

**NSA Chapter Leadership Program  
National Convention 2013  
Philadelphia, PA**

**Chapter Programming:  
*Feature a great speaker...and then some!***

**Begin at the beginning**

- 1. Remember who you are**
  - a. A local gathering of National members**
  - b. Vision can change as circumstances and the environment change but mission is stable**
  - c. NSA Mission: *NSA is the leading source for community, education and entrepreneurial business knowledge needed to be successful in the speaking profession.***
  
- 2. The Influencers: Chapter leaders and Program Chair**
  - a. Set the tone of the Chapter and its programming and meetings**
  - b. Are active in the business and out there ‘doing it’**
  - c. Know, understand and love NSA**
  - d. Have a leader succession plan**
  - e. President-Elect goes to Chapter Leadership Institute**
  - f. Attend the NSA national convention**
  
- 3. Goal or theme for the year**
  - a. NSA Competencies**
    - **Expertise**
    - **Eloquence**
    - **Enterprise**
    - **Ethics**
  
  - b. Examples: Member Involvement, Building the Business, ‘The How and Now’ of 2012: *Speak Better, Speak More***

## Choosing the right speaker

1. **Build your programs around seasoned speakers who are active in speaking and speaking related business (seminars, facilitation, coaching, writing, bureau, etc)**
2. **Get recommendation from a reliable person who has seen/heard the speaker on that topic: other Chapter leaders, your friends, and [www.NSAChapterOne.org](http://www.NSAChapterOne.org)**
3. **For the program year, have a mix of well- known CSP and CPAE speakers along with rising stars who have a solid message and delivery**
4. **Invite a seasoned speaker who is doing ‘it’ or has recently done ‘it’ and has been successful. Avoid someone who is selling to speakers.**
5. **Choose a professional who models the information, tells/shows how they did it and builds in question and application time for the audience**
6. **Make sure the speaker is willing to commit to the chapter meeting date and see it as a commitment just as any other booking**
7. **Confirm from others or your experience that the speaker is reliable, ethical, and will communicate timely with the program chair**
8. **Look within your own chapter for talent and experience. Consider ‘shirt sleeve’ sessions in someone’s home with a specific how-to topic or business set up. Watch for NSA speakers working in your home town and invite them to do a ‘shirt sleeves’ session.**

## The Program Chair and Chapter responsibility to the speaker

1. **Clear communication about expectations**
  - a. **Signed agreement with amount of time to speak, airport transportation, lodging, meals, etc. Is there a maximum airfare your chapter will pay?**
  - b. **Ask for an introduction and handouts/AV needs**
  - c. **If you promise a certain amount of time for the speaker, honor your agenda and commitment**

## The Chapter Meeting

- a. **Programming is more than the main speaker. It's the flow of the agenda, the energy and excitement of the group, the involvement of many people, etc.**
- b. **At the beginning of the program:**
  - **Introduce your board, explain CSP, CPAE and the Cavett and introduce those in attendance.**
  - **Have someone share one statement from NSA Code of Ethics**
- c. **Make your speaker the STAR! Set the meeting up so they shine!**
  - **Have a fabulous introduction by someone who has a connection with the speaker**
- d. **At the end of the program**
  - **Debrief learning with the audience so the speaker gets immediate feedback and affirmations**
  - **If you give them a gift, make it small in size. Gift cards are perfect. Remember they are (probably) flying.**
  - **Share your program/speaker success with your peers at [www.NSAChapterOne.org](http://www.NSAChapterOne.org)**