

# PROPOSED SYLLABUS

## CAPS Toronto Pro-Track Speaker Academy 2011

Date	Competency	Key Topics
Saturday, March 5th  AM	<b>Program Orientation</b> 9.00am – Noon with one break	<ul style="list-style-type: none"> <li>➤ Opening movie</li> <li>➤ Description of program and establish expectations</li> <li>➤ Alumni comments from 2009, 2010 with advice/suggestions for 2011</li> <li>➤ Introductions &amp; development of peer support network</li> <li>➤ Assignment of prep work for Boot Camp #1 (speech requirement)</li> <li>➤ Assignment of Competency Self-Assessment Profile</li> <li>➤ Assignment Psych Test Profile</li> </ul>
<b>Boot Camp #1</b>  March 26&27  DAY 1  AM	<b>Opening</b> 9.00am – 9.30am   <b>The World of Professional Speaking</b> 9.30am – Noon with one break	<ul style="list-style-type: none"> <li>• Preparation &amp; reflection (expectations for the Pro-Track Program/ Day/Weekend/)</li> <li>• Review &amp; debrief prep work</li> <li>• Review &amp; debrief Competency Self-Assessment Profile</li> <li>• Review Psych Test Profile</li> <li>• Understanding the different types of speaker business models – keynote speaker; trainer &amp; facilitator; executive or business coach; public seminar company contract speaker; etc</li> <li>• CAPS competencies 4 E's – Expertise, Eloquence, Ethics, Enterprise</li> <li>• Professional awareness &amp; relationships - Code of Ethics</li> <li>• Rules of seeking advice/support/help from Chapter members &amp; leaders – formal rules &amp; unwritten “rules”</li> <li>• Speaker fees – discussion of principles, guidelines of fees &amp; different fee structures</li> <li>• “Free” speaking – positives &amp; pitfalls</li> <li>• Working with meeting planners, speaker bureaus, associations</li> </ul>
PM	<b>Topic Development #1</b> 1.00pm – 4.15pm with one break  <b>Speech Preparation &amp; Wrap up</b> 4.15pm – 5.00pm	<ul style="list-style-type: none"> <li>• How speakers develop topics and build programs</li> <li>• Identify personal sources for your topic development</li> <li>• Clarify your unique signature stories/experiences from your area of expertise and/or background</li> <li>• Why you? Why this topic? Why now?</li> <li>• Speech structure – how to create a <i>professional</i> presentation</li> <li>• Create a benefit-centered, client-focused statement of your topic/area of expertise USP</li> <li>• Preparation of signature story for delivery tomorrow</li> <li>• Create an introduction that sets you up for success (credibility, believability, relevance, value)</li> <li>• Speaking order</li> <li>• Reflection &amp; action plan</li> </ul>
DAY 2  AM	<b>Managing Your Business</b> 9.00am – 10.00am  <b>Platform &amp; Presentation Skills</b> 10.00am – Noon with one break	<ul style="list-style-type: none"> <li>• Understanding the broad basics of a business plan</li> <li>• Goal setting to get some business before next boot camp</li> <li>• Delivery of 5 minute presentations with feedback</li> </ul>

<p>PM</p>	<p><b>Platform &amp; Presentation Skills</b> 1.00pm – 2.00pm</p> <p><b>Marketing Your Services #I</b> 2.00pm – 4.45pm with one break</p> <p><b>Wrap-Up</b> 4.45pm – 5.00pm</p>	<ul style="list-style-type: none"> <li>• Continuation of 5 minute presentations with feedback</li> <li>• Identify potential target market(s) and identify needs of that market</li> <li>• Website essentials &amp; pitfalls and how to leverage internet marketing</li> <li>• Begin creating/re-creating/refining your strategic advantage statement, “elevator speech” mission statement, USP (unique selling proposition) that gets attention and interest</li> <li>• Identify and list potential sources of business with commitment to begin contacting</li> <li>• Prepare a pre-approach letter and telephone script</li> <li>• Headshot, image and dress for success</li> <li>• Brochures, blogs, newsletters, articles, and getting published</li> <li>• Radio &amp; TV exposure</li> <li>• Reflection</li> <li>• Action Plan</li> <li>• Movie</li> </ul>
<p><b>Boot Camp #2</b></p> <p><b>May 28 &amp; 29</b></p> <p>DAY 1</p> <p>AM</p>	<p><b>Opening</b> 9.00am – 9.30am</p> <p><b>Topic Development #II</b> 9.30am – 11.30am</p> <p><b>Platform &amp; Presentation Skills</b> 11.30am – Noon</p>	<ul style="list-style-type: none"> <li>• Movie</li> <li>• Reflection &amp; Expectations</li> <li>• Update on progress/actions taken since Boot Camp #1</li> <li>• Examine storytelling styles and the classical stories structures for maximum impact</li> <li>• Ways to connect with your audience; interactive &amp; engaged presentation &amp; training tips; humour;</li> <li>• What to do when things go wrong</li> <li>• Group activity</li> <li>• Identify another signature story or re-vamp existing story</li> <li>• Develop an outline and receive feedback</li> </ul>
<p>PM</p>	<p><b>Marketing Your Services #II Sales &amp; Marketing</b> 1.00pm – 4.45pm</p> <p><b>Wrap-Up</b> 4.45pm – 5.00pm</p>	<ul style="list-style-type: none"> <li>• Markets for professional speaking</li> <li>• Create branding &amp; distinguish yourself as an authority in your topic/area of expertise</li> <li>• Selling strategies for success; understanding the sales cycle</li> <li>• Paid speaker versus expert who speaks;</li> <li>• How to ask for and get more referrals</li> <li>• How to use feedback forms to improve and get more business/repeat business</li> <li>• Creation of open-ended questions &amp; scripts designed to create a system of selling that you can begin using right away to connect with potential clients, customers, speaker bureaus, meeting planners, associations</li> <li>• Strategic alliances and creating a network of mentors, associates, business “partners”</li> <li>• Reflection</li> <li>• Action Plan</li> <li>• Movie</li> </ul>

<p>DAY 2 AM</p>	<p><b>Product Development</b> 9.00am – 11.30pm with one break</p> <p><b>Platform &amp; Presentation Skills</b> 11.30am – 12.30pm</p>	<ul style="list-style-type: none"> <li>• Create/re-create/refine One Sheet</li> <li>• Value of becoming an author</li> <li>• Identify target market for book/publications</li> <li>• Advantages and disadvantages of self-publishing</li> <li>• Product format, advantages/disadvantages</li> <li>• Working with editors, publishers, co-authors and other writers</li> <li>• Converting presentations/speeches into books</li> <li>• Promotion, marketing &amp; selling your book</li> <li>• Articles in newspapers, magazines that can lead to books</li> <li>• E-Books advantages/disadvantages</li> <li>• Cost considerations and pricing</li> <li>• CD's &amp; audio programs</li> <li>• DVD's</li> <li>• Getting recorded, pricing considerations, sales &amp; marketing of finished product</li> <li>• Marketing products</li> </ul> <ul style="list-style-type: none"> <li>• Delivery of the new signature story from yesterday</li> <li>• Receive detailed and in-depth feedback/instruction from experienced CAPS members (CSP's HoF's, seasoned successful speakers)</li> </ul>
<p>PM</p>	<p><b>Platform &amp; Presentation Skills</b> 1.15pm – 4.45pm with one break</p> <p><b>Wrap-Up</b> (time permitting) 4.45pm – 5.00pm</p>	<p>(cont'd)</p> <ul style="list-style-type: none"> <li>• Delivery of the new signature story from yesterday</li> <li>• Receive detailed and in-depth feedback/instruction from experienced CAPS members (CSP's HoF's, seasoned successful speakers)</li> </ul> <ul style="list-style-type: none"> <li>• Reflection</li> <li>• Action Plan</li> <li>• Movie</li> </ul>
<p><b>Boot Camp #3</b> <b>August 27 &amp; 28</b> DAY 1 AM</p>	<p><b>Opening</b> 9.00am – 9.30am</p> <p><b>Open Forum</b> 9.30am – 11.00am</p> <p><b>Platform &amp; Presentation Skills</b> 11.15am – 12.15pm</p>	<ul style="list-style-type: none"> <li>• Movie</li> <li>• Reflection &amp; Expectations</li> <li>• Update on progress/actions taken since Boot Camp #2</li> <li>• Speaking order for Showcase</li> </ul> <ul style="list-style-type: none"> <li>• Coaching for your future</li> <li>• Where do you need help? Problems, difficulties, challenges...</li> <li>• Where do you see progress being made?</li> <li>• What is your vision moving ahead?</li> <li>• Create your plan of action</li> </ul> <ul style="list-style-type: none"> <li>• Body language (or similar topic about delivery technique)</li> </ul>
<p>PM</p>	<p><b>Legal Considerations</b> 1.15pm – 2.45pm</p> <p><b>Marketing your services #3</b> 3.00pm – 4.45pm</p> <p><b>Wrap-Up</b> (time permitting) 4.45pm – 5.00pm</p>	<ul style="list-style-type: none"> <li>• Lawyer panel</li> <li>• Structure of your business, value of incorporation advantages/disadvantages</li> <li>• Speaker contract, agreements, and how to use them effectively</li> <li>• Liability issues and insurance considerations</li> <li>• Intellectual property, copyright, copyright plagiarism</li> <li>• International concerns, working in the US, other countries</li> </ul> <ul style="list-style-type: none"> <li>• Sales and selling – in-depth review of selling best practices</li> </ul> <ul style="list-style-type: none"> <li>• Reflection</li> <li>• Action Plan</li> <li>• Movie</li> </ul>

<p>DAY 2 AM</p>	<p><b>Marketing your services #4</b> 9.00am – 9.15am</p> <p>9.15am – 10.15am</p> <p><b>Website design</b> 10.30am – Noon</p>	<ul style="list-style-type: none"> <li>• Speaker USP's</li> <li>• Using Video on the web (or similar)</li> <li>• Essentials of a professional speaker website</li> <li>• Content that can help you stand out</li> <li>• Search engine optimization</li> <li>• Positives to have and pitfalls to avoid</li> <li>• Budget, site maintenance and keeping it fresh</li> <li>• Selling product on the website</li> <li>• Blogs, YouTube, and social networking</li> <li>• Analysis &amp; feedback of current websites of Pro-Track Speaker Academy attendees</li> </ul>
<p>PM</p>	<p><b>Platform &amp; Presentation Skills</b> 1.00pm – 4.45pm</p> <p><b>Wrap-Up</b> (time permitting) 4.45pm – 5.00pm</p>	<ul style="list-style-type: none"> <li>• Speaker Showcase</li> <li>• 5 – 7 minute “Tell me a story” speech</li> <li>• Evaluator Feedback, Self-Evaluation and Pro-Track Speaker Academy feedback</li> <li>• Do-overs if time allows</li> <li>• Reflection</li> <li>• Action Plan</li> <li>• Movie</li> </ul>
<p><b>Boot Camp #4</b> <b>December 3rd &amp; 4th</b> DAY 1 AM</p>	<p><b>Opening</b> 9.00am – 9.30am</p> <p><b>Training Session</b> 9.30am – 10 .30am</p> <p>Break 10.45am – Noon</p>	<ul style="list-style-type: none"> <li>• Update &amp; Expectations</li> <li>• Speaker USP's</li> <li>• Experience a Training Workshop presentation delivered by a Professional Member CAPS as an example of how Pro-Track Speaker Academy material is being integrated by a real-world professional speaker</li> <li>• Analysis &amp; Breakdown of Training Session</li> <li>• Q&amp;A</li> </ul>
<p>PM</p>	<p><b>Keynote Delivery</b> 1.00pm – 2.00pm</p> <p>Break 2.15pm – 3.15pm</p>	<ul style="list-style-type: none"> <li>• Experience a Keynote Speech delivered by a Professional Member CAPS as an example of how Pro-Track Speaker Academy material is being integrated by a real-world professional speaker</li> <li>• Analysis &amp; Breakdown of Keynote</li> <li>• Q&amp;A</li> </ul>
	<p><b>Marketing Your Services IV</b> 3.30pm – 4.45pm</p>	<ul style="list-style-type: none"> <li>• Review marketing best practices</li> <li>• Present and receive feedback on your current USP</li> <li>• How will you respond the next time someone asks “What do you do?”</li> <li>• Action Plan – Follow-through strategy from insights gained from Boot Camps 1 – 3</li> </ul>

	<b>Wrap-Up</b> (time permitting) 4.45.pm – 5.00pm	<ul style="list-style-type: none"> <li>• Reflection</li> <li>• Action Plan</li> <li>• Movie</li> </ul>
DAY 2 AM	<b>Speaker Showcase</b> 9.00am – Noon	<ul style="list-style-type: none"> <li>• Each Pro Track Speaker Academy attendee will deliver a 10 minute presentation</li> <li>• The presentation will be critiqued in detail by CAPS Professional members</li> </ul>
PM	<b>Speaker Showcase</b> (cont'd) 1.00 pm – .3.00pm  Break  <b>Beyond Pro-Track</b> 3.30pm – 4.45pm          <b>Wrap-Up</b> 4.45.pm – 5.00pm	<ul style="list-style-type: none"> <li>• Completion of speeches</li> <li>• Continuing your progress</li> <li>• Getting the most from CAPS membership</li> <li>• Mentorship and professional awareness &amp; relationships</li> <li>• Attendance at CAPS National Convention</li> <li>• Action planning for your future</li> <li>• Reflection</li> <li>• Action Plan</li> </ul>

*Notes:*

*Dates, session timing and syllabus details may change based on feedback and needs of participants, availability and advice of faculty, location availability, etc.*

*Participants will be notified of any changes to syllabus or location well in advance of each session*

*Platform & Presentation skills are digitally recorded and DVD copy provided to participant*

*Most sessions will be audio recorded and accessible for participants*