



Institute for Professional Speaker Development

National Speakers Association | Minnesota Chapter

2011 - 2012 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
Attn: Shelly Chrisman
PO Box 181
Hopkins, MN 55343
(952) 767-0219 Phone
(952) 767-0459 Fax
Shelly@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



2011-2012 PROGRAM DETAILS

6:00 to 9:00 PM
(Dinner will be served at 5:30 PM)

PROGRAM DATES

Session One:
Monday, October 03, 2011

Session Two:
Monday, November 07, 2011

Session Three:
Monday, December 05, 2011

Session Four:
Monday, January 09, 2012

Session Five:
Monday, February 06, 2012

Session Six:
Monday, March 05, 2012

Session Seven:
Monday, April 02, 2012

Session Eight:
Monday, May 07, 2012

PROGRAM LOCATIONS

All sessions are held at
Hilton MSP Airport
3800 American Blvd East
Bloomington, MN 55425

TUITION INCLUDES

- Eight (8) Graduate Program Sessions
- Four (4) NSA-MN Educational Opportunities
- Year-End Gala
- All Program Materials

Tuition is non-refundable.

Participation is limited to the first 30 registrants.

TUITION OPTIONS

Best Value \$995*

***Bonus**

If full payment is received by 09/14/11:

You will receive a copy of
Dr. Alan Zimmerman's DVD:
Secrets for Staying Booked Everyday
or a copy of Mark LeBlanc's DVD:
*Growing Your Business When You
Are The Business*

Payment Plan \$1,150

\$250 Payment due at time of enrollment
\$450 Payment due on 10/03/11
\$450 Payment due on 01/09/12

If you choose this payment option, we will need your credit card information.

ENROLLMENT FORM

Date	_____	Phone (day)	_____
Name	_____	Phone (evening)	_____
Company	_____	Phone (cell)	_____
Address	_____	Email	_____
City	_____	Website	_____
ST/Zip	_____		

Graduate Program -Tuition Options (Please choose one.):

Best Value: \$995

Payment Plan: \$1,150

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: (Please print) _____

Card Type: VISA MasterCard American Express Discover

Card #: _____ Exp. Date: _____

Signature: _____ Date: _____

Please submit completed GRADUATE PROGRAM enrollment form to Shelly Chrisman:

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