

2005 CAPS MEET THE EXPERTS

A Great Line-up of Experts for Two In-depth Sessions

Thursday, December 1, 2005
8:30–10:00pm



Hosted by:
Kit Grant, CSP, HoF

Register for your sessions at www.canadianspeakers.org/convention

Kristin Arnold, CSP

Keeping Score ... How do you track the successes of your speaking business? Using a "balanced scorecard" approach, learn seven easy ways to develop your own visual dashboard that quickly lets you know how you and your company are doing.

Tim Breithaupt

Negotiation ... Simple Strategies to Negotiate Higher Fees and Win/Win Agreements ... Tired of wrestling with bully customers? Tim will deliver valuable negotiation insights and strategies to secure higher fees, book more engagements and offset outlandish demands. It's time to give yourself a raise.

Paul Bridle, FPSA

Business – 2 – Business Speaking ... B-2-B is about speaking to business people about business issues that affect their organization. Paul will share how he develops this market internationally.

Dick Bruso

Distinctive Branding ... Want to create an amazing and compelling brand for your speaking business? You'll hit just the right note as you learn the three keys for building a distinctive brand.

Jim Clemmer, CSP

Hook, Looks and Books ... An integrated branding, book/product development and e-marketing strategy. The good, the bad and the ugly experiences from Jim's twenty year journey.

Donald Cooper, CSP, HoF

Don't Write Speeches – Create a Growing and Evolving Body of Material ... The days of "one size fits all" are gone forever! Learn how to create an evolving body of material to keep you current and keep you booked!

Warren Evans, CSP, HoF

Warren's Top 10 Sins ... Based on years of watching all sorts of speakers, Warren will share his list of top 10 sins he sees speakers committing (in public). These are the instant give-away signs of an amateur, or amateurish platform presenter. And YES – they have all been seen from CAPS members.

Tyler Hayden

Keynotes That Kick! ... Want to learn how to build a one hour keynote that kicks? Tyler reveals a winning system that has framed his work for a decade. With his system and your material, you'll easily be performing keynotes that kick!

Azim Jamal

How To Develop and Create Products That Sell ... Learn how to increase your back of room product offerings. Discover key points on the practical and effective processes necessary for book publication. Increase back-end sales by publishing three or more products like CDs, journals and videos using just one book.

Patricia Katz

Hindsight is 20/20 ... Twenty lessons learned from twenty years in the business. Avoid common pitfalls and develop a long-term success strategy.

Dave Kemp

Grow A Profitable Niche Market ... Focus in on specific, proven, niche marketing ideas that can kick-start your speaking career and energize your marketing plan for more profitable business.

Michael Kerr

Creating and Selling Money-Making Products ... Have a greater impact and earn bigger bucks by turning your messages into money-making products. Get tips on creating training DVDs, memory cards, articles and books.

Alvin Law, CSP

Customizing Your Keynote ... One fear a speaker may have is to make the keynote relevant not only to the event, but for the participants. With twenty-five years experience, Alvin will reveal how he reinvented himself from a "handicapped speaker" to a keynoter in demand.

Lisa Leitch

From Marketing To Sales ... Are your marketing materials (brochure, one-page, demo video, website, speakers bureaus) creating sales opportunities for you? Lisa reveals how you, the speaker, can create connect marketing and sales to soar your business in 2006.

Sandy Leppan

How To Write So Readers Get It and Editors Love It ... Twelve tips for clear writing as well as some common pitfalls to avoid.

Kathy Lynn

Lights! Camera! Promotion! ... So you want to be on radio or television to increase your profile? How do you get them to call you and how can you maximize the time you're given? Get practical advice on getting your message and voice on the airwaves.

Ross Mackay

Produce Your Own Public Seminars ... Avoid the pitfalls associated with public seminars and build a profitable revenue stream. Learn the best times to schedule your seminar, how to promote and price it, negotiating the best deals from hotels, what to do when the seats are filled, and how to use product and follow-up sales.

Continued on page 2

2005 CAPS MEET THE EXPERTS (CONT'D)

Brad McRae, CSP

The Power of Books ... Discover 12 secrets to writing a best selling book. Brad has written 7 books and is currently writing 2 more. He has experience working with agents, co-authors, publishing with big, medium and small publishers as well as self-publishing.

Marc André Morel, CSP

Publishing For Millions – Avoid Bookstores and Hit Your Target Audience ... Learn how you can turn your ideas and message to gold by directly and massively addressing your target audience with just one sale for thousands of copies of your book, but never in bookstores!

Jeff Mowatt, CSP

Top 10 Tips For Building a More Profitable Speaking Business ... Jeff will outline various options available to growing your speaking business and give you his take on those that provide the best payoff for time and money invested.

Toni Newman

Strategic Planning For Speakers Made Simple ... A well defined and easy to follow strategic plan is an essential component of any speaker's success. Get practical advice and easy to use tools to set you on your way to planning today for tomorrow's results.

Dave Paradi

Taking And Using Digital Photos In Your Presentation ... Learn simple techniques to add the power of digital photos in your presentation. Be unique and remembered by using your own pictures.

Randy Park

You Know What To Do ... You have enough information; now you need to effectively act on it. Randy's techniques for getting things done will help you identify your personal key action steps for success.

Dan Poynter, CSP

Planning Your Book ... What should you write about? Is there a market for this subject? Is the market large enough? Are meeting planners buying this topic? Are the readers easy to reach? Has your book been done before? Has it been done lately? What is the median selling price for books on this shelf?

Discover effective techniques for doing your market research to ensure eager buyers and appeal to ecstatic meeting planners.

Norm Rebin, HoF

Survival Strategies For Professional Speakers ... Discover what Norm has learned through almost four decades on the platform. Why commercial success is not enough.

Jim Rhode, CSP

Niche Market For You? ... Jim will share how he created a multi-million healthcare business through speaking. Leave this session with practical ideas, insight and examples you can put to work next week!

Sid Ridgley, CSP

The Five Essential Steps To Managing Your Speaking Business ... This business is very easy to get into but can be quite difficult to stay in and be profitable. Identify key steps to help you get and keep your speaking business profitable and relevant to your customers.

Garth Roberts

Before You Speak It, You Have To Write It! ... Garth presents his 12 step method of getting your topic on paper. It works for your speeches, your training sessions and your marketing materials. It's the "Talk Write Approach!"

Tammy Robertson

Authenticity ... Are You As Real As You Could Be? ... Get ready to explore what makes you most alive and compelling.

Peri Shawn

Passive Income – How To Create Product In 30 Days Or Less ... Tired of only getting paid for your speaking time? Learn how to develop product (print, audio and multi-media), while you maintain your income. Make money while you sleep by discovering essential keys to building your product empire.

Tom Stoyan, HoF

3 Keys To Doubling Your Sales ... Discover why much of what you "know" about selling is inaccurate and is holding you back from building your business.

Susan Sweeney, CSP

Secrets of Search Engine Success ... 85% of meeting planners doing research online use search engines. Most rarely go beyond the first 10 listings. Your site must be search engine friendly as each have their own unique ranking criteria. Susan reveals an e-business formula for success including ranking criteria and PPC (pay per click) opportunities.

Linda Tarrant, CSP, HoF

Open Mike! – Everything You Always Wanted To Know, But Didn't Have Anyone To Ask ... Have your questions and issues addressed. You must come to this table with three questions or topics to discuss. For novice or expert, there will be plenty of content for everyone.

Bob Urichuck

International Speaking – Proven Disciplines To Making It Happen, Without Spending A Cent ... Learn how to start, target markets, hubs, how to use your talents to exchange your services, generate leads, get referrals and more.

Register for your sessions at www.canadianspeakers.org/convention



CAPS NATIONAL CONVENTION - December 1-3, 2005 – Ottawa-Gatineau, Canada
CANADIAN ASSOCIATION OF PROFESSIONAL SPEAKERS CONVENTION

www.canadianspeakers.org/convention