



National Speakers Association/Northern California Chapter
P.O. Box xxxxx San Francisco, CA XXXXX
650/XXX-XXXX www.nsanc.org

SPEAKER'S AGREEMENT

Month, Day, 200X

Blowhard & Associates
XXX YYY Avenue
City, State Zip

Subject: NSA/NC presentations on Month, Date, Year

Dear Victor/Victoria

The NSA/NC Board of Directors is thrilled that you'll be a part of our Sep XXX 2004, chapter meeting.

Here is some information about our meeting, and a contract. **Please return the signed Page 5 agreement ASAP.**

MEETING INFORMATION:

Meeting Date:	DATE
Meeting Location:	The XXXHotel San Francisco Airport XXEast Millbrae Avenue Millbrae, California 94030 (650) xxx-xxxx
Meeting Start Time:	9 a.m.
Presentation Titles:	<i>Blah</i> Blah (luncheon); Hardy Har Har (Super Session).
Presentation Start Times:	1:20 p.m. for <i>Blah</i> 2:45 P.M. <i>Hardy har har</i>
Length of Presentations:	45-60 minutes for <i>Blah</i> 2 hours for <i>Hardy har har</i>
Estimated Audience:	80-110



National Speakers Association/Northern California Chapter
P.O. Box xxxxxx CITY, STATE, ZIP
650/yyy-yyyy www.URL.ext

SPEAKER'S AGREEMENT

Page 2

Taping of Presentation:

NSA/NC records its programs. A cassette tape or CD will be provided if you want one.

WHAT WE NEED FROM YOU:

Presentation Title and Description:

We will be promoting your presentation in our newsletter, on our web site and in press releases. Please send via e-mail the **title** and a **250-word synopsis** of your presentation, **including your five most important learning points**, along with your **bio** and **B&W photo** to (1) **BMOC** (*B@BMOC.com*), our Program Director and (2) **John Doe** (*JohnQ@DoeDoe.com*), our newsletter editor. John will call you for an interview. **We need this information by July 15.**

Introduction:

An introduction or information on how you would like to be introduced and by whom (if you have a preference). **We need this information by September 4, one week before your programs. Send to B**

Handouts:

If you have a handout and would like us to duplicate it, we need either an electronic or printed original **by August 21 (three weeks before your programs)**. Otherwise, you are responsible for duplicating your handouts. **Send to B**

AV/room set-up needs:

We need your AV needs (hand-held or lavalier microphone, overhead projector, LCD projector, screen, etc.), and room set-up preferences **by August 21 (three weeks before your programs)**. **Send to B.**

Flight Information:

Your arrival/departure dates, times and flights. **Send to B.**



National Speakers Association/Northern California Chapter
P.O. Box XXXXXX CITY, STATE, ZIP
650/xxx-xxxx www.URL.ext

SPEAKER'S AGREEMENT

Page 3

TRAVEL AND EXPENSES:

Airfare:

Please make your airline arrangements as early as possible, in order to take advantage of lower fares (NSA/NC has a cap on airfare of \$500, unless previous arrangements are made). There are three airports serving the San Francisco Bay Area — San Francisco (SFO), Oakland (OAK) and San Jose (SJC). San Francisco International Airport is less than a 10-minute free hotel shuttle bus ride away from the Clarion Hotel, where you will be staying and where the meeting will be held.

Room:

You will be our guest at the Clarion Hotel, San Francisco Airport, on Friday evening. We encourage you to stay over on Saturday night if it would reduce your airfare by at least \$100, which is our approximate room cost. (That way you get a bonus fun day in San Francisco on us)!

Join us for dinner:

Keep in mind as you make your travel plans that you are invited to be our guest at our Board/Speaker dinner Friday evening, September 10, at the Westin hotel (next door to the Clarion) at 6:30 p.m. Please join us so we can get to know one another.

Expense reimbursement:

Please submit your air fare expenses directly to our Executive Assistant XXX XXXX for reimbursement at:
XXX XXXX
NSA/NC
P. O. Box XXXXX
San Francisco, CA XXX



National Speakers Association/Northern California Chapter
P.O. Box ????????, San Francisco, CA ZIP
650/xxx-xxxx www.url.ext

SPEAKER'S AGREEMENT

Page 4

PRODUCT SALES

AND PROMOTION:

Product sales:

You are welcome to bring your products for sale at our Resource Center. We will provide with sales assistance. NSA/NC requires that 20% of all product sales be paid to the Chapter.

Product promotion:

NSA/NC does not permit selling from the platform, so you may not mention your products in your presentation. We will, however, mention you have products for sale and direct our members to a product table we will set up for you. Please see the attached FAQ from NSA national on this subject.

Private consulting/coaching:

If you plan to do an additional workshop or private coaching/consulting while you are in the area, we will be happy to promote them to our members. Please include topic or coaching information, times, pricing and any NSA/NC member savings. In return for our promotion efforts, NSA/NC encourages, but does not require, that the chapter receive a minimum of 20% of the income generated.



National Speakers Association/Northern California Chapter
P.O. Box XXXXX CITY, STATE, ZIP
(xxx)/YYY-YYYY www.URL.ext

SPEAKER'S AGREEMENT

Page 5

PLEASE SIGN AND RETURN THIS PAGE BY JULY 15:

Mail: CCC CCCC XXX-YYYY, City, ST ZIP

Fax: (510) 741-8698

I, Speaker DeJour, agree to speak at NSA/Northern California on September x, 200x. I understand I am to make my own flight arrangements and that hotel and tax costs costs will be billed directly to the chapter. The chapter will cover my airline travel expenses.

I understand I am responsible for providing a 250-word synopsis of my presentation(s), a photo, my audio/visual and room set-up needs, an introduction and handouts by the dates specified in this agreement. I give NSA/Northern California permission to record my presentation for chapter fundraising purposes. I also understand that NSA/Northern California allows me to sell product as long as I do not sell from the platform.

I understand my signature means that I agree to accept no other booking, fee or free, on September x, 200x.

C Moore (date)
Program Director
NSA/Northern California

Speaker DeJour (date)

If you have any questions, need more information or just want to chat, please call me:

Amanda Kissanhug
Program Director
NSA/Northern California
(510) xxx-xxxx office and evenings
(510) yyy-yyyy, cell

FAQ for NSA Presenters

Note: These were written by NSA national board member Rebecca Morgan and reflect NSA policies when selecting presenters for national and regional workshops and conventions.

Q: I've heard a lot of buzz about not selling from the NSA platform. While I don't plan to do so, it seems that there is a fine line between selling and informing and I want to make sure I stay on the informing side. What are some examples of going over the line?

After most peoples' first NSA experience (Convention, Workshop, chapter meeting, Lab) they are amazed by the willingness of NSA members to share their expertise with new colleagues. They'll say "Boy, it's not like this at any other association I've belonged to. You people seem to give away what you've learned to each other." We reply, "That's because our founder, Cavett Robert, suggested we could either fight for a piece of the professional speaking pie, or work together to build a bigger pie."

Over the last several years, there has been a growing concern that we were losing this special spirit. The discussions you've heard are part of the effort not to let that happen. The new wording in the Presenter Guidelines and this document is part of an on-going effort to preserve our unique culture. Thanks for reading, thinking, and acting on this information.

Part of the Presenter Guidelines that you signed reads: [I agree to] "Refrain from mentioning, selling, or promoting any products or services that would result in financial gain for me or my companies unless I have the express permission from the Workshop/Program/Convention Chair. Products and services include, but aren't limited to, books, tapes, coaching, consulting, special reports, boot camps, CDs, teleseminars, webinars, and subscriptions. I understand that if I am conducting a session that is specifically designed to discuss the development and/or sales of products or services, I am allowed to use my products, services, and techniques as examples, with the event's Program Chair's permission."

So mentioning any of the above during your presentation, without express permission of the Convention Chair is considered breach of NSA guidelines and NSA ethics.

Q: Why can't I mention my services/products that would be of interest to my colleagues? I offer a much better price/service than anyone else in the marketplace. Besides, you are getting a \$X speech for free, so I should be allowed to sell!

Our members have become increasingly annoyed by NSA presenters taking advantage of the NSA privilege of the platform. The focus of our educational sessions is just that — education. When it feels like you have paid to attend an infomercial, people get angry. What's more, by offering you the privilege of the NSA platform, you're speaking with our implied endorsement. We cannot endorse your products or services and maintain our mission nor our position. We need to honor the spirit of sharing and caring upon which NSA was founded.

The Association has decided that selling from the platform is inappropriate. We appreciate your sharing your knowledge, but if you feel you cannot do so without selling from

FAQ for NSA Presenters . . . 2

the platform, please contact the event's Program Chair and explain your position. We hope you'll understand if we rescind our offer to present at this meeting.

Although you have a great deal of expertise to offer our participants, there are several other acceptable vehicles within NSA that you can use to promote goods and services (e.g., an exhibit, sponsorship, ad in Professional Speaker).

Q: At NSA we have been taught how to subtly sell from the platform. Now you're telling us we can't do it at our own Association. Isn't that hypocritical?

No, especially if you aren't wearing a vendor's badge. If you want to sell to our membership, impress them with your content and develop your relationships through our many promotional avenues. It's what our members want and it's the standard set by our code of ethics. The true test of professional speakers is: Will they respect the values and wishes of their audience?

Q: My session is to include how I sell my products or services, which may also be of interest to speakers. How do I communicate that the Convention Chair asked me or gave me permission to include this?

This should be included in what your introducer says. S/he can say something like "Convention Chair Lisa Ford has asked Fred to explain how he sells products to his audiences during his presentations. She has given Fred permission to show you how he does this."

Q: What if someone asks me a question about a product/service I provide that they are interested in?

This is a wonderful opportunity to edify our members and guests and to reinforce our professional standards. Simply advise them of our guidelines and then add something like: "I'm not at liberty to discuss that from the platform. I'll be glad to discuss it with you afterward." Or "Since I have a financial interest in the product, I won't be discussing that from the platform. Contact me later if you'd like." Or "Thanks for your question. When you present at an NSA event you promise not to promote your own products or services during a session. I'd be happy to meet with you individually or via phone after the meeting."

Q: What about handouts? Can I include my order form in my handout? What about sending them to my web page and having info there on products/services in which they might be interested?

Including order forms in handouts is crossing the line. If your session is about how to develop effective order forms, we'd expect you to show samples of others' order forms as well.

If you have relevant supplemental information on your web site, you can list the URL in the handout.

FAQ for NSA Presenters . . . 3

However, if you are listing resources on your handout, and only list URLs to your products/affiliate links, it appears unethical. For example, if you are talking about online shopping carts, list a variety of shopping cart resources, not just the one you market.

Q: Can I list my web site address on my PowerPoint slides?

If it is subtle and in small type, or at the end of your program with other contact info. But it shouldn't be highlighted more than once at the end or it will appear self-promotional.

Q: Can I show my books and other products on my PowerPoint slides?

Only if these images are germane to your program. If you're talking about book/product packaging, bundling or design, yes. If your books/products have no relevance to your session topic, no.

Q: What about having a drawing, getting attendees' cards and mailing info to them afterward?

Don't send anything to anyone unless they specifically request it. Giving you a card for a drawing, isn't necessarily making a request for more information or asking to be subscribed to an ezine. Don't automatically put someone on your mailing list just because you got their business card. This goes for email and snail mail.

Q: What about giving some of my products/consultations as a door prize in my session?

We'd prefer that you don't. We know you want to be generous and reward people for attending. Giving away your own products/services appears to be self-promotional. It's an acceptable, subtle form of promotion at most events – not at NSA. Give away someone else's products instead.

Q: What are some general rules of thumb?

- Generally, if you can choose between giving an example of something you sell to a client and something you sell to speakers, choose the former.
- If you think something might be crossing the line, check it out with the Convention Chair beforehand.
- If you think of something in the moment and aren't sure if it's crossing the line, leave it out.

Thank you for your willingness to share your knowledge and wisdom with our NSA colleagues. We appreciate your full cooperation on this.