



Backstage: News from the PSA

February/March/April 2021

President's Letter: From Steve Bustin

Hello! The days are finally getting a little longer (although not yet warmer, unfortunately) and thoughts can turn to Spring and everything that brings in terms of new growth and hope for the future.

That's why we're delighted to be bringing back our Spring convention, a full day national PSA event – and why we've called it 'Refresh', as it's your chance to refresh your thinking about your business, your content and your speaking. We've got a fantastic line-up of PSA members, some of whom will be very familiar names and others who may be new names to you but who we know will all provide you with exceptional ideas and inspiration.

Some of the favourites from last year's Speaking Business Summit will also be back, including Ask the Experts, the speed networking on Hopin, Fringe sessions, a virtual bar and an opportunity to join me once again for Breakfast in Bed with Bustin.

Put Saturday 24th April in your diary and check out refresh.theapsa.co.uk for full details on the programme, the speakers and how to secure your ticket.

During the day of Refresh, we'll be presenting some of our highest awards and honours to those who have gone above and beyond in their service to the PSA. I'll then be handing over the Presidency to Dr Lynda Shaw, who I know has



some incredible ideas up her sleeve for her 18-month presidential term, which will culminate at the Global Speakers Summit in Dublin in October next year.

So this is my last letter for Backstage as National President. It's been an incredible honour to serve as your President for the last 16 months or so (18 months by the time I hand over in April). It's been an extraordinary year for all of us and being asked to lead and represent the PSA has made it all the more special for me.

I've met and heard so many amazing speakers as I've visited all the regions. I've been able to be part of some brilliant events, from our weekly Coffee & Conversation to quiz nights, party nights and of course last year's Summit. I've got to know so many more of my PSA colleagues and made many, many new friends throughout the Association.

Thank you for allowing me to serve and for your support and friendship.

Steve Bustin
National President 2019-21



Forthcoming Events

February

1st	PSA Birmingham	9th	PSA South West
2nd	PSA South East	10th	PSA North East
3rd	PSA East Midlands	13th	PSA London
4th	PSA Home Counties North	16th	PSA Staffordshire
8th	PSA Scotland	17th	PSA North West
8th	Why the PSA? <i>A look at what the PSA can do for your business, details at www.thepsa.co.uk/why-the-psa/</i>	18th	PSA Thames Valley
		20th	PSA Yorkshire
		20th	PSA Ireland

March

1st	PSA Birmingham	10th	PSA North East
2nd	PSA South East	13th	PSA London
3rd	PSA East Midlands	16th	PSA Staffordshire
4th	PSA Home Counties North	17th	PSA North West
8th	PSA Scotland	18th	PSA Thames Valley
9th	PSA South West	20th	PSA Ireland

April

1st	PSA Home Counties North	15th	PSA Thames Valley
7th	PSA East Midlands	17th	PSA Yorkshire
12th	PSA Scotland	20th	PSA Ireland
13th	PSA South West	20th	PSA Staffordshire
14th	PSA North East	22nd	PSA North West

...and as our national president Steve Bustin has hinted ever so subtly on page 1, this year's Spring Convention will be called Refresh and is on 24 April. It's worth booking early!

What do you think?

As Membership Director I want to ensure that the PSA is not just meeting members requirements, but exceeding expectations. I am currently developing a member benefits package containing discounts, offers, and includes a member-to-member area encouraging collaboration and referrals. At the heart of this is the membership survey, for which we need a good number of completed to gain an accurate

representation of what we want from our Association. Please ensure that you have had your say. It is anonymous and quick to complete. Thank you.

– Michelle Mills-Porter



For more information about all PSA events and links to booking details, please see thepsa.co.uk/events

Introducing your new director of regions and regional presidents



By Guy Clapperton, Director of Regions

As you'll have seen from page 1, Lynda will be taking over from Steve as national president in April - and I've taken over from her as director of regions. But that's not all - excitingly every region has a new president and here are their names:

These are the regional presidents or RPs for short (we worked that out all by ourselves) and we have mostly new incumbents since January. As the newly-installed director of regions it's been a privilege to see them getting up and running with their new tasks so quickly and frankly with such a lot of enthusiasm.

Your new team are:

Birmingham:	Darren Harris
East Midlands:	Lisa Newport
Home Counties	
North:	Yvonne Emery
London:	Anthony Stears and Jon Baker
North East:	Gillian Fortune
North West:	Penny Haslam

South East:	David Henson
South West:	Mark Faithfull
Staffordshire:	Andrew Deighton
Thames Valley:	Lis Allen
Yorkshire:	Olga Geidane
Scotland:	James McGinty
Ireland:	Paul Davies

If you wanted to do a showcase or had other material you wanted to present to the regions, these are the people to approach – they are keen as mustard and you can find their email addresses on the PSA website.

If you haven't been along to a regional meeting

then now's the time to test the water as they are all, as you can imagine, online. I went to almost all of them as a sort of induction last year and can assure you of a warm welcome and excellent content, every time and without fail and I'm going to continue circulating. **See you there!**

Speak More Masterclass
– 5 March 2021

Last year was a strange one, wasn't it? Want to make this one loads better?

If you're anything like us, you'll be looking back at last year and looking at what will make the biggest difference to the future of your business this year. For most speaking businesses, it isn't releasing more products and services or creating more content. Even in these strange new times, it's about:

- understanding what it takes to attract more of the right kinds of clients and
- knowing how to get more sales for higher fees.

*"It was an absolutely amazing day;
I couldn't recommend it more highly."*

David Horne, Speaker, Author, Entrepreneur & CFO

If you're really looking to make the difference in your business in 2021, clear your diary on **Friday 5 March 2021**, because places are limited for the PSA's Speak More Masterclass. Just £99 +VAT if you book by 31 January and then still only £145 +VAT. Book now on the PSA website Events page.

"Putting into place just one of the tips gleaned from Chantal and Simon's training more than paid for the whole day on its own! Great session!"

Suzanne Doyle-Morris, PhD, Author & Keynote Speaker

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/
- 10% discount on office space for office or meeting purposes from the Citibase network. Visit www.citibase.com/locations and when making the booking quote **CITIBASEMEETINGSPSAOFFER**.



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