



## Convention Learning Strategy taken from the article

### CAPS in the Capital: 2005 Convention *You Will Be Wowed*

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“To address current challenges, we developed a learning strategy based on key trends in the speaking industry,” says Claire Beaulne, Chair of the 2005 CAPS in the Capital Convention. “It guided us in selecting programming for the convention.”

The strategy was partly based on the invaluable insights of trends analyst Warren Evans (CSP, HoF), who believes it is important for public speakers to perfect their area of expertise and convey a message that is relevant, while using various revenue streams (teleseminars, webinars, and other learning forums) to reach their audience.

We also took the advice of renowned speaker Ian Percy (CSP, CPAE), who emphasizes the need to connect with an audience, not only on the platform but also through effective marketing, in addition to being an “authentically original” speaker in order to be seen as more than a commodity.

During the convention, we will investigate the importance of *conveying a relevant message and connecting with our audience* in sessions on facilitation skills by Kristin Arnold (CSP) and creating outstanding newsletters by Carolyn Gardner, to name just two speakers. We will explore *diverse revenue streams* in sessions on Internet marketing by Susan Sweeney (CSP), selling products at the back of the room by Jeff Mowatt (CSP), coaching models that work by Tom Stoyan (HoF) and Peri Shawn, and other presenters. And we will become more *authentically original* with the help of sessions on branding by Dick Brusio, delivery skills by Patricia Fripp (CSP, CPAE) and Brad McRae (CSP), among other speakers.

Another element of our learning strategy is to see that participants have the opportunity to learn through various learning forums. The program offers extended “Super Sessions,” expert panel discussions with speaker bureaus, skill workshops, lectures, and an open forum lunch discussion on a number of timely topics.

*Written by Steven Keen and Claire Beaulne (M. Ed) – Chair of the 2005 CAPS in the Capital Convention*