



Backstage:

News from the PSA

Nov/Dec 2021

President's Letter:

From Lynda Shaw

About ten years ago, my journey began with a strong desire to be a speaker, and I took a leap of faith and joined the PSA. I went from associate to professional member, to fellow, to board member and now National President and all the time, I have been learning and continue to learn. My speaking business has gone from strength to strength, meeting some fantastic people and making so many friends along the way. In fact, I wouldn't know what to do without the PSA in my life.

If you are a member, you will know exactly what I mean, we are an association that prides itself on supporting one another.

One of the vehicles to achieve this is an inspiring menu of events each year, with over 100 regional events across the UK and Ireland for you to choose from.

My style is always to be informative, useful and fun. As you know, my theme for my term as president is 'Going for Growth'. It is impossible to stand still, but we can decide how we wish to grow.

The sub-theme at the moment is 'Pleasure'. When we put the brain in a pleasurable state, we are the most effective and efficient we can be and the best way of doing this is through kindness,

generosity and altruism. But never underestimate the value of celebrating the small wins.

So, let's thrive through the winter by deliberately putting our brain in a pleasurable state and tame those stressors so that we work at our best and are as healthy as possible.

And how about aiming to give yourself a treat in April for doing so well and joining us at our one-day Spring convention? On Saturday April 2nd 2022 we will be celebrating and learning at the International Convention Centre, Celtic Manor Resort, Wales. It's going to be packed with learnings, networking and fun.

But that's not all. On the 29th September to 2nd October 2022, we have the huge Global Speakers Summit in Dublin (gss2022.com), Ireland to look forward to. An incredible opportunity to welcome fabulous speakers from all over the world at our annual summit. This is going to be a rollercoaster of stimulation that you do not want to miss.

Meanwhile, I look forward to meeting you at the regional events.

Warmest regards,

A handwritten signature in black ink that reads "Lynda".

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



Regional Events:

November

10th	North East	18th	North West
11th	South West	18th	Thames Valley
13th	London	20th	Yorkshire
16th	Staffordshire	20th	Ireland

December

1st	East Midlands	13th	Scotland
2nd	Home Counties North	14th	South West
6th	Birmingham	15th	North West
7th	South East	16th	Thames Valley
8th	Staffordshire	18th	Yorkshire

Watch the website for January events, dates for which were unavailable as we went to press. <https://www.thepsa.co.uk/regions> will tell you more!

Also: the PSA Speak More masterclass will be on 2nd December. As previously, PSA marketing director Chantal Cornelius will focus on attracting clients through marketing and Simon Hazeldine will look at turning these prospects into paying clients.

New Award: the PSA Ambassador of the Year

This is a new award, introduced by Lynda at The Speaking Business Summit 2021, and is to be presented as a thank you to the member who has supported The PSA through referral of new members that year. For the first award this will be calculated through October 2021 – March 31st 2022. After this it will follow yearly April – March and be awarded at The Spring Convention. Good luck, let's make the PSA grow!



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

Being the Weatherman

By William Buist

The PSA Board decided to see if we could also run some aspects of the Going for Growth 2021 Summit in person. We didn't (yet) understand the challenges we would face.

Anthony Stears agreed to host the meeting at the ETC venue on Edgware road. The Board at the PSA concluded we should integrate the live and remote events into a hybrid event. We needed two AV companies, one managing the online (OL), one the in the room (ITR).

The event chair, Lynda Shaw and the team designed the schedule for the day that included her chairing a remote panel, giving awards in the room and introducing segments of the day. There were also online sessions that we knew could not be replicated exactly, so we had alternatives arranged for the delegates in London. Coordinating the flow of sound and video showed us that there was too big a delay between the feed from the stage and the remote segments, so handovers would need to be carefully timed. We were discussing challenges in real-time on Whatsapp and on phone calls, between the backroom teams.

At critical points, I gave visual countdowns on the camera to tell them when to take the feed from the room for the remote viewers. In the room, an audible countdown "10-9-8-7... GO" hurried people to their seats and brought us silence, or whooping and hollering and applause at just the right moment. When we needed to, we fed in the remote feed so we could hear the wonderful Heather Wright demonstrating her outstanding MC skills online.

Much of the time I felt like I was at a much bigger event, not quite able to see the stage, yet seeing the speaker on the big screens, with clear sound, switching seamlessly to others elsewhere. It really was impressive.

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



For one segment of the day there were five speakers in the room – Sylvia Baldock, Alastair Greener, Michael Dodd, Joanne Lockwood and me. Online ran this segment as five separate hour-long sessions. We knew we would have some spare time compared to OL, so I became a weatherman.

Thanks to my good friend John Young I'd learned the power of flexibility in broadcasting. As the talks started we had three possible closing approaches planned, depending on the time available when we got there and we 'hit the mark'. News broadcasts end with the weather, so they can be flexible with the time they have left, extending the weather report if they have time to fill, or cutting it short if they're short of time.

Then we had the awards and seamlessly switched from remote to the room, where Lynda made the announcements – Speaker Factor winner Camilla Long, Spirit of Joy award winner Lis Allen and PSAE Steve Bustin. The last two received their awards live-streamed from London to the whole conference. This was followed by the details of the 2022 conference in Dublin was given by Alan Stevens. All of that was timed with professional aplomb by those on the stage.

The biggest learning was that getting the right team to support the work is critical. Hybrid is not simply some people together in one place whilst others view the same content remotely. It's both studio and outside broadcast and it needs careful design. And I think that we've shown the world that at the PSA, we know what we're doing when it comes to professional speaking!

Call for Speakers

The Global Speakers Summit 2022, the PSA's annual convention, will take place 29th September – 2nd October 2022 in Dublin, Ireland. For more information and to book tickets visit gss2022.com. The PSA UK and Ireland National President, Dr Lynda Shaw, the Board of the PSA and the Chair of the GSS 2022 event (Alan Stevens) are inviting submissions from those interested in speaking at the event. There is a closing date of the 24th November for submission so complete yours now <https://gss2022.com/call-for-speakers/>

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**.



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