

Why Hire an NSA Professional Speaker?



The NSA Professional Member Logo displayed on my website stands for much more than an organization of people interested in speaking. To become an NSA Professional Member one must achieve, and be able to prove with documentation, both a level of paid speaking events and income derived directly from speaking engagements. Others may become members, but to become a professional member who must be qualified and proficient.

Speakers are often hired for their expertise, but though the information they share may be relevant, it's only *useful* if your presenter is able to capture and keep participants' attention, wrap their information in stories that stick, and offer action steps that translate into value for your leaders, teams, and event participants to take home and put to work.

When hiring a speaker, review their expertise and experience, but also ask about their *training* as a professional presenter. Active professional members of the National Speakers Association invest thousands of dollars and hours studying the art and business of public speaking. We attend monthly chapter meetings, the national convention (Influence), and specialty conferences. We are part of a dynamic community of speaking industry professionals who share knowledge, tips, strategies, and values. NSA speakers engage with and learn from the industry's finest.

NSA members adhere to a professional code of conduct, and this comes with the additional benefit of a professional ethics board that stands ready to mediate disputes or misunderstandings that might arise between you and a speaker.

Expect an NSA Professional Speaker to:

- Make their presentation about your audience and not about themselves
- Notify you when they've arrived so you can worry about *other* people
- Show up early, start on-time, and never crowd other speakers by running over
- Bring experience with faulty AV equipment, fire drills, and other technical problems that inexperienced speakers won't know how to manage
- Understand the challenges you face as a meeting professional, helping to make your event a success
- Deliver eloquence and expertise on the platform

When you work with an NSA professional speaker, you benefit from an entire community of experts. NSA professional speakers offer your best route to audience engagement, worry-free meetings, and return on investment. When you consider me (or any speaker) for your important event, ask about professional affiliations, training, experience, and commitment to professional development.

Thank you for your time and commitment to excellence.

Roger Rickard
NSA Professional Member
2019-2020 President Elect NSA Arizona Chapter