



# Backstage: News from the PSA

November-January 2020/21

## President's Letter: From Steve Bustin

*Hello! As I write this, the dust is settling after our annual PSA convention. It's been very gratifying to see how many people are making changes to their business processes and products as a result of what they heard at the Speaking Business Summit.*

If you're still looking at a huge list of ideas but not quite sure where to start, don't forget the advice offered by the very wise Bryony Thomas during the opening Coffee & Conversation event. She pointed out that everything you hear from the stage should be treated as a suggestion, not an instruction. DON'T try and do everything! Pick one or two things that will make a real difference and concentrate on those.

One thing that struck me during the Summit was how much we all enjoyed the companionship of being together again and the opportunity to share ideas and support each other. Speaking can be quite a solitary occupation at the best of times. Even if you are in front of an audience of hundreds, on your own a lot, especially if you're a one-person business. In the last 9 months that has become even more pronounced, leading some to feel increasingly isolated.

That's why I'd like to dedicate the last six months of my PSA Presidency (I hand over to Dr Lynda Shaw next Spring) to encouraging everyone to

be 'Better Together'. No one should be working alone, as we all benefit from new points of view, support from our colleagues and knowing that others have 'got our backs'.

Form a mastermind group. Ask a Fellow to mentor you. Have an accountability buddy. Find a business or speaking coach. Join a business network. Do all of the above. I'm looking at ways to help make some of these easier within the PSA but don't wait for an announcement from me or the team. Reach out to people, post in the Facebook group, ask around.

Find colleagues, find support, find friends. We really are better together.

**Steve Bustin**  
**National President 2019-21**



# Regional events

## November

2nd	Scotland	12th	North West
3rd	South East	14th	London
4th	East Midlands	17th	Staffordshire
5th	Home Counties	19th	Thames Valley
10th	South West	21st	Yorkshire
10th	Birmingham	28th	Ireland (full day including Christmas party)
11th	North East		

December *December's provisional dates subject to confirmation - please check the website.*

2nd	East Midlands	9th	North West
8th	Birmingham	12th	London
8th	South West	17th	Thames Valley
8th	Staffordshire	19th	Yorkshire
9th	North East		

Watch the PSA's website for January dates, which were unavailable as we went to press!  
<https://www.thepsa.co.uk/regions/>

Also: The PSA Speak More masterclass will be on 4th December. In the morning Chantal Cornelius will focus on attracting the clients you want through marketing and in the afternoon Simon Hazeldine will look at turning these prospects into paying clients. For further information see <https://bit.ly/3nBVwjl>

Plus: Watch your inboxes for an online Christmas gathering of the PSA nationally – after the Summit, you know you want to...!

"Since the Speaking Business Summit I have increased my productivity using Pomodoro (thanks to Liz Hardwick), I don't just show gratitude but also reflect on why it matters (thanks to Frederika Roberts), I get on and off my PC chair differently (thanks to Damian Maher), I consider carefully my different roles in my business (thanks to Simon Hazeldine), I have made my next talk more brain-friendly (thanks John B. Molidor) and I take better photos (thanks to William Bust)! Phew!!"

**Nathalie Paris, the French Geordie Storyteller**



For more information about all PSA events and links to booking details, please see [thepsa.co.uk/events](https://www.thepsa.co.uk/events)

# Speaking Business Summit

October saw the first virtual event from the PSA in the shape of the Speaking Business Summit. Backstage's intrepid editor Guy Clapperton attended by wandering into his spare room, remembering to put trousers on most of the time.

It was the best of times, it was the best of times...

October 2019: Steve Bustin became national president of the PSA and like all people of the same title, the peak of his year was to come at the end of 12 months with a three-day conference. Retitled The Speaking Business Summit it would take place in Warwick University and it would draw together friends old and new.

Then 2020 happened. Covid-19 meant we couldn't meet in person but we did the next best thing and Steve and his team put on some of the best content and networking facilities I've seen.

Everyone will have gathered something different depending on which parts they attended (there was no compulsion to go to it all) and what you were looking for. It would be wrong to single anyone out just because I thought they were great – suffice it to say that after a couple of decades of speaking I picked up plenty of tips on sales and productivity while others will have looked towards the wellness sections and just about everyone should watch the panel discussion with the bookers; on the lighter Fringe activities I also enjoyed playing (AND WINNING AND NO I AM NOT



GOING TO FORGET) the silliest quiz in the universe while others learned to juggle, did some disco dancing, mastered photography on their phones or just networked.

It went spectacularly right. The technology held up the vast majority of the time but more importantly the people were terrific. We actually ended up having our longest convention (six days!) and also our biggest in terms of ticket sold, and the expert speakers delivered. This was all due to the dedication of the small team who were unaware they would need to do much of this only a matter of months before and of course due to the superb choice of speakers. It would be invidious to single anyone out for praise but I will mention that Sara Beth, Hazel, Steve, Rebecca and Nathan were slogging their guts out behind the scenes offering impromptu support to members struggling with access; the fact that most people won't have noticed is a tribute to their efforts.

Also a big thanks for all the donators and bidders who contributed to the Foundation auction. We raised over £6500 due to your generosity.

Nobody can know what's coming next year. But for the moment it's clear that whatever the circumstances, the PSA will adapt spectacularly!



"We underpaid and over received! And those who will apply it all will come back to the Summit next year being at the next level with their speaking business! I am so excited. and looking forward to making it a very productive next 12 months!"

**Olga Geidane, New Life Kick Start**

"As a first timer I found the PSA Summit extremely well organised with a high calibre of exceptional speakers. Each section was an event in itself, which was informative and edifying led by transformational leaders. Overall, the members made me so welcome."

**Elsa Caleb, Business Strategist**



## 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 [the psa.co.uk/membership/benefits/insurance/](https://the psa.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 [thespeakers.com/welcome-psauk/](https://thespeakers.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 [the psa.co.uk/membership/benefits/the-speakers-hub/](https://the psa.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](https://www.citibase.com/locations) and when making the booking quote **CITIBASEMEETINGSPSAOFFER**.



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