

Friday Night

The Sweet Secrets of Success in Speaking



This seminar cuts to the quick of what it takes to be a long time success as a professional speaker, trainer, consultant and coach. You can have the greatest ideas, be the most knowledgeable in your field, have more talent than anyone else, and have a burning passion to share it with the world, all of which are important. But, if you do not understand and know how to use the sweet secrets Al shares in this session, you will probably just be another, as the song says, "bundle of potentiality" sitting at home waiting on the phone to ring.

Al Walker, CSP, CPAE started a career in the training business that led to his starting his own business in 1981 and becoming one of the most respected speakers in America today. Al is a past President on the Carolinas Chapter and The National Speakers Association. He is in NSA's Speaker Hall of Fame. He has spoken in all 50 states and internationally.

Saturday

You'll want to be on the front row for an outstanding opening Saturday morning session, entitled, "**Excel In The Craft of Speaking**" from our own, Ty Boyd, CSP, CPAE along with Anne Boyd-Moore and Molly Boyd-Hunt from the Charlotte based company, Ty Boyd's Executive Communication and Coaching. These three speakers have over 55 years of teaching and coaching experience between them and want to share their vast knowledge with you. Working with highly successful executives from every state and 50 plus countries, Ty and his staff are experts in helping you reach your next level of presentation success. Topics include: 1) Learning top secret ways to never be at a loss for words; 2) Enhancing and excelling in your delivery and 3) Being the best presenter you can be, every time, any where! Actual presentations will be coached during this powerful information packed session.



Ty Boyd, CSP, CPAE began his business life as a broadcaster and emerged as a speaker and coach. NSA honored him with its Master of Influence Award for making global impact through the spoken word. He has delivered keynotes and seminars on five continents to more than a million people.

Anne's background in radio and television has led her to coaching people from CEOs to NASCAR drivers throughout the country to enhance their speaking skills.

Molly coaches her students on how to use their strength to become authentic speakers through humor and story telling.

Play the Game with WordPress: Show Meeting Planners You Mean Business with Your Speaker Website

What exactly is WordPress and why is it such an important tool, particularly for speakers? Meeting planners and speakers bureau agents know within 5 seconds of visiting your website if you are an amateur or pro speaker. They can tell how much you charge, what you're worth, and if you will woo their audience or put them to sleep. How can you use WordPress to show that you know the speaking game?



Join **Marty Dickinson** for his first session featuring 21 essential components every speaker website needs for more, and better paying, speaking offers. Topics include: get more speaking inquires even if you only convert your current website as-is to WordPress; save money by managing your own content even if you're a total technophobe; and automate your publicity 24 hours a day by combining WordPress and social networking.

Stage Time: Rocking LinkedIn, Twitter, Facebook and Google Plus for Leads, Sales and Speaking Opportunities

Marty has proven way to show you how even a modest social media campaign can increase your website visitation by more than 50% and how you can "mine" the networks for targeted leads and opportunities. Marty will reveal his "15 Social Steps in 15 Minutes."

Marty Dickinson has been a full-time Internet marketer for 15 years and manages more than 100 of his own websites. He provides Internet marketing services through his 15-year company called HereNextYear, Inc. Marty is co-author of "Web Marketing All-in-One for Dummies" (Wiley) and has written 3 other books! He has helped literally thousands of speakers, authors and business owners around the world to regain control of their Internet marketing strategy and expand their web presence.



Jim Thompson, CAE, IOM, Executive Director of AENC (Association Executives- NC) presents **The State of the Meeting Planners** in an overview and forecast of the meeting planning industry; the hot topics that associations and corporations desire; and key tips and strategies for speakers to work with meeting planner more effectively.

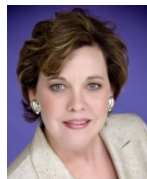
Jim joined AENC in 2005 with seven years of experience in non-profit management, after serving as Director of Business Development for the NC Association of REALTORS®. Jim graduated from UNC-Greensboro with degrees in English and Political Science. He has also earned the Certified Association Executive designation, and has graduated from the US Chamber's Institute for Organization Management.

A Message from Our President Elect...

It is your best professional development value...period. That's how I would describe the 2011 NSA/Carolinas Speakers School. We have secured the best in our industry to help grow your speaking business. You owe it to yourself, your audience, and the future of your business to be in Charlotte on November 11th and 12th. Here's what's in store for you:



We'll kick off Friday evening with **Al Walker, CSP, CPAE**. www.alwalker.com Al has been honored in every way imaginable as a professional speaker. Al is well known for helping others become a success in our business. And, that is what he will do for you in Charlotte—help you understand what it takes to become a highly successful speaker. You can either learn this invaluable information from Al Walker, or you can learn it the hard way, on your own. The choice is yours.



Saturday begins with a bang! We'll start by basking in the talent of **Jane Herlong, CSP**. www.janeherlong.com Jane is a former Miss South Carolina and represented South Carolina in the Miss America Pageant. Jane is a nationally known professional speaker, award-winning professional singer, recording artist and published author.



Next, **Ty Boyd, CSP, CPAE** takes the stage. ty@tyboyd.com If you have never had the privilege of hearing Ty Boyd, this is your chance. And, he's bringing along the CEO and Executive Faculty of his company, Executive Communication and Coaching to join him on the platform, Anne Boyd-Moore and Molly Boyd-Hunt! An internationally known speaker and trainer, Ty, Anne and Molly bring 55 years of coaching and teaching to the platform to help us all learn to "Excel In the Craft of Speaking." This session will provide priceless information to change your delivery forever.



Saturday continues with critical skills and know-how which will impact your speaking brand. **Marty Dickinson** is a full-time internet marketer who manages over 100 of his own web sites. www.herenextyear.com You'll learn how to harness the power of the internet and reach more potential clients with greater effectiveness. This is a hands on session where Marty explains how to gain control over your internet marketing strategy and gives you the opportunity to make application right there with him. So bring your laptop to embrace the full experience! After lunch Marty will discuss why it's critical that speakers embrace LinkedIn, Twitter, Facebook, and Google Plus for more leads, sales, and speaking opportunities—or be left behind.

Finally, our day rounds out with **Jim Thompson** from the Association Executives of North Carolina. www.aencnet.org He will provide us with an insider's view regarding The State of the Meeting Planners. Jim's information will include: an overview and forecast of the meeting planning industry; the hot topics that associations and corporations desire; and key tips and strategies for speakers to work with meeting planner more effectively.

There you have it. **The absolute best professional development value** around! For members, registration is \$95 and for guests it is \$150. Please go now to our web site www.nsacarolinas.org and pre-register with Pay Pal. Or, contact our office at nsacarolinas@aol.com. Take full advantage of this incredible, affordable learning experience right here in your own back yard. We will see you on November 11th and 12th in Charlotte. Here's to creating the best year ever for you and your speaking business.

*Rich Schlentz
President-Elect*

2011-2012 NSA/Carolinas Meetings

November 11-12 Speakers School
January 14 Quarterly Meeting - Saturday Only
April 14 Quarterly Meeting - Saturday Only
June 9 Quarterly Meeting - Saturday Only
September 15 Quarterly Meeting - Saturday Only
November 9-10 Speakers School

2012 NSA Meetings

2012 NSA Winter Conference February 3-5, 2012
2012 NSA Convention July 14-17 2012

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

2011-12 Board of Directors

Patrick Henry <i>President</i> Patrick@patrickhenryspeaker.com	615-491-3941
Rich Schlentz <i>President Elect</i> rich@extraordinaryinc.com	336-317-4603
Jane Jenkins Herlong, CSP <i>VP of Programs</i> jane@janeherlong.com	803 275-5090
Richard Morreale <i>VP of Membership</i> Richard@richardmorreale.com	336-598-2793
Bill Whitley <i>Secretary</i> bill@billwhitley.com	704996-2800
Louise Goodman <i>Treasurer</i> louise@louisespeaks.com	843 235-3816
Meridith Powell <i>One Year Director</i> meridith@motionfirstnow.com	828 243-3510
Chuck Gallagher <i>Two Year Director</i> chuck@chuckgallagher.com	828 244-1400
Glenn Strange <i>Immediate Past President</i> glenn@glennstrange.com	864-439-3308
David Stelzl <i>Showcase Chair</i> dstelzl@stelzl.us	704-243-0014
Jack Wiles <i>Chapter Photographer</i> jack@thetrainingco.com	704-516-2270
John Fallon <i>Web Master</i> john@johnfallonpresents.com	864-638-2101
Michelle Walker <i>Newsletter Editor</i> spacemichelle@lycos.com	919-412-5154
Laura Hamilton, CSP <i>Executive Secretary</i> hamiltonseminars@aol.com	336-310-3975
NSA/Carolinas Office nsacarolinas@aol.com	336-996-9405 336-996-9409(f)

Chapter Announcements

Great Deal for Members for the Speakers School

Members if you have two (2) guests register for the Speakers School and they mention your name, you can attend for only \$65. Now there's a deal! Deadline for this offer is October 15. So invite all the people you have met over the years who want to become a speaker or trainer. The Speakers School is the ideal event for them to learn about our industry. Email our office if you would like to participate in this special offer. nsacarolinas@aol.com

Toastmasters Will Receive a Discounted Speakers School Registration

If you are currently a Toastmaster in North Carolina or South Carolina, please email our office at nsacarolinas@aol.com and ask about the Toastmasters discounted registration before the October 15th deadline.

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 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

Members if you have updated **your profile with** www.espeakers.com recently, please notify our Webmaster, John Fallon john@johnfallonpresents.com so he can change your information on our NSA/Carolinas' web site directory www.nsacarolinas.org If you do not have a profile with espeakers, please enter your information and make John aware of the change so he can keep our web site current. Thanks!

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

November 11-12th 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 _____

\$95 Pre-registration for **Members, Staff, or Spouse****

\$150 Pre-registration for **NON-Members and Guests****

Check out page four for the full meeting agenda

**We strongly encourage pre-registration through PayPal on our Chapter website, www.nsacarolinas.org
This is the most effective way to ensure our numbers are correct for meals and materials.**

All registrations must be received before Monday, November 7th.

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! Contact Koi at kle@hiltoncharexecpark.com to get the discounted rate

**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

Speakers School November 11-12, 2011 - *Business Casual is suggested.*

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

Friday Night

6:00 Buffet Dinner

6:45 Welcome and Getting to Know You – **Rich Schlentz, President Elect, 2011 Speakers School Coordinator**

7:00 **Al Walker, CSP, CPAE – *The Sweet Secrets of Success in the Speaking Business***

8:30 Networking – cash bar in lobby

Saturday

8:30 Welcome - **Jane Herlong, CSP, Vice President of Programs**

8:45 **Ty Boyd, CSP, CPAE, Anne Boyd-Moore and Molly Boyd-Hunt - *Excel in the Craft of Speaking***

10:00 Energy Break

10:20 **Marty Dickinson – *Play the Game with WordPress: Show Meeting Planners You Mean Business with Your Speaker Website*** (please, bring your laptop for an very interactive session)

11:45 NSA/Carolinas Announcements – **Patrick Henry, President**

Noon Networking Lunch

1:00 **Marty Dickinson - *Stage Time: Rocking LinkedIn, Twitter, Facebook and Google Plus for Leads Sales and Speaking Opportunities***

1:45 **Jim Thompson, *The State of The Meeting Planners***

2:45 Closing Remarks – **Rich Schlentz, President Elect**

NSA / Carolinas

A Chapter of the National Speakers Association

PO Box 30058

Winston-Salem, NC 27130

336 996-9405 *Office*

336 996-9409 *Fax*

Email: nsacarolinas@aol.com

First Class Mail