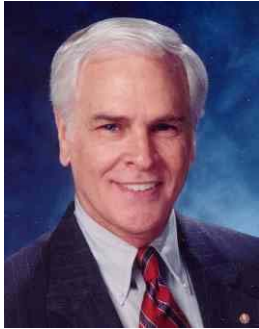


NSA/Carolinas 28th Annual Speakers School



Join Mike Frank, CSP, CPAE as he discusses:

- 1) What marketing "tools" are most critical and some tips on creating them
- 2) The truths about PR photos
- 3) Creating your DVD demo
- 4) The myths and realities of working with speakers bureaus
- 5) Some important truths about product sales
- 6) A few thoughts on the ethics of our business
- 7) While he can't discuss fees, he will share some vital "rules of thumb"
- 8) Do nots of bureau friendly websites

Come prepared with questions...he will try to answer them all.

Mike Frank, CSP, CPAE, has spent the majority of his adult life in the speaking and training business. He is the President of Speakers Unlimited the oldest and largest speakers bureau in Ohio and one of the oldest and largest in North America. Mike has spoken to over 3,000 groups and has "booked" almost 15,000 engagements for other speakers, including about 100 celebrities and over 400 NSA members. In 1980, Mike was President of NSA and the CAVETT Award winner. Mike is the author of *Speaking For Money and For Professional Speakers Only* books to help other speakers understand the speaking business. Helping us to better understand what speakers bureau are all about, Mike will impress us with his vast knowledge about our industry.

Patricia Fripp, CSP, CPAE will dazzle you with information that will transform your presentations!

In her session, she will give:

- 1) Three Ways to Emotionally Connect with Every Audience Member
- 2) Two Formulas That Will Make Your Stories Come Alive
- 3) Ten Little Known Delivery Techniques That Improve Performance
- 4) How to Get Invited Back Over and Over Again

Fripp will also do personal coaching with Speakers School participants. So come prepared with a story to tell and be coached by the best in the speaking business.



Patricia Fripp, CSP, CPAE Hall of Fame keynote speaker, sales presentation skills trainer, and executive speech coach. Patricia coaches executives on how to deliver dynamic and inspiring presentations, transforms sales teams, and delights audiences. *Meetings and Conventions* magazine calls Patricia "One of the country's 10 most electrifying speakers." She is author of *Make It! So You Don't Have to Fake It* and *Get What You Want*, and contributing author to *Speaking Secrets of the Masters* and *Insights Into Excellence*. Patricia was the first female President of the National Speakers Association. She is a long-time member of the prestigious Speakers Roundtable, a 20 member invitation-only society of the most highly regarded professional speakers. Fripp is a faculty member World Champions' Edge coaching community. *Kiplinger's Personal Finance* says, "Patricia Fripp's speaking school is the sixth best way you can invest in your career."

A Message from Our VP of Programs...

Every successful person tends to have one thing in common...great mentors. The speaking profession is no different, and I would go so far as to say that without great mentors, you **will not** be successful as a professional speaker.



On November the 12th and 13th, I am delighted to say that two of my greatest mentors, Mike Frank, CSP, CPAE and Patricia Fripp, CSP, CPAE, will be presenting at the NSA/Carolinas Speakers School. By attending this session and investing a minimal amount of money, you will carve years off of your learning curve and learn some of the tips, tools, and techniques of professional speaking from some of the best. If you were to hire Patricia Fripp and Mike Frank for a day of coaching, you would spend upwards of \$15,000.

Mike Frank is one of the original members of the National Speakers Association and the owner of the one of oldest speakers bureaus in America. No one knows more about the business of professional speaking than Mike Frank. He will share some marketing practices that will enhance your business and help you take your speaking career to the next level, as well as show you the best way to create a productive relationship with speakers bureaus. He will discuss marketing tools, demos, product sales, PR photos, and more.

I don't care how much you know, how many books you've written, or how many mountains you have climbed, if you can't deliver your content or story in a persuasive, entertaining and impactful way, you are not performing at your optimal best. Patricia Fripp is a world renown speaker and executive speaking coach, and at NSA Carolinas Speaker School, she will give Three Ways to Emotionally Connect with Every Audience Member; Two Formulas That will Make Your Stories Come Alive; Ten Little Known Delivery Techniques that Improve Performance; and How To Get Invited Back Over and Over Again.

Mike Frank and Patricia Fripp are both past presidents of the National Speakers Association and CPAE and Cavett award winners, which are the highest honors bestowed on professional speakers by NSA.

Come ready to learn, have fun and ask questions that pertain to your business, and I promise you will not walk away disappointed. Go to www.nsacarolinas.org and register today!

As an incentive for Members Only, there will be a drawing at the school for a \$100 off registration certificate from NSA for a national NSA meeting. This can be used toward the convention, winter conference, lab or CSP/CPAE Summit. Also, note the Members Only special offer in the Chapter announcements on Page Three.

*Patrick Henry
VP of Programs*

2010 NSA/Carolinas Meetings

November 12-13, 2010 Speakers School

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, 2011 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**

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Chapter Announcements

Great Deal for Members for the Speakers School

Members if you have 2 guests register for the Speakers School and they mention your name, you can attend for only \$50. 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 be 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.

Bill Brooks, CSP, CPAE inducted, posthumously, into the Veteran Speakers' "Legends of the Speaking Profession."

Bill joins recent recipients Ty Boyd, CSP, CPAE, Lou Heckler, CSP, CPAE, Robert Henry, CSP, CPAE, Ken McFarland, CPAE, Jim Rohn, CPAE and Zig Ziglar, CPAE in the Hall of Fame. Emory Austin, CSP, CPAE made the presentation at the awards ceremony.

NSA/Carolinas Membership

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

Please update your NSA/Carolinas Web site Directory Information if you have not done so recently. Forgot your password? Contact our great webmaster, Tom Stevens at tom@thinkleadershipideas.com

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

November 12-13th 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 _____

Weekend Registration: \$95 for Members, Staff, and Spouses \$150 for Guests

**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 each event for meals and materials.**

All registrations must be received before November 6th.

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

Business Casual is appropriate for the meeting. Please refrain from wearing cologne or perfume to the meetings to be accommodating to sense- sensitive participants.

Friday Night - November 12

- 5:30 Registration
- 6:00 Buffet Dinner
- 6:45 Welcome - **Patrick Henry, Speakers School Coordinator**
- 7:00 ***Four Decades of Professional Speaking-*** Mike Frank, CSP, CPAE
- 7:45 Energy Break
- 8:00 ***Things I've Learned in My Speaking Career -*** Patricia Fripp, CSP, CPAE
- 8:45 Closing remarks - **Glenn Strange, President**

Saturday - November 13

- 8:00 Registration and Continental Breakfast
- 8:30 Welcome Back - **Patrick Henry, President Elect**
- 8:45 ***From Good to Great...Coaching Tips To Change Your Speaking Career-*** Patricia Fripp, CSP, CPAE
- 10:15 Energy Break
- 10:45 ***The Business Side of Professional Speaking-*** Mike Frank, CSP, CPAE
- 11:45 Lunch
- 12:45 **Patricia Fripp** - continues coaching
- 2:15 Closing remarks - **Patrick Henry**

NSA / Carolinas

A Chapter of the National Speakers Association

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First Class Mail