

# Centre Stage

## >> Article Submission Requirements

If you'd like to position your expertise and contribute **valuable content\*** in NSAA's new bi-monthly national magazine, we'd like to hear from you! Please submit your articles to your local chapter leadership team, ensuring that the following criteria are met:\*\*

**Short heading of 3-7 words**

**Followed by a 2-sentence summary**  
(why your article is important)

**Include a neat conceptual model**  
(something to visually display  
the main message of your article)

**Include a short article (max: 250 words)**  
(feel free to hot-link to a free eBook  
or other online resources)

Please supply all copy in either Word (PC) or TextEdit (Mac) format, and all pictures/diagrams as jpg, jpeg or png files. Title the document and other files with the name of your article and the author, eg: The Future of Speaking - Geoff McDonald.

A number of feature articles will be chosen each month, reflecting a balance between the business and the art of speaking, and between each chapter.

\* Content must be relevant to either the BUSINESS of Speaking and/or the ART of Speaking

\*\* Failure to meet criteria will result in non-submission. Please ensure you do not exceed maximum word limits.

# Are You A Phoney Speaker?

**Geoff McDonald | [www.bookrapper.com](http://www.bookrapper.com)**

As technology changes, communication styles change also. The internet and digital technology is promoting two-way interactive conversations. How will this impact the role of the speaker?

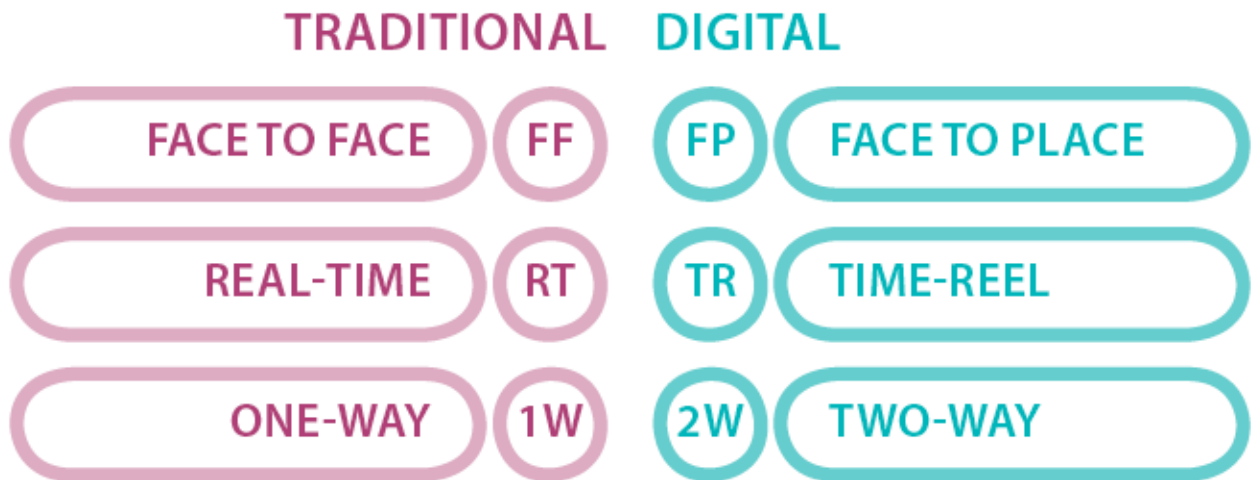
Do you know where the word 'phoney' comes from?  
If you guessed it had something to do with the telephone you'd be right.  
Prior to its invention, face-to-face conversations were the norm.  
To then speak to someone you couldn't see didn't seem real.  
It became known as a 'phoney' or fake conversation.

Times and technology have changed and so have our communication styles.  
Today we happily accept a telephone call as a legitimate way to interact.  
Previously, we happily accepted sitting passively and listening to a speaker strut their stuff on stage.  
But is that about to change?

Before you automatically respond, consider this:

Digital media is changing the way we communicate with each other.  
It's shifting the focus from one-way to two-way communications.

## Presentation Modes



And, the usual speakers mode of 'sit down, shut up and listen' is being challenged by tech-savvy, younger generations who want to interact.

Consider...

- Speakers are being lambasted online as they speak by audience members on Twitter.
- More face-to-face meetings are becoming teleconferences.
- Skype is now a viable international presentation tool.
- Local seminars have become global Webinars.
- More and more presenters are using video in their presentations.

As Bob Dylan once crooned, "The Times They Are A Changin'!"

To build a prosperous business as a speaker you need to be aware of these shifts in communication modes and adjust accordingly.

Speakers who fail to hear these new directions will be left without a voice. Or even worse, without an audience.

For more, download the ebook, [The Digital Presenter](#).

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