



Institute for Professional Speaker Development

National Speakers Association | Minnesota Chapter

2010 - 2011 GRADUATE PROGRAM

Discover how to build a thriving professional speaking business.

Our Vision:

To provide growth, learning, support and connecting opportunities for its members and related professionals.

For additional information, contact:

NSA-MN
PO Box 181
Hopkins, MN 55343
(952) 767-0219 Phone
(952) 767-0459 Fax
info@NSA-MN.com
www.NSA-MN.com

NSA-MN Graduate Program participants will explore the business of professional speaking in depth. In this impactful program, the emphasis is on application. All working sessions include a focus on peer learning and leader support.

- Explore the four competencies of a successful speaking business in depth:
 - Expertise
 - Eloquence
 - Enterprise
 - Ethics
- Clarify and refine your expertise and speaking topics.
- Define your own “brand” and speaking style.
- Create a program that sells.
- Refine your sales and marketing process.
- Create and finalize a sound business plan.
- Polish your marketing materials.
- This program is for any professional speaker that wants to take their business to the next level.

This program will encourage you to formulate an action plan that will enable you to develop and launch your successful speaking business. Learn from the pros who have been where you want to go!

Comments from past participants:

“By far the most value for me was understanding the nature of the industry, how to meet the needs of the client and how to run a speaking business.”

“The NSA-MN Graduate Program has been a vehicle for systematically upgrading my business.”

NATIONAL SPEAKERS ASSOCIATION



2010-2011 PROGRAM SCHEDULE

Seven (7) Graduate Program Sessions:

6:00 to 9:00 p.m.

Light meal will be served at all sessions

- Session One:** Tuesday, October 5, 2010
Session Two: Tuesday, November 2, 2010
Session Three: Tuesday, December 7, 2010
Session Four: Tuesday, January 11, 2011
Session Five: Tuesday, February 1, 2011
Session Six: Tuesday, March 1, 2011
Session Seven: Tuesday, April 5, 2011

Five (5) additional learning and networking opportunities.

Also connect with colleagues and NSA-MN professionals at the Year-End NSA-MN Gala (*dinner included*).

TUITION INCLUDES:

- Seven (7) Graduate Program Sessions
- Five (5) NSA-MN Educational/Networking Opportunities
- Dinner of Success with Mark LeBlanc
- Year-End Gala
- All Program Materials

\$995*

**Best Value rate for prepaid registrations.*

Best Value

Pre-Payment Plan

\$995 payment in full on or before 9/24/10

Payment Plan

\$250 At enrollment

\$450 Due 10/04/10

\$450 Due 01/14/11

*Bonus option if full payment is received by 9/14/10:
Copy of the Dr. Zimmerman DVD *Everyday Secrets for Staying Booked Everyday* or
Mark LeBlanc DVD *Growing Your Business When You Are The Business**

Tuition is non-refundable.

Participation is limited to the first 12 registrants.

2010-2011 MEETING LOCATION:

Hilton Minneapolis/St. Paul Airport Mall of America
3800 American Blvd East, Bloomington, MN 55425

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ENROLLMENT FORM



Contact Information

Date: _____

Name: _____

Company: _____

Phone (day): _____

Phone (evening): _____

Fax: _____

Email: _____

Address: _____

City: _____

State/Zip: _____

Website: _____

Graduate Program -Tuition Options (please choose one):

Best Value: \$995

The Best Value plan is a pre-payment plan. The \$995 payment will be made in full on or before 9/24/10. If you choose this option, please choose payment type now.

Check (enclosed) Credit Card (complete information below)

Payment Plan: \$1,150

*The Payment Plan will be charged in three installments. The first installment of \$250 is due at the time of enrollment. An additional \$450 will be charged on 10/04/10. The third and final installment of \$450 will be charged to your credit card on 1/14/11. Note: If you choose this option, you **must** provide credit card information at the time of enrollment.*

Tuition includes Seven (7) Graduate Program sessions, Five (5) NSA-MN Educational/Networking Opportunities, Dinner of Success with Mark LeBlanc, Year-End Gala in May, and All Program Materials.

Tuition is non-refundable. Participation is limited to the first 12 registrants.

NSA-MN Payment Authorization:

I authorize NSA-MN to charge my credit card for the Graduate Program tuition, per the option I selected above.

Name: _____

Card Type: VISA MasterCard American Express

Card #: _____ Exp. Date: _____

Signature: _____ Date: _____

Please submit completed GRADUATE PROGRAM enrollment form to:

NSA-MN, PO Box 181, Hopkins, MN 55343
info@NSA-MN.com, (952) 767-0219 Phone, (952) 767-0459 Fax

“What I valued most about this experience is the knowledge and the relationships.

It has taken some of the mystery out of the speaking business.”

“The writing inspired me most to move forward with my business. It really helped solidify ideas and now I have a folder of ideas I plan to publish.”