



PROFESSIONAL  
SPEAKERS  
AUSTRALIA  
**CONVENTION 2018**



**I MPACT!** #impact

**Sofitel Brisbane Central Hotel, 16-19 March 2018**



**PSA(Sponsor&PartnerKit)C18**

[www.psaconvention.com.au](http://www.psaconvention.com.au)

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# PSA(Sponsor&PartnerKit)C18

**Professional Speakers Australia** is offering Sponsorship & Partnership packages for the **Professional Speakers Australia Convention 2018** to be held at the **Sofitel Brisbane Central Hotel in Queensland, 16 - 19 March 2018**.

Our annual Convention is one of the largest gatherings of professional speakers and small business owners who translate influence into experiences, with a direct reach to thousands and connecting to thousands more.

## **Make an Impact in 2018!**

Our Convention in 2016 was the most successful for many years and we built on that in 2017 with a more diverse audience, from not only around Australia, but from more other countries than ever before!

We're allowing for dedicated spotlights on your product, technology, or service. **With hundreds of people expected to attend** Professional Speakers Australia Convention 2018, joining us as a Sponsor or Partner is an excellent way to connect with and make an Impact to speakers who will confidently lead their businesses into the next decade.

**Becoming a Sponsor or Partner** will give your organisation access to a powerfully influential audience composed of **businesses & individuals with annual revenues exceeding \$1 million**, plus **95% of those present are decision-makers**.

Contact our Sponsorship Co-ordinator Brett Dashwood [Brett@psaconvention.com.au](mailto:Brett@psaconvention.com.au) to discuss how we can allocate and customise your Sponsorship or Partnership package, so that you can get the greatest value as soon as possible.

We look forward to speaking with you soon!

Glenn Capelli CSP  
**Convention Chair**  
**Professional Speakers Australia Convention 2018**





# Contents

<b>Why Sponsor?</b>	<i>page 4</i>
<b>Speaking in Australia</b>	<i>page 5</i>
<b>Who We Are</b>	<i>page 6</i>
<b>What We do</b>	<i>page 7</i>
<b>Needs of Professional Speakers</b>	<i>page 8</i>
<b>Exclusive Sponsorship Opportunities</b>	<i>page 9</i>
<b>Additional Sponsorship Opportunities</b>	<i>page 10</i>



# Why Sponsor?

If speakers, performers, trainers, coaches, facilitators or MC's are your target market, then **Professional Speakers Australia** offers you direct and trusted access to that audience.

This is a prime opportunity to engage with and market directly to business owners who speak to market their business or their message. There are numerous opportunities at the event and significant pre-event **promotion to 2000+** members, potential members, and previous guests.

In addition to our local audience, the Convention is being promoted throughout the world to the **ten's of thousands of members of our Global Speakers Federation (GSF) partner associations from over 20 countries.**

See our recent Sponsors here:  
[2016.psaconvention.com.au/Sponsors](http://2016.psaconvention.com.au/Sponsors)  
[2017.psaconvention.com.au/Sponsors](http://2017.psaconvention.com.au/Sponsors)

1. So whether it is local, regional, or global exposure you are after, this is the event and this is the year to get involved.
2. Permission will be granted as a Sponsor to connect with delegates who opt-in to lead generation activities following the event.
3. Sponsorship is one of the lowest cost per lead of any marketing activities that an organisation can employ to access and build relationships with their target market.
4. Sponsoring is quality time to network with professionals who are leaders in their field of expertise and who are constantly asked for referrals to quality, reliable suppliers.
5. Various levels of opportunity are presented in this document which will allow **your brand to benefit** from the relationships that will be built with the delegates and the wider community of professional speakers throughout Australia and overseas.



# Speaking in Australia

## Overview

**Professional Speakers Australia (PSA)** is the organisation that supports experts who speak in Australia.

We are the **experts who inform, inspire, and influence from the platform**, and together we help each other build on speaking competencies and continually develop our speaking businesses.

Our mission is to recognise and promote excellence in public speaking through professional development and networking.

## The Speaking Industry in Australia

Before our association was established over 30 years ago, organisations may have hired a speaker who had the knowledge but not always the ability to present in an engaging and entertaining manner.

Over the years we have supported, educated, and grown the professional speaking profession throughout Australia and are now a highly recognised and professional association.

The increasing pace of change, the heightened sophistication of audiences, and the focus on achieving results, led to the demand for a

better answer and a new role was created; that of professional speaker. A role to be filled by someone who could **present information of interest and value in an interesting and valuable way.**

Now, every day in Australia at literally hundreds of events – ranging from small team sales meetings and service group dinners to huge corporate conventions and multi-national conferences – professional speakers go about their business of presenting ideas, information, views and values, **to entertain, enthrall, educate, and make an Impact!**







# Who We Are

## Professional Speakers Australia

The National Speakers Association of Australia was established in 1987.

In 2015 we became **Professional Speakers Australia (PSA)**, and are the peak professional body in Australia representing the members of the professional speaking industry. We exist to develop, promote, and uphold the highest possible standards for the benefit of both our members and the public they serve.

The association was a founding member of the **Global Speakers Federation (GSF)** ([www.globalspeakers.net](http://www.globalspeakers.net)) and we are one of only two organisations in the world that can grant the international Certified Speaking Professional (CSP) designation – the other being National Speakers Association in the USA.

Any person who has an interest in the speaking industry – whether speaker or supplier, seasoned professional or raw recruit – is eligible to apply for membership and accreditation at the appropriate level.





# What We Do

The purpose of **Professional Speakers Australia** is to ensure the standard of excellence in the profession of speaking and to promote professional speaking through:

- ✔ A belief in and adherence to the highest standard of ethics
- ✔ Demonstrated professional competence
- ✔ A commitment to continued development of expertise and knowledge
- ✔ A responsibility to clients and to the professional services we provide.
- ✔ Regular Meetings in major cities around Australia
- ✔ Professional Development Workshops
- ✔ Professional Designation Levels
- ✔ Industry-wide & Member-only discussion areas
- ✔ Industry cooperation for exclusive member only benefits
- ✔ Voices of Experience audio programs
- ✔ Annual Convention
- ✔ Platform Professional Summits (for CSP and high net Speakers)
- ✔ Membership of Global Speakers Federation with reciprocal rights to services and events internationally
- ✔ Networking with experts and peers in the profession
- ✔ Opportunities for mentoring through developing professional relationships
- ✔ Code of Professional Conduct





# Needs of Professional Speakers

Professional speakers spend much of their business life on stage, presenting online, travelling, and meeting with clients. They are leaders in their fields of expertise and require up to date and reliable equipment, software, presentation materials, and apparel.

Many are also business owners so **Professional Speakers Australia** members regularly require:

- ✔ Professional Services
- ✔ Insurance & Superannuation
- ✔ Professional clothing
- ✔ Luggage
- ✔ Computer & Audio equipment
- ✔ Design, Webinar & other software/service technology
- ✔ Advertising & Marketing
- ✔ Digital & Printed Collateral
- ✔ Telephone & other Communication items
- ✔ Office Equipment – printers, consumables, stationery
- ✔ Social media
- ✔ Book publishers
- ✔ ...and much more

## Referral Opportunities

Our members are constantly referring suppliers of all of these products & services and more to their own network of clients and colleagues







# Exclusive Sponsorship Opportunities

	Diamond \$10,000+GST (1 business) <sup>#</sup>	Platinum \$6,000+GST (2 businesses) <sup>#</sup>	Gold \$3,000+GST (4 businesses)	Silver \$1,500+GST (8 businesses)	Bronze \$750+GST	
Naming rights of the Gala Awards Dinner <i>Opportunity to <b>speak at the Gala Awards Dinner</b> for 5min</i>	ALREADY TAKEN					
Naming rights of one Premium Convention event 1. Friday Platform Professionals Summit 2. Friday evening entertainment/networking function <i>Opportunity to <b>speak at named event</b> for 5min</i>		1				
Naming rights of a break out room		1				
Naming rights of a break out session				1		
Continuous digital and hard copy advertising before and during the event, including the event program		Yes	Yes	Yes	Yes	
Premium-placed Trade Table		1				
Trade table				1	1	
Ability to place literature AND small item in delegates' bag		1	1	1		
Ability to place literature OR small item in delegates' bag					1	1
Delegate registration for all events (inc Gala Awards Dinner)		2	1			
Sponsor only registration (inc meals/ex Gala Dinner, no sessions)		1	1	1	1	
Ticket to the Gala Awards Dinner		1	1			

All Sponsorship packages can be combined with the [Additional Sponsorship Opportunities](#) detailed on the next page...



# Additional Sponsorship Opportunities

## **Event Guide Sponsor – \$1500+GST (1)**

- ✔ Back cover full colour print of the Event Guide (~A6 booklet)
- ✔ Recognition as a Sponsor on all print and electronic marketing material

## **Delegate Bag Sponsor – \$2500+GST (1)**

- ✔ Single colour, one-sided print on a quality (blue or black) convention bag/satchel.
- ✔ **Includes a Bronze Sponsorship worth \$750** (can be upgraded to a higher Sponsorship at additional cost)
- ✔ Recognition as a Sponsor on all print and electronic marketing material

## **Bag Filler – \$500+GST (10)**

- ✔ Those who wish to put something (or something extra) in each delegate bag.

**...or work with us to create your own unique Sponsorship or Partnership opportunity**



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Prices good through 1 March 2018

