA/US Convention.  
Marriott Hotel.

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

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

(GSA) convention at the Hilton hotel.

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

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



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



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

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

<http://bit.ly/emJTdH>



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

<http://www.CanadianSpeakers.org>

## 2013

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



NSA/US Convention.  
 Marriott Hotel, Downtown.

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

### CANADA.



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

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

## 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>



In 2011, a total of 106.3 million passengers chose to fly with Lufthansa, SWISS, Austrian Airlines, bmi, and Germanwings. This is equivalent to growth of 7.5 per cent compared with the previous year.

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

# E. Speaking & Travel Humor



## AIRLINE DRINKS – A GLASS HALF FULL



<http://www.youtube.com/watch?v=JzVmfyf3KIc>

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>



In 2011, a total of 106.3 million passengers chose to fly with Lufthansa, SWISS, Austrian Airlines, bmi, and Germanwings. This is equivalent to growth of 7.5 per cent compared with the previous year.

# Global Speakers Federation Leadership

## GSF Presidents



**2011-2012**

Janelle Barlow, USA.

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



**2012-2013**

Cheryl Cran, Canada

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



**2013-2014**

Lesley Everett, UK.

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



**Immediate Past President. 2010-2011**

Alan Stevens, UK.

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

Skype: Mediacoch

## Global Speakers Federation Staff



**GSF Executive Director**

Beverly Babb, USA.

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

Skype: BeverlyBabb

## 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.

You have received this email because you subscribed. If you no longer wish to receive this ezine and related email notifications, contact Dan Poynter [DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)



### Global Speakers *NewsBrief* Editor



Send newsletter submissions to  
Dan Poynter, USA.

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

# Global Speakers *NewsBrief*

530 Ellwood Ridge | Santa Barbara | CA | 93117 | USA