



# Backstage: News from the PSA Spring 2022

## President's Letter: From Lynda Shaw

It was exciting, warm and fascinating to be at our first 'in-person' conference since the pandemic began.

There is so much I can say about the success of the Spring Conference on 1st April, but I'm going to say it under one 'umbrella'. The success of the day was quite simply a pool of wonderful talent coming together with one common goal; to embrace this fabulous opportunity.

The excitement was glorious, and our hard-working team made sure we considered everyone's personal boundaries. People chose their coloured lanyard – red for no touching please, amber for not sure if I want to hug, fist pump will do and green for 'I'm going to hug everyone I see'. Respect was high on the agenda.

The warmth in the room was glowing as people bathed in the sheer joy of coming together, knowing the day was filled with 18 exceptional

speakers, a fabulous MC, a highly professional facilitator, and more.

But here's an observation. As a people watcher, I noticed that the audience seemed uber polite at the start of the day. An unusual thing for a 'twaddle' of speakers! It was as if people were waiting their turn to speak – fascinating. Was this a bit of 'zoom room' conditioning? Perhaps. However, it didn't take long for everyone to be lifting the roof at any given opportunity. Oh, how I love PSA conferences!

Thank you to our Chair, thank you to our board, thank you to the ops team, thank you to everyone who contributed, but most of all, thank you to all those who came. If you were in the audience, I'm so grateful that you took the leap of faith. From your feedback, we know it was worth it!

See you in Dublin on 30th September, my friends.

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

*Lynda*



# Regional Events:

## May

<b>3rd</b>	South West	<b>16th</b>	New Members' Event, Birmingham
<b>4th</b>	East Midlands	<b>19th</b>	Thames Valley
<b>9th</b>	Birmingham	<b>21st</b>	Ireland
<b>10th</b>	South East	<b>25th</b>	Staffordshire
<b>11th</b>	North East	<b>26th</b>	Scotland
<b>12th</b>	North West	<b>28th</b>	Yorkshire
<b>14th</b>	London		

## June

<b>1st</b>	East Midlands	<b>15th</b>	Scotland
<b>6th</b>	Birmingham	<b>16th</b>	North West
<b>7th</b>	South East	<b>16th</b>	Thames Valley
<b>8th</b>	North East	<b>18th</b>	Ireland
<b>11th</b>	London	<b>22nd</b>	Staffordshire
<b>14th</b>	South West	<b>25th</b>	Yorkshire

## July

<b>4th</b>	Birmingham	<b>16th</b>	Ireland
<b>5th</b>	South East	<b>20th</b>	North West
<b>6th</b>	East Midlands	<b>21st</b>	Thames Valley
<b>9th</b>	London	<b>23rd</b>	Yorkshire
<b>12th</b>	South West	<b>27th</b>	Staffordshire
<b>13th</b>	North East		

*...and don't forget the Global Speakers Summit – see the piece from Alan and Lynda on the next page!*



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



# News about the Global Speakers Summit 2022

Excitement is building for the global speaking event of the year (in fact of several years) - The Global Speaking Summit in Dublin, Ireland from 29th September to 2nd October 2022 at Croke Park, the home of Irish sport.

It will be a triumphant return to in-person speaking for speakers from all around the world. After a tough selection process, the speakers have been selected, and the packed four-day programme is about to be announced. There will be sessions for and from all types of speakers, coaches and trainers, and stunning keynote speeches from some of the best speakers in the world.

The MCs (or emcees if you prefer) have just been announced; Steve Bustin from PSA UK and Ireland, Katja Schleicher from PSA Netherlands, Rhonda Scharf from the Canadian Association of Professional Speakers, and Brian Walter from the National Speakers Association in the USA.

In addition to the main programme, there will be fringe events, entertainment, the gala awards dinner, and the ever-popular comedy night (call for comedians coming soon).

If you haven't already bought your ticket, go to [gss2022.com](http://gss2022.com) and book your place. It will be an unforgettable experience and a massive boost to your speaking business

See you in September!

Alan Stevens, GSS Programme Chair and Dr Lynda Shaw, President PSA UK and Ireland



## Speaker Factor

Preparations for our annual Speaker Factor competition are well underway!

This year, all regional heats need to be held in July to allow contestants time to make arrangements for the final at GSS 2022 in Dublin.

All information on this year's competition can be found here - [www.thepsa.co.uk/awards/speaker-factor/](http://www.thepsa.co.uk/awards/speaker-factor/)

Anyone who would like to enter this year's competition can do so here - [www.thepsa.co.uk/speaker-factor-application-2022/](http://www.thepsa.co.uk/speaker-factor-application-2022/)

# All Change

There is a change to the PSA board to announce – and another post has become available for someone to fill in terms of running one of our most popular events.

First, after years of running the PSA Foundation, which does so much to help members who are struggling to afford to attend our conferences and regional meetings, former PSA president Lee Jackson has decided it's time to hand over to someone else. Nobody could have anticipated how radically the role would change and the pressure Coronavirus would put on our membership, and we're grateful to Lee for years of sterling service.

Stepping into his shoes is Mike Pagan, a long-term PSA member and Fellow who will continue in the same spirit of generosity and confidentiality – we welcome Mike (pictured).

Meanwhile, have you ever considered getting more involved in the PSA? On the previous page, we spoke about Speaker Factor and once again, after a couple of years running it for us, Jon Baker is passing the baton. Watch the Facebook Group and website for information on how to apply for this position – it's great fun, and you get to liaise with a load of regions and speakers!



## 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](mailto: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](mailto:admin@thepsa.co.uk) or call **0333 444 8910**. To contact the President email [president@thepsa.co.uk](mailto:president@thepsa.co.uk) or to contact the Chair of the Board email [chair@thepsa.co.uk](mailto:chair@thepsa.co.uk). More information can be found on [www.thepsa.co.uk](http://www.thepsa.co.uk)