

# A message from the 2012 QLD President

As the 2012 President for the QLD chapter I wanted to start the year with a message to update all our members, potential members and guests on our strategy for the next 12 months.

I am confident that 2012 is going to be a year of growth for all of us. Your 2012 Chapter Leadership Team (CLT) are committed to doing everything we can to make that happen. So whether you are just planting the seeds of a speaking business, have repotted your business into the next stage of development or have a fully mature business, we can help you grow further in 2012.

Here is a summary of what's in store . . .

## **New venue**

Our meetings will now be held at the Moda Events Centre at Portside Hamilton. This new location gives us a number of benefits including free parking, free wi-fi, a beautiful Brisbane river view with great light and plenty of space. If you aren't familiar with the venue you can check it out at <http://modaevents.com.au/>

## **New lower price**

Instead of a price increase we are actually reducing the meeting price. This means members will pay \$65 and guests \$70 with further reductions if you take advantage of the early bird cut off (less \$10) and even more for members if you sign up for the auto booking system (another \$5). When you combine that with the free parking it offers excellent value for money.

How have we managed to do this? Well, partly by negotiating a good deal with the venue but also by changing the meal from a sit down buffet to canapés and finger food. We will, of course, review this based on feedback in a few months to ensure we are meeting your needs.

## **New timing**

The meal section of our meeting will now be available from 6.00pm to 6.30pm with the meeting running from 6.30pm to 8.30pm with a short break in the middle. This means you can continue networking after the meeting at the various cafes in the complex and still be home at a reasonable hour!

## **New meeting format**

We want to add further value by ensuring all our meetings offer you practical information and a way to apply it in your business. Each month will feature a theme (branding, sales and presentation skills are just a few we have in mind) with all sessions keeping to that theme. We will be expanding the format from

the traditional 2 speakers to include more workshops, panel discussions, hands on sessions, etc.

To help us do this, the role of MC will be expanded to be more of a facilitator who can link the sessions together and help with action planning. We intend to start each meeting with a review of what action people have taken since the last meeting to increase accountability. There are a few other value added features we are still working on too.

### **Extra meetings**

Traditionally we have 10 meetings a year but to add further value to your membership we are increasing that to 12 this year. The two extra meetings will be held in January and April.

We think February is too long to wait for the boost of fertiliser that an NSAA meeting can give to your business so our meeting on January 17 from 6pm to 8.30pm will have a theme of "Planning for success in 2012". This casual planning session for members and guests will be like a mini forum group with a facilitator to help you get your year off to a good start. We will take you through a variety of planning activities to help you clarify your direction and start taking immediate action, as well as discuss the various ways that NSAA can assist. There is no cost for this other than the food you choose to purchase on the night. It will be held at a central location (TBA) and will go ahead regardless of how many people attend. We already have a few of the CLT who are keen so please join us.

To register for this special event, [click here \(add link to website\)](#).

With Unconvention being held in late March, we don't usually have an April meeting and we think that is a waste of a great opportunity to maximise the impact of the major event of the NSAA year. So we are having an "Unpacking Unconvention" theme for our meeting on April 17. It doesn't matter whether you attended Unconvention or not. There will be something you can learn from this session. Of course there is nothing like being there so if you haven't already signed up I strongly urge you to do so. It will be the best investment you make in your speaking business this year!

### **Enhanced communication**

We want to communicate with you regularly and efficiently in 2012 and that's why we will be increasing our social media presence. If you haven't already, like our Facebook page (<http://www.facebook.com/pages/National-Speakers-QLD-NSAA/201186999899526>) or follow us on Twitter (@nsaaqld) to keep up with the latest news and receive valuable tips and tricks to grow your speaking business.

We will be continuing in 2012 with all of our popular regular programs including Speakers Academy, Speaker Idol, Accreditation assistance, Forum,

Coaching/Mentoring advice service and our Library so make sure you take full advantage of these member benefits.

I'm excited about what awaits us in 2012 and look forward to growing with you throughout the year. So mark the 3<sup>rd</sup> Tuesday of the month in your diary now and we look forward to seeing you at Portside, Hamilton!

Regards,

Karen Schmidt CSP  
President NSAA QLD Chapter 2012