



Backstage: News from the PSA

Feb 2022

President's Letter: From Lynda Shaw

How's it going? Are you OK?
I do hope so.

We all know how challenging the last two years have been. But I do worry that the news continues to be doom and gloom and many of us just haven't got the 'brain space' to take much more angst and fear.

This is why I'm really excited about our Spring conference on Saturday April 2nd. We truly need treats to look forward to. Getting through this winter well is an excellent focus. Whether that means improving marketing efforts to bring more gigs, or refreshing what we offer, or making more time for oneself, family and friends. Wherever your attention is at the moment, a day with your speaking buddies whilst listening to an excellent line up of speakers and to actually be in the room again with real people is like a breath of fresh air. I might even wear a pair of heels?

Fun and learnings are central to this one-day event.



The venue is easy to get to, very beautiful and embraces an extensive range of facilities. You can make a weekend of it if you feel like it.

And, such incredible value for money! A small investment and the rewards range from improving your speaking skills and business, making new friends, meeting existing friends and of course, laughter. Oh yes please, much laughter. We will all be skipping home.

I truly hope to see you there. Now where did I put those high heels?

Warmest regards,

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

Lynda



Regional Events:

February

1st	South East	12th	London
2nd	East Midlands	15th	Staffordshire
3rd	Home Counties North	17th	North West
7th	Birmingham	19th	Scotland
8th	South West	19th	Ireland
9th	North East	26th	Yorkshire

March

1st	South East	15th	Staffordshire
2nd	East Midlands	16th	North West
3rd	Home Counties North	16th	Scotland
7th	Birmingham	17th	Thames Valley
8th	South West	19th	Ireland
9th	North East	26th	Yorkshire
12th	London		

April

6th	East Midlands	19th	Staffordshire
7th	Home Counties North	21st	North West
12th	South West	21st	Thames Valley
13th	North East	23rd	Yorkshire
16th	Ireland		

PLEASE NOTE THAT THERE IS CURRENTLY A MIX OF IN-PERSON AND ONLINE REGIONAL MEETINGS – DO CHECK ONLINE WHEN BOOKING ANY OF THE ABOVE. WE'RE LOOKING FORWARD TO SEEING MEMBERS IN PERSON AGAIN!



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



The year we came back together

By Guy Clapperton

I've been editing this publication (which sounds very grand for four pages, and small ones at that!) for a couple of years now and there is something I've been wanting to say for most of that time.

The PSA events are moving back into the room.

You'll notice there's a note to this effect at the end of the event listing on page two; the PSA website already lists a number of those events going back into the room and there will be more but it gets better – the two major events this year will be in the room.

Going for Growth

We kick off on 2nd April with Going for Growth, our spring conference that's happening in Newport, Wales. This will be the perfect opportunity for you to connect with loads of PSA colleagues you've met before and many you haven't met (if you've only seen them on screen they will all be the wrong height as far as you can see).

We'll be celebrating the growth the PSA has achieved in what's been a very uncertain couple of years and we'll put a lot of focus on why growth has been possible; as it says on the website, it's all about connection. We're looking forward to a return to face to face connections at a larger scale than has been possible for a while and of course offer some excellent speakers and sessions on how to grow your speaking business.

Going Global

Then in the Autumn we go completely international (so we should probably call it 'fall'!) for our first in-person convention since 2019 – has it really been three years? This time we'll be hosting the Global Speakers Summit and it's happening in Croke Park, Dublin, from 29th September to 2nd October.

There will be speakers from all over the world at our venue, Croke Park, and again the focus will be on connection and unity. This is going to be a terrific opportunity to learn from others within the speaking community as well as make international connections, find out about different cultures and ways of doing things, how to embrace technology.

Speakers so far include Jo Berry, Billy Selekan, Pegine Echevarria and Sean Weafer – keep an eye on the website, more will be announced shortly!

For more information on these events check <https://spring22.thepsa.co.uk> for the Spring event and <https://gss2022.com> for the GSS in Autumn.

News

- This year we welcome Alastair Greener as the new director of regions for the PSA – you'll no doubt be hearing more from him in a future edition of Backstage and of course you'll see him popping up at regional events!
- Speaking of which, the warmest of welcomes to the new regional presidents – an RP's term is generally one year and we switch over in January. So thanks to the 2021 incumbents who kept the lights on during that really uncertain year, and welcome to the school of 2022 who we hope will oversee our move back to normal life! (And for the odd one or two who've stayed on for a second year, special thanks – normally you get time off for good behaviour!)
- Would you like to be more involved in the PSA? If so, we have a vacancy for the director of our Foundation, the fund for members in difficulties. Info is at <https://www.thepsa.co.uk/contact/foundation-director-application/>
- As a member of the Professional Speaking Association UKI, your input is extremely important to us. With that in mind, we are really pleased to bring you the brand new Membership Survey for 2022. Find it here: <https://www.thepsa.co.uk/psa-membership-survey-2022/>

New Benefit: video with ShoutOut

Did you know that videos are a consumers' favourite type of content to see from a brand on social media? They are a fantastic tool in helping you promote your brand and become a thought leader.

We are delighted to announce the launch of a BRAND-NEW PSA member benefit, ShoutOut. Available to all PSA members, ShoutOut creates fully branded videos in seconds!

This simple and easy to use programme means you can produce fully branded videos without any previous editing experience. All you need is ShoutOut and a mobile phone or webcam.

Create, Record, Upload - 3 Simple Steps to using ShoutOut:

- Create a branding template in ShoutOut (or use one of the prebuilt templates made exclusively for PSA members)
- Record a video clip on your phone
- Upload.

For more information check your emails – a members-only link went out at the end of January, or email the PSA office at operations@thepsa.co.uk

ShoutOut then generates a branded video automatically in seconds! And even more impressively, it comes complete with intro, outro, music, and name caption. You can then add automatic subtitles and any other desired elements before sharing or scheduling your videos on social media. It's that simple.

How Do I get ShoutOut?

ShoutOut subscriptions start at just £25 per month or £200 per year, and The PSA has partnered with ShoutOut to offer an exclusive deal to our members. As well as exclusive prebuilt templates and enhanced support to make ShoutOut even easier to access, there's a 20% discount on the monthly fee, bringing it down to just £20 per month! You can even take a 2-week free trial before accessing your offer.



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