



The Australian  
Professional  
Speakers  
Academy  
2011 SERIES

# The Australian Professional Speakers Academy is where your professional speaking journey begins...

Learn to **FOCUS your attention** on the most important parts of the professional speaking business and...

- **Build** influence and rapport with your audience to dramatically improve results.
- **Strengthen** your credibility and profile as a published author and expert in your field.
- **Develop** your communication skills, making you a more effective and sought after speaker.
- **Increase** bottom line results year after year as you build multiple streams of income through the sales of your unique products.
- **Improve** your sales and marketing skills to ensure you increase the number of presentations you deliver each year.

Dates for 2011			
VIC	Melbourne	Fri-Sat	July 15-16
NSW	Sydney	Fri-Sat	July 29-30
QLD	Brisbane	Fri-Sat	Jun 24-25 & Oct 21-22
WA	Perth	Fri-Sat	Aug 19-20
SA	Adelaide	To be advised	To be advised

### Testimonial...

"There is no better way to fast track your speaking success. **Speakers Academy** was a critical step in my growth as a speaker. I give it my highest recommendation – it will save you incredible amounts of time, money and energy as you learn from some of Australia's best speakers. In a word, it is awesome!"

*Blake Beattie, Sydney, NSW*



**BOOK YOUR PLACE NOW!**





## Your audience is waiting...

Don't just think about it – do it – become a professional speaker!

If you are a potential speaker, an associate or just starting out on your exciting journey of full-time speaking – then the Australian Professional Speakers Academy is for you!

That is ... if you want to be highly successful in the world of professional speaking.

Learn from leading professional speakers at the Australian Speakers Academy. Each practical, interactive session delivers thorough training and guidance in the six key areas of professional speaking.

This is your chance to leap from speaker to Professional Speaker.

If you have an important message you want to share, the world deserves to hear it. As a professional speaker you will potentially have the unique opportunity to positively impact the lives of thousands of people.

Australian Professional Speakers Academy will give you tools to inspire, educate and entertain your audiences and accelerate your progress to becoming a professional speaker.

***Reserve your place now!***

## Your registration includes...

- **Pre-Seminar Workbook**  
questions for you to consider before the seminar to maximise your learning experience
- **Two-Day Seminar**  
including all meals and refreshments
- **Seminar Workbook**
- **Graduation Certificate**  
on course completion



## Program

TOPIC	DESCRIPTION
<b>TOPIC DEVELOPMENT</b>	<p><i>What will you speak about? In what areas are you or will you seek to become an expert?</i></p> <p>It entails knowing the best topics for you, as well as researching and developing the content of your presentations/performances and the skills needed to develop them. This knowledge area also includes techniques for staying on the cutting-edge of topic selection and development skills.</p>
<b>AUTHORSHIP &amp; PRODUCT DEVELOPMENT</b>	<p><i>How will you package your expertise and/or intellectual property and make it available to your market?</i></p> <p>More than just writing a book, this helps you find your unique angle to position yourself in the marketplace. This also covers the various ways you can take your offerings to market.</p>
<b>SALES &amp; MARKETING</b>	<p><i>How will you market and sell your product(s)?</i></p> <p>It involves sales and marketing knowledge, skills and techniques to generate speaking engagements and expand the impact of your message through product sales.</p>
<b>YOUR BUSINESS MODEL</b>	<p><i>What is the best business model for you to achieve your goals?</i></p> <p>The business of professional speakers requires continuous attention to many details. Mastering this area will help speakers manage the business side of their speaking activities professionally and profitably.</p>
<b>THE SPEAKING PROFESSION</b>	<p><i>What do you need to know about the speaking industry and what it takes to operate as a professional in this industry.</i></p> <p>It provides an overview of the speaking industry and of the National Speakers Association, related professional associations and sources of information, and support for maintaining a high level of mastery in the dynamic world of a professional speaker. It includes the knowledge and skills needed to communicate with individuals and groups with whom speakers often interact.</p>
<b>THE SPEAKING CRAFT</b>	<p><i>What you need to master to command the attention of today's audiences.</i></p> <p>It involves the elements that can make or break a presentation/performance. It deals with the room, stage, props, equipment and set-up. Knowing and mastering set-up/stage skills helps speakers create the setting for a successful presentation/performance. It also encompasses the theatrical and stage talents of speakers. It embodies the knowledge and skills of presenting/performing to communicate with the audience.</p>

# The Australian Professional Speakers Academy 2011 SERIES



## ALL ACADEMY FULL COURSE PARTICIPANTS RECEIVE:

**BOOK NOW**  
**SPECIAL RATE OF ONLY**

**\$880.00**  
**for Members**

**\$1180.00**  
**for Non-Members**

- Teaching, coaching and mentoring from some of Australia's most successful speakers, who will share their techniques and expertise honed through many years of experience.
- Close collaboration with other potential speakers and members of NSAA who want to build their speaking businesses. All meals and refreshments
- A Participants Manual
- Pre-Seminar Manual
- A Certificate of Graduation

**You may photocopy this page**

## NSAA SPEAKERS ACADEMY PAYMENT GUIDELINES

All payments for academy are to be paid in advance.

### Deferral

Provided you advise us two weeks before the course commencement, you may defer to another course anywhere in Australia during the next 2 years. If you defer less than two weeks before the first Academy date, we will deduct the cost of the catering and a \$100 administration fee. This difference will need to be paid before any course attendance.

### Cancellation

Cancellation 30 days or more before the course dates: 100% refund  
Cancellation with more than 14 days, but less than 30 days notice: 75% refund  
Cancellation with more than 7 days, but less than 14 days notice: 50% refund  
Cancellation with more than 2 days, but less than 7 days notice: 25% refund  
Cancellation with less than 2 days notice: nil refund

## BOOKING REGISTRATION

(please tick appropriate boxes. All prices include GST)

ABN 45 080 902 325

**YES** – save me a seat at the Australian Professional Speakers Academy as indicated - I am ready to build my speaking business and move to the next level as a professional speaker.

**YES** – I wish to register for the Professional Speakers Academy 2010. I will be attending:

For further information contact the  
**Secretariat on 1800 090 024**  
or email  
**admin@nationalspeakers.com.au**

### Dates for 2011

<b>VIC</b>	<b>Melbourne</b>	Fri-Sat	July 15-16
<b>NSW</b>	<b>Sydney</b>	Fri-Sat	July 29-30
<b>QLD</b>	<b>Brisbane</b>	Fri-Sat	Jun 24-25 & Oct 21-22
<b>WA</b>	<b>Perth</b>	Fri-Sat	Aug 19-20
<b>SA</b>	<b>Adelaide</b>	To be advised	To be advised

### FULL 2 DAY COURSE

<input type="checkbox"/>	<b>Full Price - Members</b>	\$880.00
<input type="checkbox"/>	<b>Full Price - NON-Members</b>	\$1180.00
<input type="checkbox"/>	<b>Previous Academy Graduates</b>	\$550.00

NSAA Member  Yes  No

**Academy TOTAL** to attend 2 full days in City (as above): ..... Date: ..... **TOTAL \$** .....

Name: ..... Business Name: .....

Address: .....

State: ..... Postcode: .....

Phone: ..... Fax: ..... Email: .....

**Card:** Mastercard  Visa  **or Cheque payable to NSAA:**  **or Direct Payment:**

Credit Card Number: ..... Expiry: ..... / .....

Name on Card: ..... Signature: .....

Name - NSAA  
Bank - National ANZ Bank  
BSB - 015-025  
A/C - 3074 80264

>> Please use name in payment and advise admin@nationalspeakers.com.au and send registration as well.

Confirmation will be sent on receipt of your registration



### Please email, fax or post to:

**National Speakers Association of Australia**

Suite 3, Level 5, 241 O'Riordan Street, Mascot NSW 2020

**Phone:** 1800 090 024

**Land Line:** 02 8338 1411

**Fax:** 02 8338 1977

**Email:** admin@nationalspeakers.com.au

