



Backstage: News from the PSA

November/December/January 2019-2020

President's Letter: From Steve Bustin

Hello! It's an absolute honour to be writing as your new National President and I'm looking forward to getting to know many of you as I visit all the PSA regions over the next few months, where I'll be 'Bustin' myths' about the speaking industry.

My theme for this year is 'More Business, Better Business', as I want us all to focus on building bigger, better run and more sustainable businesses. My hope is that across this year's regional meetings and next year's convention, renamed The Speaking Business Summit, you'll learn the skills you need to grow your business and make a sustainable living as a speaker. Those who are already running successful speaking businesses will, I hope, discover new practices and approaches that will enable you to grow not only their own business but also help to grow the market for professional speakers nationally and even internationally.

Keep an eye on the PSA emails and the Member's Facebook Group over the next few weeks for details of two exciting ways for you to be involved in next year's Summit. Firstly, a call for speakers for main stage and breakout sessions. We'll be looking for speakers on quite specific business and speaking related topics but will also be seeking innovative ways of delivering content.



Secondly, we'll be offering the opportunity to run events and activities during the Summit Fringe - member-led sessions that will enrich the Summit experience by broadening the type of sessions you can attend during the weekend, from a sporting activity to a worship meeting or topic-led discussion. More details coming soon.

Early-bird tickets for the Summit are now on sale - secure yours for the best price possible on speakingbusinesssummit.com.

I'm excited at the opportunity for the PSA to help you to develop more business and a better business, but we can only offer advice, tools and pointers. It's up to you to take them up, apply them to your business and to measure the results. I hope you're going to grab the opportunities on offer and I look forward to working with you.

Regards,



Forthcoming Events

November

6th	PSA East Midlands	13th	PSA North West
9th	PSA London	19th	PSA Staffordshire
11th	PSA North East	19th	PSA Thames Valley
12th	PSA East of England	23rd	PSA Yorkshire
12th	PSA Scotland	27th	PSA Ireland

December

2nd	PSA Scotland	10th	PSA East of England
4th	PSA East Midlands	10th	PSA Staffordshire
5th	PSA North West	12th	PSA Midlands
5th	PSA South East	14th	PSA London
5th	PSA South West	17th	PSA Thames Valley
9th	PSA North East		

Other forthcoming events

**9th -11th
Oct 2020**

And don't forget The Speaking Business summit

January's events were being mapped out as this issue of Backstage went to press – watch out for those emails and keep an eye on the website!

From the board

First, a welcome to our new president for the next year, Steve Bustin, who introduces himself on the front cover of this issue of Backstage.

Diversity and Inclusion.

Diversity and Inclusion has been a big theme this year. At Inspire we had presentations from Joanne Lockwood sparking a lot of thought for many people in the room and there was a robust debate on Friday morning in the GSF meeting about the importance of diverse panels and agendas.

The PSA has always endeavoured to hold a very

inclusive attitude Rikki Arundel was one of our Founders and we have had a number of female Presidents over the years for example. Inspire over the weekend saw a strong mix of speakers from different backgrounds and there was a conscious effort to try to get that blend right.

But we have a long way to go. While we are probably in a healthy position in terms of gender and LGBT+ diversity and inclusion, we are nowhere near as representative of the range of speakers in the UK and Ireland from an ethnic or age diversity as we would like to be... CONTINUED

The wider these gaps then the harder they are to plug as speakers from underrepresented groups come along to PSA and don't feel that it is a place for them.

We have been discussing this on the Board over the last few months and Shaz Nawaz has agreed to lead a working party to explore the true state of diversity and inclusion within the PSA and where we need to take action.

So we are looking at what we can do about diversity and inclusion within our ranks. If you would like to be involved or have any information you can share, please contact us via the volunteer link:

www.the-psa.co.uk/contact/volunteering-for-the-psa/

Focus on: Inspire

In October the PSA held its Inspire annual conference. Member Dr. Ashok Jansari #thebrainguy went for the first time and shares his impressions.

As a relatively new person to the PSA (joining in October 2018), I wasn't sure whether or not it would be worth going to the annual convention. I decided to go 'just in case' but things didn't get off to a good start because I woke up on the first morning with flu and seriously considered returning home to Brighton rather than go to a conference where I knew hardly anyone and where I didn't feel I would fit in.

Well, despite spending most of my first day at the conference hotel in bed, I am **so** glad that I DID go. The PSA team ran things in such a professional and friendly manner that I felt totally welcome; and in fact was touched by how the team kept asking about my health and whether they could do anything for me.

The weekend had a number of highlights - great talks, hilarious comedy, seeing friends and making new friends! Tim Gard's talk *Laughter Becomes You* was in equal parts educational and hilarious - beg, borrow or steal to go and hear this man speak! As someone who is trying to write an academic textbook, I found Richard Hagan's workshop on book-writing extremely illuminating since he was giving all the warning signals that many people do not consider when they decide to become a multi-selling award-winning author!

Given the Inspire theme, I know from others who managed to see it that my friend Joanne Lockwood's talk 'Engage with all your audience - not just those like you' was, just like the speaker herself, truly inspirational. Speaking of friends, it was wonderful to see one of my friends from my London Mastermind group, Anthony Stears 'The Telephone Assassin' win the Thames Valley Speaker of the Year award - richly deserved!

As for comedy, which was wonderfully organised by Alan Stevens, the standout for me was Shelle Rose Charvet - who knew that dragonfly sex could be so funny and what a great metaphor it is for motivational speaking!!!! Finally, one of the best things about Inspire was the networking opportunities. I met some great people including Clinton Wingrove, the wonderfully warm Henry Rose Lee and her husband QJ and Eksteen de Waal from Amsterdam. I'm hoping that I can get involved in work with all of these people at some point or other and in fact, have already arranged to visit Eksteen's team in Amsterdam at the start of November.

So despite arriving feeling like death-warmed-up, Inspire ended up being quite enlivening

Dr. Ashok Jansari



Member Benefits

Being a member of The PSA brings with it a wide range of practical benefits:

- Discount rates on Professional Indemnity and Public Liability Insurance tailored specially for professional speakers, via thepsa.co.uk/membership/benefits/insurance/
- Access to the PSA Members Only Facebook Group for advice, discussion and news pertinent to you and your speaking business.
- A free profile on the PSA Member Directory on the PSA website - be visible to speaker bookers and increase your web presence. Sign up via espeakers.com/welcome-psauk/ (Professional Members and Fellows only)
- Benefit from the Member referral scheme: Remember that if you are named as a referrer of a new member who joins the PSA (at any membership level) then you get a thank you of a voucher entitling you to attend one PSA regional meeting for free.
- Access to our fantastic new video platform, the Speakers' Hub, packed with insights and wisdom on essential topics for all professional speakers. Access via thepsa.co.uk/membership/benefits/the-speakers-hub/

New member benefit

Do you need office space in a city across the UK, whether for an office or for meetings – and would you rather like a 10% discount?

The PSA has negotiated just such a reduction for members with the Citibase network. Further details will be out soon by email; if you wanted to book something, for the moment contact the centres directly using

*the numbers on the locations page on the website www.citibase.com/locations/ Please ensure that when making the booking that you quote the promotional code of **CITIBASEMEETINGSPSAOFFER***



For membership and subscription queries contact admin@thepsa.co.uk or call **0333 444 8910**. To contact the President email president@thepsa.co.uk or to contact the Chairman mail chairman@thepsa.co.uk. More information can be found on www.thepsa.co.uk