

November 13, 2004

### **INTRODUCTIONS**

On a bright and sunny Saturday morning, Melissa Lewis began the November meeting of NSA-KC with introductions of the 20 people gathered at the headquarters of Mid-America Regional Council. Following the introductions, Larna Beebe-Anderson introduced the program for the morning, "Red Lights and Green Lights for Promotion."

### **THE PANEL – SPEAKERS BUREAUS**

Nancy Lauterbach, President of Five Star Speakers Bureau led off the panel discussion. Nancy cautioned that if your presentation fee is to at a certain level, bureaus will not want to book the speaker. You need to be getting many booking on your own. If the speaker cannot book themselves, then the bureau can't book the speaker. Nancy pointed out several other elements that need to be considered, including how a speaker dresses, using correct grammar and developing sufficient person material for the complete presentation. A top professional speaker will have a video presentation for the bureau to market to people.

Nancy detailed what is needed in the video, including her experience in marketing Fred Pryor when he began his business some years ago. She noted that while DVDs are becoming more and more common, the video-tape still is being used. Press kits are not necessary, but a good one-page and recommendations are good.

On the Five Star web site there is a link to the topic "Are You A Speaker" which gives some very helpful tips and ideas for the aspiring professional.

One of the important elements Nancy spoke of is developing a personal relationship with the bureau. It is not just a matter of have a clever subject title and a good presentation, but the people in the bureau are better at selling the people they know.

Ethical concerns between the bureau and the speaker are of serious concern. It is the quickest way to "sour" the relationship. Keep the expenses within reason, for it is the fastest way to create negative feelings with meeting planners.

Brad Plumb also represented Five Star with some formal and informal time for the people at the meeting.

### **THE PANEL – PUBLIC SEMINAR COMPANIES**

Deia Starr Rank represented National Seminars on the panel for the morning. She is involved in curriculum development, scheduling, training and development of speakers for public seminar companies. Deia spelled out the realities of being a public seminar trainer. The trainers are the "road warriors" of the business. Most contracts, as an independent contractor, are for four to five days making the same presentation in a different city to a different group each day.

Deia was specific about the fee they offer, which is a daily fee plus the income derived from “back of the room” sales. On a slow month they do 800 to 900 events a month, so they can offer work for the speaker when their bookings are slim. It is then possible, with National Seminars, to develop a mix of public seminar and private clients.

Bulk of the training is done in the United States, but they do cover the United States and Canada with the seminars. They do have some private clients outside the United States and Canada.

The hardest part of the business is the travel. Departures are on Sundays and return Friday evenings. National Seminars do offer each week as an individual contract, while some other companies require that you take contracts, or cease to work with them.

Other options include private clients at about \$550 per day. They also sell the trainer as a person, that is the showcase type people. There is a publishing side of their business. Books are not their specialty, but emphasis is on audio and video products with some development in computer interactive materials.

#### **THE PANEL – MARK MAYFIELD CSP, CPAE**

Coming with an extensive background and successful career, Mark outlined some of the elements is building a successful career. He then had people develop a red light/green light listing:

**Good program - Great program**

80% of Mark's business is referral business

**Regimented – Flexible**

**Diva – Human**

**Confused – Branded**

**Bad Materials – Good Materials**

Update materials on a regular basis, esp. pictures

Don't rush your materials – take time in development

Get input, but not too much

Materials have to match your fee

Don't overstate who and what you are

**Don't assume people know about you – Leave stuff behind (hand-out)**

The leave behind should have contact information

Sheets as compared to business cards

**Go it alone – Network**

Must be a member of National

**Cookie cutter speakers – You had better be unique**

**Stagnant – Reinvent**

Make at least one change each time you present

**Junk - Product**

**Make sure it is worth something**

**Don't be a tight wad – Give stuff away**

Not with the audience

**Don't be a phony – Walk the talk**

## Don't be a jerk – Be a pro

There followed a question and answer session with Mark, Deia and Brad filling in for Nancy who had to leave for a meeting in Chicago.

Cathy Newton then presented a showcase on “Keep Your Cool.” Cathy speaks about taking risks for emotional stability in a crazy world! She outlined three ways to RISK IT! After the presentation, Cathy got feedback on the presentation.

Lunch.

Arthur Shaffer of Intellectual Property Center, LLC shared the “ins and outs” of Copyright: Protect It Now or Defend It Later.” Arthur’s educational background includes a law degree from the University of Missouri-Kansas City.

Arthur began with definitions used in the business, i.e. ® and ©. He also raised questions such as: Are you getting paid for your work? And Are you stealing or being stolen from?

What are the purposes of a copyright? What are the differences between patents, trademarks and copyrights? What creations are copyrightable? What are the types of copyrights? How long is a copyright in effect? Who owns the work? When is it a work for hire? How do you protect your copyright? Is someone stealing (infringement) from you? How do I defend my copyrighted work? What are the remedies for infringement? Did I give away my copyright rights? What are some the problems for public speakers? Why are copyrights important to the speaker?

A drawing was held for showcase presentations. Brian Sullivan was chosen for February networking. Marian Kelly was chosen for the March seminar.

Cathy Newton reminded people about the tape library.

Links:

Five Star Speakers Bureau –

National Seminars –

Mark Mayfield – [www.markmayfield.com](http://www.markmayfield.com)

Cathy Newton – [www.cathynewton.com](http://www.cathynewton.com)

Intellectual Property Center, LLC -