

National Speakers Association of Australia Requirements for Status of Member

Summary of key elements of the new Member Requirements

A. There are two stages of assessment:

Stage 1 is objective and creates a threshold. It is based on number of presentations.

Stage 2 is measured by peer assessment and measures acceptable quality of presentation skills, under the label of *Eloquence*, and measures acceptable understanding of the first five Core Competencies.

B. Peer assessment by members of the newly-created NSAA Assessment Board is a new concept, and measures *quality*.

C. The Stage 1 threshold is 10 presentations for which a fee of not less than \$250 has been paid to the applicant for the presentation.

D. Applicants do not have to fulfill a certain period of NSAA membership to apply

E. Income is NOT allowed to be included for product sales generated as a result of a speaking engagement.

F. Peer assessment in Stage 2 assesses *quality* in the area of Eloquence (presentation quality), and acceptable understanding of the first five Core Competencies of Professional Awareness, Professional Relationships, Topic Development, Platform Mechanics, and Presenting & Performing. An applicant must earn 50 points.

Background Information

The Status of “Member” is the entry-level membership category available to speakers and is designed as a stepping stone to the highest level of Professional Member. It is newly created, effective from 1 May 2004, and replaces the designation of “ASM” – Accredited Speaking Member. Broadly, people who will qualify for this Status are deriving some income from the speaking business, but are yet to demonstrate the levels of eloquence, expertise, and enterprise to become a Professional Member.

These requirements seek to be as simple as possible, yet rigorous in the standards applied.

These Member Requirements comprise 2 stages.

Stage 1 requires the applicant to meet a threshold of *activity* measured by number of presentations.

In Stage 2, two areas are measured in terms of quality:

a) *Eloquence* worth 30 points

b) *Core Competencies* worth 20 points.

The requirements do not distinguish between keynote speaker, trainer, facilitator, or master of ceremonies.

Not all applications will be audited. A Statutory Declaration must be completed by every applicant, accompanied by the supporting information, and the National Board will determine the percentage of applications that are audited.

The former Accreditation Board is replaced by the Assessment Board and is expanded from 3 to 9 members, all of whom must be CSP's, or past National Presidents, or Life Members. The National Board appoints 5 members, and the CSP's elect 4 members. The chair is appointed by the National Board. All decisions of the Assessment Board (except applications for exemption) will be by majority.

Any one member of the Assessment Board will assess each Member application.

These new requirements are effective from 1 May 2004.

The Requirements

The process to attain the Status of Member is in two stages:

Stage 1: The applicant must meet an objective set of base requirements.

Stage 2: Having achieved the base requirements, the applicant must quality standards in two areas: eloquence, and core competencies.

The onus is on the applicant to *demonstrate* that he or she is a worthy recipient of the status of Member. The evidence required is generally prescribed but should be supplemented by other appropriate evidence, depending on each applicant's circumstances.

Stage 1, the attaining of the base requirements, will be administered and evaluated on purely objective information and will be carried out by NSAA Secretariat staff, not the Assessment Board, so that no information about clients is available to other speakers.

Stage 2 is the evaluation of the evidence provided and will be carried out by a member of the Assessment Board.

Applicants will be required to complete and duly execute a legally-worded Statutory Declaration, whilst audit verifications will be carried out on a random basis.

Stage One

An applicant must satisfy the following base criteria:

- Must be a financial member in good standing of NSAA at the time of application, or is in the process of applying for membership;
- Must have attended at least 2 chapter events within the last 12 months prior to application, not necessarily in their "home" chapter;

- Must have completed 10 paid presentations for a minimum speaking fee of \$250 each, proof of which must be supplied in the application.
- Must provide testimonial letters on client letterhead for the 10 presentations. Testimonials must come from the client. Testimonials from third parties may be considered in exceptional circumstances.

Once these base criteria are satisfied, an applicant must apply in the prescribed format and pay the non-refundable application fee as set by the National Board.

Stage Two

The applicant must satisfy a measure of quality in each of the following two areas: Eloquence, and Core Competencies, through earning 50 points.

The onus is on the applicant to provide appropriate evidence. The Assessment Board will make its decision based solely on the information provided by the applicant. There is no onus on the Assessment Board to make further enquiries although nothing prevents it from doing so.

Measures of quality are as follows:

Eloquence: Quality is assessed as follows:

- Peer assessment.** The applicant must receive a minimum of 40% score from the appointed member of the Assessment Board using the prescribed evaluation instrument that is set out in Appendix 1 of this document. Upon earning at least 40%, 30 points will be allocated to the applicant.

The evaluation will be based on an audio or video tape of one of the applicant's presentations. The presentation must be given for a client and be a qualifying presentation, not simply staged for the purpose of these requirements. The tape must not be edited. It must run from the beginning of the introduction of the speaker through to the speaker leaving the platform.

Core Competencies: Evidence of the applicant's understanding and awareness of the first five Core Competencies of Professional Awareness, Professional Relationships, Topic Development, Platform Mechanics, and Presenting & Performing. This can be done in two ways:

- Attendance at the NSAA Speakers Academy, demonstrated with the Certificate of attendance at the Academy;

OR

- Answer 20 questions on the NSAA Core Competencies Video and write a 2000 word paper on key elements of the five core competencies and how the applicant has applied these competencies in his/her speaking activities.

The onus is on the applicant to provide enough material to demonstrate the requisite levels of awareness and understanding under alternative b. If they are of a sufficient quality, 20 points will be allocated to the applicant.

A fee of \$55 must accompany the application. This fee is non-refundable. Partial applications with “information to follow” will not be accepted.

Definitions & Explanations

Professional Speaker means a presenter who personally delivers a minimum of 75% of the material at a program, generally for a minimum of 30 minutes, to an audience of several people. It is recognised that a speaker may be booked under their company or trading name, but the person applying for the designation must have delivered the presentation.

Presentations may include:

- **Platform presentations, plenary sessions or keynote speeches** – typically from 30 minutes to 90 minutes
- **Seminars or workshops** – typically half day to multiple days. Please note, a multiple day engagement counts as one presentation.
- **Training programs** – provided any supporting material e.g. videos provides less than 25% of content. Please note, a multiple day training program counts as one presentation.
- **After Dinner (or lunch or breakfast) Speeches** – generally 20-45 minutes
- **Master of Ceremonies**
- **Facilitation** – where the engagement meets the definition of a professional speaker, that is, where the presenter personally presents more than 75% of the material or content, and not where the program requires the major part of the work to be information gathering from the participants. For example a person who is facilitating a planning workshop would be unlikely to meet the 75% of material measure. A person who facilitates a time management workshop would be likely to meet the 75% of material measure.
- **Public Seminars** – which the applicant has conducted personally. Full details must be provided of attendance fee paid, number of attendees, and, upon request, provide evidence of payments and/or contact details of members of the audience to allow verification.

Coaching and consulting services, are *not* regarded as speaking presentations.

Teleseminars, webinars and similar activities are still new in the industry and a member who earns income from these activities should not consider that they cannot apply for Professional Member Status. The onus will however, be on them to provide the evidence of eloquence, expertise, and enterprise to demonstrate that they are a worthy of the Status.

Definition of a Client

A client is a company, organization or person who uses and pays for the services of a professional speaker.

Separate divisions within the same company may be counted as separate clients if there is a new, independent decision-maker, separate budget, and the corporate structure identifies the group as a separate division.

One organisation may consist of several different clients:

- If a national manager authorises a series of several presentations in several states, this qualifies as one client.
- If different state managers each individually book a speaker in their states for different presentations, each state manager is a different client.

Provision for Members who run Public Seminars

A member may include public seminars or workshops which they have presented. To include a public workshop, full details must be provided and the fee for attendance which each participant paid. A complete list of attendees and contact details should be available upon request.

Exemptions or Variations to requirements

Applicants who meet most of the requirements but fall short in a small element or in a way that the requirements do not contemplate, may apply for exemption. It is unlikely that many exemptions will be given for Member applications.

Applications for exemption must be made prior to the full application being submitted. Full applications should not be submitted until written exemption advice has been received and this should then be included with the full application. Applications for exemption which are included with the full application will not be considered.

Applications for exemption must be submitted to the Chair of the Assessment Board through the National Secretariat. The onus will be on the speaker to show cause why an exemption in their case should be considered and it should therefore be comprehensive. The Assessment Board will make its decision based solely on the information provided by the speaker. There is no onus on the Assessment Board to make further enquiries although nothing prevents them from doing so should they choose.

Verification and Approval of Applications

All applicants must complete a duly executed Statutory Declaration in the format and wording provided by NSAA. Applicants should understand that signing a Statutory Declaration which is not true causes them to commit an offence of perjury.

Applications will be audited at random. Applications which, as a result of auditing, are found to be false will be rejected, the fee will be forfeited and the member shall be barred from re-applying for a period determined by the National Board upon recommendation of the Assessment Board.

If after the Status of Member has been awarded, the Assessment Board becomes aware of any details in an application being false, the Status will be withdrawn immediately. The member will be advised that they must show cause why the Status should not be permanently withdrawn. As a result of this, the Assessment Board may make any recommendation to the National Board including recommending expulsion from membership.

Renewal of Status

Status of Member must be renewed every five years. Renewal must be in the form determined by the National Board.

How to Apply

All necessary documentation is available on the NSAA website:
www.nationalspeakers.asn.au

Any queries regarding the administrative procedures and requirements must be by email to the National Secretariat.

Any queries regarding the quality evaluation procedures must be by email to the National Secretariat who will forward it directly to the Assessment Board for a ruling. No other person can give information about these requirements and information given by any other person, including Chapter Presidents, should be regarded as general assistance, not binding information.

No responsibility is taken for information which has not been provided by the Assessment Board through the National Secretariat and of which a record does not exist.

Applications for the Status of Member can be made at any time. Once approved, Chapter Presidents will announce attainment of the Status at a Chapter Meeting. Presentation of Certificates will be made at the Chapter Meeting.

Confidentiality of all NSAA Membership and Designation processes is of importance, and NSAA is committed to maintaining this confidentiality. All members are asked to respect confidentiality, and to advise the National Secretariat or National President if there are any issues of concern.

Completed applications and cheques payable to NSAA Ltd, should be sent to
Suite 3, Level 5
241 O'Riordan Street Mascot NSW 2020

Appendix 1

NSAA Prescribed Assessment Instrument to measure Eloquence

Rating Scale: 5 – Very good, 4 – Good, 3 – Average, 2 – Poor, 1 – Very poor or absent					
	5	4	3	2	1
	Very		Aver.		Very
	Good	Good		Poor	Poor
1) First impression/impact					
2) Engagement of the audience					
i) energy,					
ii) quality of rapport					
iii) emotional variation – tears, mirth, passion, pathos					
iv) hold attention & interest – range of acts					
v) read and respond to audience appropriately					
vi) attend to all of the audience					
3) Presence					
i) owns the platform					
ii) clothing					
iii) grooming					
4) Message					
i) market appeal					
ii) key points conveyed					
iii) concepts clear					
iv) concepts simple					
v) well illustrated					
5) Storytelling					
i) personal - original					
ii) biographical					
iii) historical					
iv) mythical					
v) relevant					
vi) includes incident – point – benefit (overt/covert)					
6) Questions					
i) used regularly					
ii) relevant					
iii) open ended – WWWWH					
7) Voice					
i) volume					
ii) cadence, pace variation					
iii) tone inflections					
iv) pauses					
v) authority					
8) Language					
i) clear language					
ii) jargon free					

iii) colourful vocabulary					
iv) sensory specific (see, hear, feel)					
	5	4	3	2	1
	Very		Aver.		Very
	Good	Good		Poor	Poor
9) Movement					
i) use of space					
ii) relevant use of gestures and body					
iii) congruent					
10) Stagelighting					
i) appropriate					
ii) enhances presentation					
11) Use of microphone					
i) appropriate					
ii) enhances presentation					
iii) ease of use					
iv) non distracting					
12) Use of audio-visual (powerpoint, video, music etc)					
i) appropriate					
ii) enhances presentation					
iii) ease of use					
iv) non distracting					
13) Use of props					
i) appropriate					
ii) enhances presentation					
iii) ease of use					
iv) non distracting					