

Lynda Shaw

Regional Director 2020-2021

National President of the PSA UK&I 2021 – 2022

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My role in the PSA as Regional President

- To liaise with the RPs and represent them on the board and with the PSA Administration.
- To make sure the RPs are aware of the latest updates for them to pass that information onto their members.
- To ensure contracts with venues are satisfactory and for the office to authorise.
- To be open to new initiatives by the RPs as long as they stay on PSA brand and are
- To encourage and support the RPs and continually be available for consultation and advice
- To liaise and hand over to Guy Clapperton the new Regional President.

Projects I've worked on in 2020/21

- Supported the sterling efforts the RPs have made in the transition of moving from live regional events to virtual regional events due to the Covid 19 pandemic. The innovation, valuable learnings and fun continues.
- Visited and/or liaised with all 13 regions on a regular basis.
- Arranged the induction day for new RPs for 6th November.
- In June 2020, Guy Clapperton joined the board as the incoming Regional Director to replace me as I take the presidency role. During the first few months, Guy and I have visited (virtually) all the regions to introduce Guy and to collate data as to what is working well and what needs improving.
- Attended all board meetings.

My role in the PSA as National President

- To set a theme for my 18 months as President – Going for Growth.
- To visit PSA regional meetings to meet members and support the work of the Regional Presidents and to promote the annual convention October 2021.
- To represent the PSA at international virtual speaking events.
- To programme the annual convention and work with the Chair and office team to deliver a successful event.

- To be involved in all Board activity and strategy.

Projects I've worked on in 2021

- Visited 13 regions virtually and delivered the signature talk for the summit "The Pullmi Pushu, Pegasus and Statue"
- Launched a call for speakers, a call for fringe sessions and a call for the 'Learnings with Lynda' videos from our members for the 2021 convention Speaking Business Summit
- Selected all speakers for the Summit and programmed the convention.
- Interviewed all board members to update the membership as to what each director does and how they do it. These can be found on the PSA website.
- Worked with Rebecca Jones (PSA Chair) and Sara Beth Reynolds (Operations Director) to deliver the Summit
- Liaising with Alan Stevens, PSA UKI team and GSF team in organising the Global Speakers Summit 2022 to be held in Dublin, Ireland where I hand over to the incoming president.
- To begin organising the one-day Spring Convention 2022.