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
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
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