

## **A Saturday That Will Propel Your Online Marketing to the Next Level**

### **How to Build The Best Online Profile**



If you want a dynamic presence on the internet, you'll want to be at this session. **Joe Heaps**, managing partner and VP of Sales & Marketing at **eSpeakers**, will guide you on the path to a more effective way to market your business by addressing the necessities in building a great online profile. Whether you're starting from scratch or you have a seasoned bio, Joe has some great tips to offer you. Plus, Joe will demonstrate other tools that will help market and promote you online.

In Joe's many years in the industry, his innovative ideas and strategic vision has moved eSpeakers forward - recognized as the leading software provider in the industry. Joe and his team have lead the charge in the industry adoption of technologies such as online bookings, shared calendars, event reporting, online listing management and various other industry utilities. As one of the partners of eSpeakers along with Dave Reed and the late professional speaker Art Berg, CSP, CPAE, Joe continues to focus on how technology can bring real business value to professional speakers.

A panel of espeaker users will follow Joe as they share their success with espeakers.com by providing hands on, practical and common sense advice!

### **The Power of Email Marketing with Constant Contact**

Want to know how to get your message "heard" in a world of increasing email communications? Discover how email marketing works and obtain useful email marketing tips including email marketing strategies and techniques with **Anissa Freeman Starnes**, Regional Director, the Carolinas for **Constant Contact**.

To learn how to make email marketing work for you more effectively, this session will provide:

- 1) An understanding of what email marketing is and why and how it works
- 2) Components of an effective email marketing campaign
- 3) How email marketing can meet your specific needs
- 4) Case studies of successful email marketing campaigns
- 5) Email marketing best practices and tips

All information provided can be applied regardless of the system or service you are using for email marketing. This session offers great hints and tips!

Anissa brings 19 years of experience in small business and nonprofit management to her role at Constant Contact. Starnes, a native Carolinian, has had an extensive career as an advocate for business interests, including senior positions with several chambers of commerce. She has served as Vice President of the Charlotte Chamber, Senior Vice President of the York County Regional Chamber and most recently President and CEO of the Burke County Chamber of Commerce. Her ability to offer expert council to local small businesses and non-profits is based on her work with the chambers as well as her personal success in running a consulting firm, Chamber Concepts, Inc. and her experience as the Chief Executive Officer of a very successful non-profit organization, Girls on the Run International. Starnes is passionate about small business success and is a valuable resource to North and South Carolina area businesses and organizations.



## *A Message from Our President...*

A big thank you goes to **President-Elect, Patrick Henry**, for coordinating an awesome 2010 Speakers School! As one attendee said after the event, "My expectations were very high. Both Patricia Fripp and Mike Frank exceeded them with ease. Everyone told me it was going to be a great weekend, but I never dreamed it would be this powerful....it was simply amazing and unimaginable."



**Mike Frank, CSP, CPAE**, Cavett Award winner, past NSA President, started the school sharing his sea of knowledge about the speaking business and the history of NSA. He kept everyone on the edge of their seats as he brought the history of NSA to life. He informed, educated, and entertained us by connecting names, faces, dates, personalities, events, and places. Mike also had a great session on "The Business of Working with Speaker Bureaus." He covered, how to approach a bureau, marketing tools, back of room sales, creating a DVD, the ethics of the business, expense reporting, bureau friendly websites, and much more. It was very valuable information.

Then, **Patricia Fripp, CSP, CPAE**, Cavett Award winner, past NSA President, hit the platform wide open delivering gems of wisdom faster than we could write them down. Her session on "How to Become a Powerful Speaker" was fantastic as she broke everything into the smallest details, giving examples of outstanding presentation techniques and formulas. And, to add icing to the cake, Fripp delivered the closing session by asking for volunteers to receive one on one coaching to improve their opening lines or stories. Several brave members and guests received valuable coaching. It was amazing to see how Patricia guided and directed these individuals to be better than their best.

Everyone attending this year's Speakers School went away with their heads spinning with great usable content and ideas that they could immediately apply to their speeches and in their business.

I would like to add a very special thank you to Laura Hamilton, CSP, our Executive Secretary, for handling all the marketing, the registration, the scheduling, the contracts, the hotel reservations, the meals, the banquet rooms, the hotel staff, the first time guests, the time keeping, the banking, the 101 questions from attendees, the travel reports, and all the other one thousand and two duties that helped this year's Speakers School run seamlessly.

**Mark your calendar now for January 15, 2011 NOW.** This meeting will be focused on how your presence on the internet can be enhanced. We are excited to have Joe Heaps and Anissa Freeman Starnes as our experts in the field. **Joe Heaps**, managing partner and VP of Marketing and Sales, from **eSpeakers**, for our next chapter meeting. Joe will be explaining, in great detail, how using eSpeakers can help you manage and automate every aspect of your speaking business.

If you are an NSA member, one of your benefits is free profile on speakers.com. If you have not taken advantage of this, you'll want to be at this meeting! What are some of the things the eSpeakers system can do for you and your speaking business? eSpeakers can manage your profile, web videos, promo pictures, speech details, one sheets, A/V requirements, etc, and with a single entry- connect with hundreds of speaker bureaus all over the world. Using eSpeakers can help simplify the process of achieving your CSP, increase your number of speaking engagements per year, keep your calendar up to date, share calendars with staff, provide an action list, assist with travel arrangements, notify clients when you're in their area, and improve your marketing. Most importantly, using eSpeakers can help relieve some of the stress of running your business, and give you more creative time to write, speak, and do the things you love to do.

The afternoon session will feature **Anissa Freeman Starnes**, from **Constant Contact** with her topic, "**The Power of Email Marketing**". Her session will cover the ins and outs of effective email marketing to put you ahead of your competition. This will be a great educational session.

And, a **Master's Breakfast** will be held for CSP and CPAEs at 8:00 am. Emory Austin, CSP, CPAE, will host the breakfast. More details will be emailed to CSP and CPAEs.

This will be an amazing Saturday session that can help propel your speaking and training business in 2011! You will want to be there! REGISTER NOW at [www.nsacarolinas.org](http://www.nsacarolinas.org) with Pay Pal. Pre-registration is strongly encouraged.

I look forward to seeing you on January 15<sup>th</sup>! And, please be careful you know how I worry.

*Glenn Strange  
President*

## 2011 NSA/Carolinas Meetings

January 15 Quarterly Meeting - Saturday Only  
April 9 Quarterly Meeting - Saturday Only  
June 11 Quarterly Meeting - Saturday Only  
September 10 Quarterly Meeting - Saturday Only  
November 11-12 Speakers School

## 2011 NSA Meetings

**Winter Workshop** – Feb 18-20 – Atlanta, GA  
**NSA Convention** – July 30- Aug 2-Anaheim, CA

**All NSA/Carolinas meetings are at the Hilton  
Executive Park in Charlotte, NC  
704-527-8000**

*The next NSA/Carolinas Board Meeting will be at  
7:30am on Saturday, January 15<sup>th</sup> at the Hilton.*

## **2010 Board of Directors**

**Glenn Strange** *President*  
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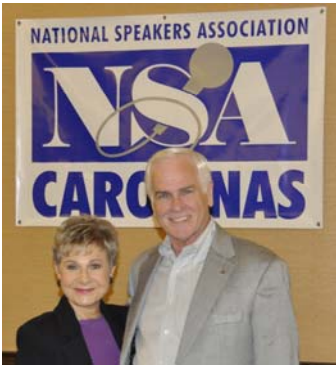
## Chapter Announcements

### Welcome New Members

Margo Corbett – Clemmons, NC has joined as an NSA Academy Member  
Yvonne Corpetts – Elgin, SC  
Pamela Geer – Charlotte, NC has joined as an NSA Academy Member  
Karen Jenkins – Columbia, SC  
Bill Whitley – Charlotte, NC  
Jack Wiles – Charlotte, NC is a returning member

Check out NSA/Carolinas newly improved website. John Fallon and Patrick Henry will be sending details out soon. One new feature - You will be able to download your espeakers profile as your profile on our website.

### Scenes from The Speakers School



Mike Frank, CSP, CPAE and Patricia Fripp, CSP, CPAE dazzled the Speakers School attendees.



72 attendees enjoyed the wonderful Speakers School in November.

Membership in the NSA/Carolinas is possible once you become a Professional Member of The National Speakers Association or an NSA Academy Member. Please go to [www.nsaspeaker.org](http://www.nsaspeaker.org) and click on the Membership Link for further information. Non-members can attend our meetings at the guest rate. If you have any chapter membership questions, please contact the NSA/C office at [nsacarolinas@aol.com](mailto:nsacarolinas@aol.com)

**Location:** Hilton Executive Park at I-77 & Tyvola Road  
Charlotte, North Carolina (704-527-8000)

*January 15<sup>th</sup> Meeting*  
**Registration**

Member Name \_\_\_\_\_

Staff Member/Spouse/Guest \_\_\_\_\_

Email \_\_\_\_\_

Check enclosed for \$ \_\_\_\_\_ or charge my credit card:  Master Card  Visa

Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_ Amount \$ \_\_\_\_\_

Signature \_\_\_\_\_

\$79 Pre-registration for **Members, Staff, or Spouse** for Saturday Meeting\*\*

\$110 Pre-registration for **NON-Members and Guests** for Saturday Meeting\*\*

***January 15<sup>th</sup> Saturday Only Meeting from 9:30 am - 2:30 pm (registration begins at 9:00am)***

**We strongly encourage pre-registration through PayPal on our Chapter website, [www.nsacarolinas.org](http://www.nsacarolinas.org)  
This is the most effective way to ensure our numbers are correct for each event for meals and materials.**

**All registrations must be received before Sunday, January 9<sup>th</sup>.**

After this date, an additional fee of \$10 will be added to the registration.

Phone, fax, or email registrations are accepted.

**\*\*No refunds or transferring of meeting registrations can be accepted once payment has been processed.**

*Please make your own hotel reservations, and ask for our NSA/Carolinas group rate of \$89 at the Hilton Executive Park. There are limited rooms at this special rate, so please make your reservation ASAP!*

**Mail check, payable to NSA/Carolinas,  
& registration form to:**

Laura Hamilton, CSP  
NSA/Carolinas  
PO Box 30058  
Winston-Salem, NC 27130  
336 996-9405 Office / 336 996-9409 Fax



# NSA/Carolinas Meeting Agenda

**Saturday January 15<sup>th</sup>** - *Business Casual is suggested.*

*Please refrain from wearing cologne or perfume to the meetings to be accommodating to sense- sensitive participants.*

- 8:00 Master's Breakfast for CSP and CPAEs only – **Emory Austin, CSP, CPAE Hosting**
- 9:00 Registration and coffee
- 9:15 First Timers Orientation – **Richard Morreale, VP of Membership**
- 9:30 Welcome – **Rich Schlentz – VP of Programs**
- 9:35 How To Build the Best Online Profile – **Joe Heaps, VP of Marketing and Sales, espeakers**
- 10:35 Energy Break
- 11:05 **Joe Heaps** continues
- 11:30 How eSpeakers Has Helped My Business – **Panel Discussion**
- 12:00 NSA/Carolinas' Business Meeting – **Glenn Strange – President**
- 12:15 Networking Lunch
- 1:15 The Power of Email Marketing – **Anissa Starnes, Regional Director, Constant Contact**
- 2:25 Closing Remarks

## NSA / Carolinas

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**First Class Mail**