

SPEAK UP!

TAKING YOUR SPEAKING BUSINESS TO THE NEXT LEVEL



ASIA PROFESSIONAL SPEAKERS - SINGAPORE ANNUAL CONVENTION 2010

Ian Berry



How to Build a Thriving Business

Philip Van Hooser



Aspiring to be a Speaking Star

Saturday 8 May 2010, 8.30 - 5.30pm
Amara Hotel, Singapore

Members Early Bird (before 25 April 2010) : \$248.00

Guests Early Bird (before 25 April 2010) : \$268.00

Normal Rates (from 25 April 2010) : \$348.00

Building Your Speaking Business



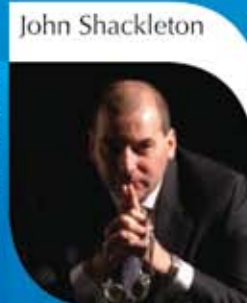
Scott Halford

Get That Book Out of Your Head and Into Bookshelves



John Putzier

Raise Your Game



John Shackleton

The 3 Ps of Platform Power



Karen Lawson

Featuring three of our local speaking stars

Record and Grow Rich



Ian Rich

Event Host



Tremaine Du Preez



Ron Kaufman

Building A Powerful Public Identity

Adam Khoo

Secrets of Starting a Multi-Million Dollar Business

Andrew Bryant

Free to Fee - How to Make a Good Living as a Professional Speaker



SPEAK UP !

Taking Your Speaking Business To The Next Level



0800	Registration
0830	Opening by Tremaine Du Preez, MC
0845	Raise Your Game - John Shackleton, CSP <ul style="list-style-type: none"> • Applying sports psychology techniques to our business life • Mental control to ensure positive thinking at critical times • Visualisation techniques for the business environment • Creating confidence for achieving goals and closing deals • Creating effective action plans that we become 100% committed to
0930	Secrets of Starting a Multi-Million Dollar Business - Adam Khoo <ul style="list-style-type: none"> • How to develop the traits of successful entrepreneurs • How to develop winning business ideas • How to find the best business opportunities in untapped markets • The profit multiplication formula • How to generate prospects and convert them into customers • Insights into selecting the right partners
1015	Break
1045	Building A Powerful Public Identity: How to Dominate your Niche by Digging Two Feet Wide and Ten Miles Deep - Ron Kaufman <ul style="list-style-type: none"> • How to climb step by step to a global reputation • Why two great topics equals no great results • How to win in a competitive speaking world • Why you are who they say you are - and what to do about it • How to become the person you always wanted to be
1140	Award of CSP Certificate to Andrew Bryant
1200-1300	Lunch

	Track 1: Business Building	Track 2: Presentation and Products Creation
1300-1355	Free to Fee – How to Make a Good Living as a Professional Speaker – Andrew Bryant, CSP <ul style="list-style-type: none"> • How to get your first paid speech • How to get your next 50 paid speeches • How to be known as an expert who speaks • What NOT to do if you want to be successful • How to live to tell the tale 	The 3 Ps of Platform Power: Passion, Personalisation and Participation – Dr. Karen Lawson, CSP, President of Lawson <ul style="list-style-type: none"> • Define your passion and purpose • Explore techniques for developing your own uniqueness and style • Identify ways to connect with your audience more effectively
1400-1455	Building the Speaking Business that Affords You the Life You Want – Scott Halford, CSP <ul style="list-style-type: none"> • Package your material in a way that generates bigger revenue • Find out what your clients really want from you, and give it to them • Frame your speaking so it becomes the powerful driver of your business that it should be 	Get That Book Out of Your Head and Into Bookstores: The Art & Science of Writing a Best-Seller & Actually Getting it Published – John Putzier, M.S., SPHR <ul style="list-style-type: none"> • The two most important things you need to get published • Do I write it and then sell it, or sell it then write it? • Tapping your natural weirdness...how to rekindle your creative thinking and problem-solving ability • Self-publishing vs. House publishing (the pros and cons of each) • My formula for landing a literary agent and a publisher
1455-1515	Break	
1515-1610	How to Build a Thriving Business where Buyers Come to You – Ian Berry, CSP <ul style="list-style-type: none"> • How to uniquely share your expertise in your chosen field and therefore earn more • How to demonstrate value to buyers so that your fee becomes insignificant in the buying decision • Why "free" is the key to fee • Why traditional marketing is dead • Why most people fail in the speaking business and how not to be one of them 	Record and Grow Rich – Create Ongoing Passive Income with Your Own Info Products – Ian Rich <ul style="list-style-type: none"> • How to go from your initial idea to a fully finished info product • The "pieces" you need to make an online info marketing machine work • How to price your products • What software packages to use...and which ones to avoid • Design and packaging tips for high impact buyer response

1615	Aspiring to be a Speaking Star - Phillip Van Hooser, CSP, CPAE, NSA President 2009-10 <ul style="list-style-type: none"> • 3 elements that are advantageous to building a speaking vision • The common effects of being unwilling to change your speaking vision • The critical need to apply the 3 Cs – Courage, Conviction and Commitment • What to reach for, what to hang onto and what to let go of to maintain speaking success
1700-1715	Closing





“Ron Kaufman is the world’s leading educator and motivator for uplifting customer service and building superior service culture. He is author of the best-selling “UP Your Service!” books and the founder of UP Your Service! College. In 2009, Ron was rated as one of the industry’s top “movers and shakers” in the Speaker Magazine’s cover story on “Who’s Hot!?””



“John Putzier, M.S., SPHR is President of FirStep, Inc., a performance improvement consultancy, and author of three books published by AMACOM Books (American Management Assoc., NY) and Prentice-Hall. John appears regularly in the media as a subject matter expert on current and emerging workplace issues and trends, including CNN, National Public Radio, The Wall Street Journal, and many others. He

has served on the adjunct faculties of Carnegie Mellon University and Robert Morris University where he taught organizational behavior and human resource management.”



“Ian Berry CSP FAIM has been partnering passionate people to change what’s normal for the good of people and our planet since 1991. He is regarded by many as Australia’s most inspiring and engaging business speaker. Ian is the author of three books and a contributing author to three more. The Founder of the differencemakers community which currently has over 300 members from 22 countries, Ian is a Past National President of the National

Speakers Association of Australia.”



“John Shackleton, CSP. With a background in Sports Psychology and international sports coaching, John’s subject is performance, helping to people to improve performance in both their business lives and personal lives. His humorous, no nonsense style won him the prestigious 2007 Speaker of the Year award. John’s coached many world class athletes and last year he worked with

3 Kiwi’s who achieved top ten places at the Beijing Olympics. He himself is a competitive swimmer and still swims as fast today as he did as a teenager.”



“Dr. Karen Lawson, CSP, President of Lawson Consulting Group, Inc., is an international consultant, executive coach, professional speaker, and author of 12 books. She works with organizations that want to grow great leaders to outperform the competition. An active member of the National Speakers Association (United States), she conducts seminars and speaks on leadership, team development, communications, and quality

service. Karen also teaches a graduate course, “Managing the Global Workforce,” in the International MBA program at Arcadia University in Philadelphia, PA, USA.”



“Andrew Bryant, CSP is a thought leader who speaks to, consults to, coaches and trains leaders in multinational companies including; Microsoft, Deutsche Bank, Hess Oil and Gas and Singapore Airlines to name but a few. Andrew has an eclectic background that includes physiotherapy, acupuncture, hypnosis, neuro linguistics and neurosemantics which allows him to get to the heart of an issue in double quick time. Andrew is English by birth,

Australian by choice and Singaporean by design!”



“Adam Khoo

A self-made millionaire by the age of 26, Adam Khoo owns and runs several businesses in education, training, event management and advertising, all with a combined annual turnover of \$30 million. He is also the best-selling author of 9 books including “I am Gifted! So Are You!”, “Master Your Mind, Design Your Destiny”, “Secrets of Self-Made Millionaires” and his latest book “Secrets of Successful Teens”. Adam is known as one of the most dynamic and powerful speakers in Asia, having motivated and trained over 200,000 professionals, managers, executives, salespeople, teachers and students in areas like Entrepreneurship, Strategic Marketing and Sales, Motivation, Presentation and Communication Skills and Accelerated Learning Techniques and Behavioral Change Technologies, among other areas. Over the past 10 years, Adam has also consulted and trained over 120 SMEs and MNCs.”



“Phillip Van Hooser, MBA, CSP, CPAE

Since 1988, Phillip Van Hooser has spoken, written and consulted on leadership development issues worldwide. His popular book, Willie’s Way: 6 Secrets for Wooing, Wowing and Winning Customers and Their Loyalty, and his management training system, The Leadership Journey, have been used by corporations around the globe to cultivate great leaders who create competitive advantage. A masterful communicator, Van Hooser is a member of the Speaker Hall of Fame. He holds a B.S. in Marketing from Murray State University and an MBA from Nova Southeastern University.”



“Scott Halford, CSP is an Emmy Award

winning writer and producer, an engaging presenter and a long-time consultant to Fortune 500 executive teams. His expansive knowledge in the areas of emotional intelligence, critical thinking and the principles of influence add richness and depth to his programs. Scott is an accredited and certified Emotional Intelligence Provider through the Hay/McBer Consulting Group in Boston and through Multi-Health Systems in Toronto. Scott is also a Certified Associate in Emergenetics®, the study of performance and preferences based on genes and the environment.”



“Ian Rich is an audio expert and record

producer with over 20 years experience who has worked with many well-known Hollywood names and major label artists. In addition to producing recordings for albums, TV and movies, he has also worked extensively in the seminar industry, recording live events and creating information products for the National Speakers Association and countless A-list professional speakers.”



“Tremaine Du Preez is a leadership coach

and management trainer. She runs her own boutique coaching and training consultancy in Singapore. Tremaine is skilled at breathing life into management topics, and is a lively speaker on serious subjects. She works throughout the region helping senior executives, government officials and other leaders develop their leadership, problem solving and decision making skills. Tremaine has an MSc in Financial Economics from the University of London, holds the International Capital Markets Qualification from the Securities Institute of London and is certified in Neuro-Semantics.”

ASIA PROFESSIONAL SPEAKERS - SINGAPORE ANNUAL CONVENTION 2010

08 May 2010

Amara Hotel
165 Tanjong Pagar Road, Singapore



Registration Form (please mail/fax/email your registration form back to us)

Registration includes presentations, lunch, networking sessions, refreshments and delegate pack.

Please reserve _____ seat(s) at Asia Speakers Convention 2010

- Members Early Bird (before 25 April 2010) : \$248.00**
- Guests Early Bird (before 25 April 2010) : \$268.00**
- Normal Rates (from 25 April 2010) : \$348.00**

DELEGATE 1

Name: _____
Company: _____
Position: _____
Email: _____
Contact No: _____

DELEGATE 2

Name: _____
Company: _____
Position: _____
Email: _____
Contact No: _____

Easy ways to register

- Tel: 65-67779843
- Email: admin@asiaspeakers.org
- Fax: 65-31257170
- Website: www.asiaspeakers.org

Mailing Address: 192, Pandan Loop, #04-10, Pantech Industrial Complex, Singapore 128613

Easy ways to pay

- Invoice** (please complete billing details below)
- Cheque:** Enclosed is our cheque for S\$ _____ payable to: **Asia Professional Speakers - Singapore**
- PayPal:** A PayPal invoice will be sent to your email

BILLING DETAILS:

Company _____ Main Contact _____ Nature of Business _____
Address _____
Billing Address _____
Tel _____ Fax _____ Email _____

NB: Confirmation of reservations will be sent via email.

NOTICE: The organisers may at any time, with or without giving prior notice, cancel, postpone or change the content of any published particulars, without liability. Payment must be received prior to the conference. APSS reserves the right to refuse registration without further explanation.

CANCELLATIONS: All cancellations must be received in writing 28 days prior to the event or 100% cancellation fee applies. In the event that a registered attendee fails to attend, 100% of the event fee remains due. Substitute delegates are welcome with 4 working days prior notice.

Promotional Opportunities

For details of the wide range of sponsorship opportunities available, please contact
APSS Secretariat at 67779843 or email us at admin@asiaspeakers.org