



# Backstage: News from the PSA

February/March/April 2020

## President's Letter: From Steve Bustin

*Hello! One of the perks of being National President of the PSA is the opportunity to visit and speak at all thirteen regional meetings during the course of my presidential year (although of course you don't have to be President to do this as all meetings are open to all members!) As I write this, I'm about to visit my seventh region, with six still to look forward to this Spring.*

It's been lovely to meet so many PSA colleagues around the UK and Ireland, on a number of occasions finally meeting people I've chatted to or interacted with online for months or even years. I've seen a number of people speak who I've never seen on stage before and picked up ideas I'm already applying to my own business.

What has really struck me is the value members put on these regional meetings, not only as an opportunity to develop themselves and their businesses through learning from the speakers on the stage but as an opportunity simply to meet and engage with colleagues, peers and friends.

Many of us are one-person businesses, possibly only using virtual staff, and anyone who travels a lot to speak will know that it can be quite a lonely business, even when you're speaking to hundreds or thousands of people from the stage. I've lost count of the number of tables for one I've had in hotel restaurants and the hours I've spent on planes and trains (or just waiting for planes and trains) to get to and from gigs. It's not that I don't like the opportunity to travel – but I recognise that

I'm on my own a lot and that's not always good for me.

Isolation can really have an impact on us and our businesses, so it's brilliant to hear some of the stories about how the PSA has helped to bring people together, forge business collaborations and create deep friendships. If you'd like to build your network in the PSA, talk to your Regional President about joining or founding a mastermind group, and offer to help out at regional events, as it's the perfect way to get to know everyone who walks through the door.

A quick reminder for those who are looking to track, measure and benchmark their speaker businesses – Heather Townsend will be running the second of her webinars on how to do it on Monday 30th March. Watch PSA emails and the Members Facebook group for details of how to join the session.

Regards,

**Steve Bustin**  
**PSA National President**



# Forthcoming Events

## February

<b>5th</b>	PSA East Midlands	<b>12th</b>	PSA North West
<b>8th</b>	PSA London	<b>12th</b>	PSA Scotland
<b>11th</b>	PSA Birmingham	<b>15th</b>	PSA Ireland
<b>11th</b>	PSA South West	<b>20th</b>	PSA Thames Valley
<b>11th</b>	PSA Home Counties North	<b>21st</b>	PSA Staffordshire
<b>12th</b>	PSA North East	<b>22nd</b>	PSA Yorkshire

## March

<b>3rd</b>	PSA Home Counties North	<b>11th</b>	PSA North West
<b>3rd</b>	PSA South East	<b>14th</b>	PSA London
<b>4th</b>	PSA East Midlands	<b>17th</b>	PSA Staffordshire
<b>10th</b>	PSA Birmingham	<b>19th</b>	PSA Thames Valley
<b>10th</b>	PSA South West	<b>21st</b>	PSA Yorkshire
<b>11th</b>	PSA North East	<b>21st</b>	PSA Ireland

## April

<b>1st</b>	PSA East Midlands	<b>21st</b>	PSA South West
<b>8th</b>	PSA North East	<b>21st</b>	PSA Staffordshire
<b>14th</b>	PSA Birmingham	<b>23rd</b>	Spring Fellows' event
<b>15th</b>	PSA Scotland	<b>23rd</b>	PSA North West
<b>16th</b>	PSA Thames Valley	<b>25th</b>	PSA Yorkshire
<b>18th</b>	PSA Ireland		

And don't forget to watch PSA emails and the Facebook group for details of Heather Townsend's webinar on 30th March and the annual Speaking Business Summit, 9th-10th October!

## From the board

2020 promises to be an exciting year for the PSA and our President's theme of 'More Business, Better Business' has already been a topic of conversation at regional events, with anticipation building for The Speaking Business Summit this October. The regional events provide huge value to members and we're grateful to our Regional Presidents for the huge amount of work they do to make those

events a success. Our regions genuinely thrive on a 'givers gain' mentality and we'd like to invite you to consider two things in the coming months:

*Where could my skills play a part in growing my region?*

*Who is the one person in my network who could benefit from attending a regional event?*

"You have to give to get. This is almost entirely a volunteer organisation. We all need to pitch in and help. I learned that there is no better way to meet people than helping at events and on the regional board."

– **Julie Holmes**, PSA Fellow

## And please welcome our new board members

### *Rebecca Jones:*

It's with great pleasure that I started 2020 as the new chair of the board for the PSA. I'm in no doubt this role will be both rewarding and challenging! I'm not sure which of my skills I will be calling on the most, my experiences from 28 years as a business leader or those from being a mum and a grandma!

I join the PSA Board at a time where our membership is steady and our regional and national events have become well-loved and firm favourites in all our diaries. But the world moves forward and I see my job over the next three years is to ensure that the PSA grows and is stable for the future. I'm sure its no surprise to you all that my background in education, enterprise development and organisational growth will feature heavily in my aims for the future. First

things first however, I plan on reviewing what it is our members would like to see from the PSA to enhance their membership and to help grow their business. To this end in the coming months I will begin my review of the PSA and develop a strategic plan with the board and our administrative team.

I promise to make it out to some regional events and look forward to meeting old PSA friends as well as newer members and of course our fab new regional presidents.

Here's to a brilliant 2020 for you all.



### *Nathan Littleton:*

I'm thrilled to be joining the Board and to play my own small part in growing the PSA and its value to our members over the years to come. Attending my first PSA event back in 2013, I had no idea that I'd meet so many people who would become trusted colleagues, great friends and even business partners. As Communications Director, I want to make it even easier for you to meet, connect and collaborate with other members, too! Naturally, as part of my role I'm keen to make sure

that you get to hear about the PSA matters that you care about most. But more importantly than that, I want to make sure we're great at keeping in touch in the ways that work best for you, whether that's email, text message or carrier pigeon. Drop me a line if there's something you'd like to share: [communications@thepsa.co.uk](mailto:communications@thepsa.co.uk).



## Chantal Cornelius:

Because I like a challenge, after two years of being an award winning Regional President for the PSA, and growing the Thames Valley events, I decided that it was time to apply for the role of Marketing Director for the PSA.

I'm really pleased to be joining the Board and getting my hands on the PSA's marketing. There is a lot to do – I think we need a new Marketing Plan to help take the organisation forward for the next three years (or however long I get to stay on the Board.) As well as developing a better national presence for the PSA – there are still a lot of speakers who haven't heard of us – I am really keen to help the different regions to grow. We managed it in the Thames Valley so now I

would like to help all the other regions that want to do the same. I also see this role as helping members of the PSA to get more from their membership. Like I said, I like a challenge!

Along with the rest of the Board, I am here to help you. Please do get in touch – you can call me on 07773 252 744 or email me at [marketing.director@thepsa.co.uk](mailto:marketing.director@thepsa.co.uk)



# 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/](http://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/](http://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/](http://thepsa.co.uk/membership/benefits/the-speakers-hub/)
- 10% discount on office space for office or meeting purposes from the Citibase network. Visit [www.citibase.com/locations](http://www.citibase.com/locations) and when making the booking quote **CITIBASEMEETINGSPSAOFFER**.



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