



Backstage: News from the PSA

Aug/Sept/Oct 2021

President's Letter: From Lynda Shaw

Hello! How's it going? I hope you are well and looking forward to The Going for Growth Summit in October.

Do you know what makes me crouch in a corner, rocking, sucking my thumb? Not being useful. Truly, I can't cope with not being useful.

This is why the focus on the Going for Growth Summit is to be highly useful, oozing with value that you can apply the following Monday morning and deliciously sprinkled with fun and laughter.

We have an incredible mixture of experienced, successful and fun speakers who we guarantee will help you grow in whichever way you wish.

Yes, it is online, and that's a monetary advantage plus enables people to come together from all over the world, so the networking will be off the scale.

And I'm excited to say that we have designed the agenda so that small groups of people can come together on the Saturday if they want and dial in as a group. Of course, this will be subject to government guidelines, but we thought this a delightful way of dipping our toe into a social gathering gently and with respect.

If you have been to any of the regional events lately, you may have heard me speak about this



year's theme. And you may also remember that I used the three arrows in the Going for Growth logo as a very simple business plan.



I filled in the arrows with my answers (blown up of course!) and am now working on the middle tasks. I will refer to my mini business plan at the Going for Growth Summit, listen to all the speakers, revisit and tweak my plan and work with it for another 6 months until our April conference. Then repeat. By the time my 18 months is over I will have had 3 plans and achieved growth inspired by the value from the conferences.

Do you want to play?

If not, still come to the summit in October with an open mind, who knows where you will get too next!

See you there.

**Lynda Shaw PSAE
National President of the PSA 2021-2022**



Forthcoming Events

August

2nd	Birmingham	17th	Staffordshire
9th	Scotland	19th	Thames Valley
10th	South West	21st	Yorkshire

September

1st	East Midlands	14th	South West
2nd	Home Counties North	15th	North West
2nd	South East	16th	Thames Valley
6th	Birmingham	18th	Yorkshire
8th	North East	18th	Ireland
11th	London	21st	Staffordshire
13th	Scotland		

October

11th	PSA Home Counties North	16th	PSA North East
13th	PSA Birmingham	21st	PSA Thames Valley
16th	PSA South East		PSA Yorkshire

...and don't forget we have our **Speaking Business Summit 2021 - Going for Growth!** on **8th-10th October** – with a fabulous array of speakers (to be announced) who will help you grow and improve your speaking business!



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



Tickets are
on sale now at
summit21.
thepsa.co.uk

Going For Growth at The Speaking Business Summit 2021

Join us on 8-10 October for an event like no other on your speaking business calendar.

YOU are everything you need to grow your speaking business; let us provide you with the confidence, strategy and creativity to make it happen. With a world-leading speaker line up, 'Going for Growth' will offer the professional platforms you need to nurture your unique approach to growing your business and have fun doing it! Over the 3-day Speaking Business Summit, you will hear from some of the industry's most renowned speakers who will focus on five distinctive approaches to growing your business.

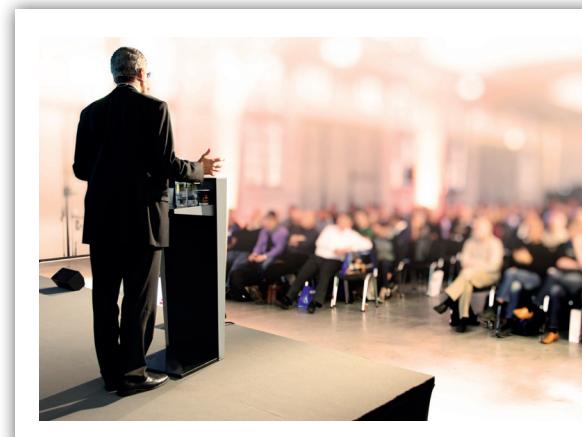
- **'Growing it Alone'.** Find ways to grow your business as an individual. With only yourself to think about, there are many growth paths to explore.
- **'Growing with a Team'.** For when you want to grow a team of people around you to make it happen.
- **'Growing with Collaboration'.** Forming partnerships and collaborating on projects can be a great way of growing your business.
- **'Growing New Seeds'**: If you want to build an innovative business, focus on planting the seeds to create new ideas.
- **'Growing the Whole You'**: It's not just about business growth. Focus on your wellbeing as your health has to take centre stage to succeed.

We want you to get the most out of our 3-day Speaking Business Summit. Come with an open mind to all five sessions and you'll gain a wealth of knowledge for your business that you didn't even know you were looking for. If we have learnt anything from the past 12 months, we need to be ready to change course and have the tools available to make those changes when required. Let's Grow!

READY FOR GROWTH?

You'll want to be in the room for 'Going for Growth'! Get your tickets on the website - £85+VAT for PSA members and just £120+VAT for non-members. (Join now as an associate and you can buy a member's ticket for just £85 +VAT).

We look forward to growing your speaking business with you on 8-10 October.



New directors for the board

The PSA is still expanding in spite of the pandemic so the board has appointed two new directors following interviews, to be ratified at the AGM at the Summit.

First we welcome someone who's been supporting the board for a while on the ethics side – William Buist, who joins as director of finance. You can find an interview with him as he's spoken to national president Lynda Shaw, on the PSA members only Facebook group (what? You're not in that, for all the help and support people offer so freely? Go find it now!) William follows Shaz Nawaz in keeping the financial boat steady.

Second, we welcome someone who's been supporting the board for a while (sound familiar?) on the diversity and inclusion side. Jackie Handy joins us formally as director of diversity and inclusion – an area in which we and every organisation with its head screwed on wants to improve.

The board welcomes them both!



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 theCitibase network. Visit www.citibase.com/locations and when making the booking quote **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 Chair of the Board email chair@thepsa.co.uk. More information can be found on www.thepsa.co.uk