

## **2008-2009 Speaker's Academy Schedule**

*Conducted by Central Florida Chapter of National Speakers Association*

The Speaker's Academy consists of 10 classes which meet on the 3<sup>rd</sup> Saturday of each month. The Academy will begin in August, 2008 and conclude in June, 2009. The Academy does not meet in December.

Each Speaker's Academy session is a full day of instruction. The Academy schedule begins at 9:00am with programs presented by the Central Florida NSA chapter. These programs allow you to learn from those who are the best in the speaking business.

This past year's incredible schedule of guest presenters included: Jim Cathcart, Phil Van Hooser, Terri Langhans, Rebecca Morgan, Kathy Potts, Lou Heckler, Michael Aun, Darren LaCroix, Ed Tate, Ford Saeks, Frank Furness, Larry Wilson, and Mark LeBlanc.

This outstanding collection of speaking talent shared their expertise on topics ranging from marketing, technology, training techniques, how to craft a more effective presentation, presentation skills, and product development.

Our Chapter's Moments With the Masters programs give opportunities to learn from the best of our chapter's membership which is considered one of NSA's strongest.

The second half of your Academy day continues your in-depth learning experience and the following classes are scheduled for the year ahead.

Month	Topic
August 16	<ul style="list-style-type: none"> <li>●Orientation to National Speakers Association</li> </ul> <p>National Speakers Association: Who are we and why is this link the key to your success?</p> <ul style="list-style-type: none"> <li>●Creating a Successful Academy Experience</li> </ul> <p>NSA-CF Speaker Academy Orientation: Getting the “GPS” to map a successful Academy experience!</p>
September 20	<ul style="list-style-type: none"> <li>●Creating a Fast Start For Your Speaking Business</li> </ul> <p>Cut through the information jungle and blast through your learning curve</p> <ul style="list-style-type: none"> <li>●Crafting an Effective Elevator Speech</li> </ul> <p>How to successfully answer “So, what do you speak on?” or “What do you do?” and close the deal</p>
October 18	<ul style="list-style-type: none"> <li>●Strategic Planning for Speakers</li> </ul> <p>The business side of the business: how to build your roadmap for a powerful business model</p> <ul style="list-style-type: none"> <li>●Effective Presentations</li> </ul> <p>Tools and techniques to reach out and make those connections with your audience</p>
November 15	<ul style="list-style-type: none"> <li>●How to Build a Presentation That Connects With Your Audience</li> </ul> <p>The mechanics behind the most impacting presentations</p>
January 17	<ul style="list-style-type: none"> <li>●Making Internet Marketing Work for You</li> </ul> <p>Decipher the internet jungle and make it work to your advantage</p> <ul style="list-style-type: none"> <li>●Trouble Shooting for Non-Techies</li> </ul> <p>Learn to harness the power of technology, even if you don’t know how to set your TIVO!</p>

Month	Topic
February 21	<ul style="list-style-type: none"> <li>● <b>Preparing to Make Your Sales Pitch: Getting to the Decision Makers</b></li> </ul> <p><b>You can have the best message ever, but if you can't get to the decision-makers to get that booking ...</b></p> <ul style="list-style-type: none"> <li>● <b>Delivering Your Sales Pitch, Closing the Sale, Service After the Sale</b></li> </ul> <p><b>The relationship cycle: start it, close it and keep it strong</b></p>
March 21	<ul style="list-style-type: none"> <li>● <b>How To Successfully Use PR &amp; Media</b></li> </ul> <p><b>Harness the power of public relations and the media from those who do it for a living</b></p>
April 18	<ul style="list-style-type: none"> <li>● <b>Realities of Managing Your Business</b></li> </ul> <p><b>Now that you are up and running ... how to avoid becoming a victim of the regulations, accounting, and black-and-white side of the business</b></p> <ul style="list-style-type: none"> <li>● <b>Creating a Marketing Plan</b></li> </ul> <p><b>Create your "yellow brick road" to get you to the Wizard!</b></p>
May 16	<ul style="list-style-type: none"> <li>● <b>Product Development</b></li> </ul> <p><b>How to create multiple, passive income streams to add to your bottom line</b></p>
June 20	<ul style="list-style-type: none"> <li>● <b>Working With Meeting Planners &amp; Bureaus</b></li> </ul> <p><b>Learn the best way to navigate this tricky waterway; your approach, authenticity and professionalism are really important – how do you know when you are ready?</b></p>