

Newsletter



NATIONAL
SPEAKERS
ASSOCIATION
OF SOUTHERN AFRICA



Newsletter February 2008

Can you believe it's just one month to go to the NSASA Convention 2008 at Sibaya in KZN? I'm told the Banana Boys'n Girls who are organising it have gone on to industrial strength doses of Prozac because people (particularly from Gauteng) are leaving bookings to the last minute. Richard Mulvey, NSASA President Elect is threatening to slash the car tyres of anyone who doesn't attend without a thoroughly brilliant reason for not doing so.

This newsletter has a slight bias toward tech items, with a focus on tech shifts that can and will affect your business and the way you run it. Rather be an early adopter and at least understand what's brewing to your advantage, now, than have to play 'catch-

up' under pressure at a later stage.

Member News

When do you and your activities get to feature in this newsletter? Regretfully, *not* just when you get some PR about yourself placed in a publication! ☺ We're thrilled that you get such exposure, but we're looking for snippets over and above that. So, rather send in something than not, but ask yourself what will make it a newsworthy item for your fellow-members.

Market Perceptions

In the speaker, consulting, coaching and trainer world, perceptions count for a lot. Your appearance is a big part of your initial 'sell'. So - and registered Dietician members Christine Stent-Pinha (left) and Celynn Erasmus (on right - they work out of that can by the way) are gonna love this: you simply can't be seriously fat in this business and retain credibility. Not unless you're positioned as a comedian/ienne of course.

Here's an excerpt from an article on the topic from *The Week* <http://www.the.week.magazine.co.uk> of 2nd February 2008: **Fat and Social Stigma**. It is well documented that overweight people are less successful in job interviews and have fewer choices in life. Surveys show that obesity is regarded as a self-inflicted problem and a sign of weak character, likely to produce bad work habits and emotional problems. Fat people, especially women, are the butt of jokes based on the presupposition that they are greedy, lazy and unattractive; while women have a tendency to marry up in terms of social class, fat women marry down.

Some social theorists argue that prejudice against fat people is dividing the population into two classes: the thin *Übermensch* class - with access to power, jobs and influence - and an unpopular, stigmatised and obese minority. A study at the University of California showed that obesity spreads within social networks and that people with fat friends are 50% more likely to be overweight than those who hang out with skinny people. In response to all this, America is seeing the rise of so-called 'fat-acceptance groups', such as NAAFA (the National Association to Advance Fat Acceptance), whose motto is: 'Understand it. Support it. Accept it.' Ends. Now where did I leave my car keys...

Techwatch

Did you ever think a speaker might be able to deliver her or his schpiel to an audience without actually being there? No, I don't mean as in video-cast, DVD or other methodology. But rather, as a hologram? Wikipedia describes a Hologram as follows: **Holography** (from the Greek, words 'whole' and 'write') is the science of producing **holograms**; it is a form of photography that allows an image to be recorded in three dimensions.

Prince Charles (don't sigh too deeply! Camilla loves him ☺) wanted to make a point about reducing his carbon footprint, so he chose not to physically fly to and present in Abu Dhabi, but rather to have his presentation created as a hologram of him. There he was, in three dimensional (slightly spooky – but then, he is that) mode, and the environment remained intact. Novel, gimmicky, but watch this space for it becoming the politically correct (PC) way of doing certain things in the future. Check out the URL for the actual live preso, on:

<http://cosmos.bcst.yahoo.com/up/player/popup/?rn=3906861&cl=6034513&ch=4226726&src=news>

Final thought on Charles dear. Does the boychik need some moisturizer on that dry skin or what? Anyone got some spare organic creams lying about? ☺

Internet Shopping

A marketing opportunity for you, even if only a small percentage of people in South Africa currently have access to the Internet. That is changing. Qualitative Research Doyenne, Jean Green, reports from her Marketing and Research for Africa (MARFA) newsletter of 15th Feb 2008, the following:

More than 85 percent of the world's online population has used the Internet to make a purchase - increasing the market for online shopping by 40 percent in the past two years—according to the latest Nielsen Global Online Survey on Internet shopping habits. Globally, more than half of Internet users have made at least one purchase online in the past month, according to Nielsen. In South Africa, almost a third of respondents have made purchases over the internet in the last month. It must be noted that this survey is a reflection of internet users' attitudes and therefore represents online consumers' behaviour and attitudes only.

If you're interested in the full report (it's regretfully not presently archived with a specific URL on Jean's website), drop me a mail to clive@imbizo.com and I'll send it to you.

Googles Marketing Nous

Nous (pronounced nowss), means 'suss' or insight and understanding. Google have it in bucketloads. Mike Stopforth, our thoroughly cybergeek social media expert and NSASA member, attended the Feb 2008 presentation by Google at Didata Campus. And (if you look at the picture) no, he wasn't going to fling himself off the motorway bridge into the traffic. He was trying to look cool, darn it!

Mike was blogging directly from the event. The curse when someone's tapping away at their computer in your presentation these days, is that you don't know whether they're updating their Facebook profiles (Dr. Graeme Codrington's big sin – just ask Annie Greeff!), making notes, checking their e-mail, or distributing your pearls of wisdom worldwide. Well, Mike did just that. Here's a short and extremely valuable line excerpted from Mike's notes, for those of us in a service business.

Douglas Merrill, CIO and VP of Engineering for Google: "Our entire business model from the beginning has been **'follow the user.'**" As the IBM desk-sign used to read: 'THIMK' about that.

Google again

Final tech item. Google is quietly revolutionising the way you'll write, store and share your documents in future. Not on your computer, but online. So the hazards of a hard drive crash, theft of your notebook and the like, will no longer be cause for lifelong angst. Go check out:

Recommended read

If you've read something and it's added value to your business or your growth and professionalism, share it with us. Knock together a brief review of the book, telling us what makes it special and some of what you learned from it. That way, we create a 'virtual' library, even if people don't rush out to buy the hard version. Oh, and please don't be tempted to review your own stunning book! ☺

Jean Green, pictured and mentioned earlier, is an old advertising-agency buddy of mine. She reviews in her regular Market Research newsletter Greenpiece, <http://www.marfa.co.za>, a new book. Says Jean: In her book: "Time to think" author Nancy Kline helps us understand the value of letting people talk, uninterrupted, instead of finishing their sentences for them and offering advice. This literally provides them with 'time to think', to listen to themselves, to reach insights which otherwise stay buried.

In order to pay proper attention and to glean those important insights we have to have what Klein calls "unconditional positive regard" [that's from father of person-centred psych, Dr. Carl Rogers – Ed.] for those we are talking to.

Nancy Klein suggests ten things to do that will add more quality to our [research] task. Some that I believe are important for qualitative interviewers and facilitators [note for coaches and trainers – Ed.] are:

Ease – Freedom from internal rush and urgency.

Ease creates and urgency destroys.

Appreciation – Genuine praise for what is going well.

Encouragement – Allow room for the unpopular point of view

Feelings – Feelings get marginalized in group situations

Place – Wherever you are interviewing, the place in which you do it should be saying to those being interviewed: 'You matter'.

Says Jean: 'I can recommend Nancy Kline's book.' *Time to think: Listening to ignite the human mind* is available from Amazon and Kalahari.

Quote du Jour

(That means 'quote of the day' in French by the way! Like the soup on the menu. ☺) Max Kaan, NSASA member, hypnotist and entertainer of note, was heard using this quote. I called to ask him if it was original thought, or if he knows where it came from. This is in order to avoid the dreadful habit of attributing anything unclaimed to Churchill, George Bernard Shaw or Einstein, or worse, yourself! Max confirmed it's his own, inspired by a former British comedian who said something like, 'Just because the house is half full doesn't mean you give half a performance. Max's great line is: '**Treat every audience as a full house!**' Superb thought for all of us. Now I just have to remember if he said, 'Look into my eyes' so that I'd quote him. Canny blighter...

KZN News

The folk down there are frantically buttoning down an ever-shifting sequence of speakers and aspects of the Convention. It's a toughie doing something like this with a small volunteer workforce. Just go speak to former NSASA President Paul du Toit - on a day that they'll let you into his psych ward, that is. He's been left with a far-away stare in the eye and nervous twitch of the left cheek muscle ever since organising the first two. I believe he constantly mutters, 'Where's my name tag?' to himself.

Roger Knowles, (he of the magnificent *basso profundo* voice), our redoubtable editor and scribe from the last outpost, has this to report:

Sell Products at the Convention!

This year's Convention will set a new standard in product sales. Make sure that yours are included! We shall provide the space and the sales person/people, then account to you for the selling price, less a commission for NSASA funds. Please let us know as soon as possible. Send details to Richard Mulvey richard@richardmulvey.com – he'll pass them on to the responsible person. Make sure that you bring the product with you, or send it in good time, to an address to be arranged. We must know beforehand approximately how much space will be needed to display your product, just as we must have titles and prices so we can enter them in the system well before time.

Roger continues: And here's an interesting tip from Speaker Net News:

SEO tip — Steve Mertz

How does Google see your Web site? To find out, do this:

Type in your complete URL (for example, <http://www.brianomalley.com/>) into Google search box. (We are going to use my buddy Brian in this example.)

When you get the search results it will show you the indexed pages. For example, under the two lines describing Brian you will see: www.brianomalley.com/- 15k - Cached - Similar pages

Click on Cached. On the fourth line you will see: Click here for the cached text only.

Click on the Cached Text

These are the only keywords that Google can read: Home, About Brian, Programs, Meeting Planners

Adventure, Shopping, Contact.

In Brian's case it's because the spiders can't get past the flash on his site. Check your site and see what Google is reading and remember you want your best keywords and phrases "above the fold" (on the screen, without scrolling). [This does work – I tested it very carefully on your behalf – Ed.]

And other Convention Insights –

The KZN Weather is Calming Down!

It's hot as Hades here at the moment and a damn sight more humid, but the 'perfect' weather (sans humidity) arrives in a few weeks' time... just in time for the Convention! What do you mean, you haven't booked? No excuses!

KZN Showcase Postponed

You can breathe easy for a couple of months in Gauteng. The hottest speaker showcase on the continent, the KZN Speaker Showcase [Roger's humble under-sell kicks in! – Ed.], has been postponed for a couple of months, due to the organisers' commitments for the Convention. But, don't despair – this year's Showcase will once again entertain and astonish crowds in Durban and Johannesburg.

KZN news update ends.

CSP Newsflash number 2 – 2008

From Paul du Toit, secretary International Federation For Professional Speakers
Past President NSASA and present NSASA CSP Liaison Officer:

I am often asked, 'What are the main criteria for becoming a CSP (Certified Speaking Professional)?' There are 4 standards which you need to meet simultaneously. Here they are, in a nutshell, complete with explanations:

A. Association Membership Standard

Be a member in good standing of NSA or other International Federation for Professional Speakers (IFFPS) Association for 36 continuous months (3 years) immediately prior to January 1st (Application deadline is always January 12th.) Membership of NSASA is also membership of IFFPS.

B. Education Standard

Earn 32 education credits within the 6 years prior to submitting your application.

Education Credits

- Full NSA Convention: 8 credits
- Full IFFPS Convention: 4 credits (max 16)
- Maintaining Chapter membership: 1 credit/year (4 max)
- Listening to Voices of Experience or to recordings of NSA conference sessions: ½ a credit each (2 max)

Next NSA Convention: New York 2-6 August 2008 <http://www.nsaspeaker.org>. South African Airways - www.flysaa.com - flies there direct.

Speaking Performance Standard

Document clients, presentations, fees, testimonial letters and chapter membership in 5 of your most recent 6 calendar years as a working professional speaker. All requirements must be met in the same 5 years. Note: Education credits can be counted over all 6 years.

Business Model Options

Each year must include a minimum of 20 fee-paid presentations over the best 5 of your last 6 years. However, you may qualify under any of the following four options:

- | | |
|-----------|---|
| Option 1: | 100 clients, 250 presentations and US\$ 250 000 (R 1 750 000) |
| Option 2: | 75 clients, 200 presentations and US\$ 375 000 (R 2 625 000) |
| Option 3: | 50 clients, 150 presentations and US\$ 500 000 (R 3 500 000) |
| Option 4: | 25 clients, 100 presentations and US\$ 625 000 (R 4 375 000) |

If you believe you qualify, it's time to start putting together your application, now!

For more information on how you can get your CSP accreditation, please go to www.nsasouthafrica.co.za and click on the 'Membership' tab, and then 'CSP' to find loads of info on how to go about getting your CSP. Or simply click <http://www.nsasouthafrica.co.za/general/general.asp?ID=28&menu=CSP>

Regards, **Paul du Toit**

New members

Welcome to all our new members:

January

Max Kaan - Professional
Henk Botha - Professional
Werner Trieloff - Candidate

February

Mpho Lebakeng - Candidate
Mpho Mnguni - Candidate
Miles Crisp - Professional

Tailpiece

If you didn't get a Valentines card or gift (hey, I didn't!) 😊 www.news24.com reported this on 5th February 2008.

New York - If you're gazing enviously at the bouquet of roses on your colleague's desk this Valentine's Day, remember there's a chance they're not from a secret admirer, or even a significant other.

They may just have sent them to themselves. Rather than feeling lonely and unloved on February 14, eight million Americans admit to sending themselves gifts, according to a new survey. Ends. Sheesh! Talk about self-esteem issues! 😊

Wrapping it up

Not the flowers or chocolates to myself of course...Any comments, suggestions or items for contribution, please send 'em to me via clive@imbizo.com Hope you like my frontal lobotomy look. It reduces my carbon footprint! 😊
Warmest regards, Clive Simpkins, Editor.