



9th Annual Canadian Association of Professional Speakers Convention

December 1–3, 2005 • Ottawa-Gatineau

Invitation from the President

We look forward to seeing you at the 2005 CAPS in the Capital Convention in "OttaWOW". We are delighted to have created a spectacular event just for professional speakers, trainers and facilitators in Canada. This year's theme is "Mastery through Unity," which is all about becoming the best by working together. Claire Beaulne and the 2005 Convention team embody this theme. They have put together an amazing program just for you.

The speakers have been selected and the programs designed with "Mastery through Unity" – and you – in mind. You will have the opportunity to see some of the finest speakers in the business, network with the most successful trainers and facilitators, develop your own skills, improve your business and meet with suppliers and partners in the wonderful world of professional speaking. There is something for everyone, from those of you who are just entering the profession to successful pros who have made their mark.

Joe Sherren, CSP
2005 CAPS National President



Convention Program

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Register for the following:

- Convention
- Pre-Convention Workshop
- CAPS Charity Casino (Friday night)

CAPS National Office:

1-416-847-3355

CAPS website:

www.canadianspeakers.org/convention

Hotel Lac Leamy

Call 1-819-790-644 or 1-866-488-7888 and mention you are with CAPS for the special rate.

www.hiltonlacleamy.com

Welcome to the National Capital Region Bienvenue dans la Région de la capitale nationale

The 2005 CAPS in the Capital Convention is almost here! We've promised to wow you. And we've done everything in our power to keep that promise.

We've selected a fantastic venue for you – the five-star Hilton Lac-Leamy – a great locale between two provinces and two cultures. We've created a powerful program with both variety and substance. Our MC, Daniel Richer, is the best town crier anywhere.

To assist your learning experience, we've divided the sessions into five Mastery Paths (or learning tracks): Mastering Business Operations, Mastering Delivery Skills, Mastering Product Development, Mastering Sales and Marketing and Self Mastery. We've built these sessions with a view to some important trends in the speaking industry, the need for various revenue streams and the vital relevancy factor that the 21st century demands from speakers, trainers and facilitators.

We've also put together some seriously fun activities: a luggage Olympics, the CAPS Charity Casino and a karaoke gathering for late Thursday Night, not to mention Sway, an extraordinary nine-piece band that will perform a wide variety of music (including your favorites) for the Saturday night party! And don't get me started on the succulent food or the Silent Auction offerings!

The warmest welcome to all of you from the 2005 CAPS in the Capital Convention team! L'équipe du congrès CAPS dans la capitale 2005 vous souhaite une bienvenue des plus chaleureuses.

Claire Beaulne, AKA Clairbone, M. Ed.
2005 CAPS in the Capital Convention Chair



FOR the *information*
and *inspiration*
that will take your
speaking career
to a higher level



Mastery through Unity
Créer l'excellence ensemble

2005 CAPS ENTERTAINMENT

Time to **Mix 'n Mingle** with colleagues and friends!



THURSDAY NIGHT: CAPS Karaoke

Get ready to party! This first-time-ever icebreaker event kicks off the convention on the right note. Get your CAPS chapter buddies and sing a song together or do your chapter proud by trying it solo. A fun opportunity to mix, mingle and introduce yourself to other convention delegates. (Cash bar)

FRIDAY NIGHT (7:00 to 9:30pm): CAPS Casino Fundraiser

(Optional event, Cost: \$77 plus GST)

You wanna bet this fun, casual-dress event will feature some serious socializing. As you enter this CAPS Casino, you'll receive some funny (fake) money to test your luck at the roulette wheel and black jack tables staffed by professional, bilingual and entertaining dealers who will teach you how to play. If you run out of funny money, no problem – you can buy more. Use it for gambling and to bid on gift baskets at the end-of-the-evening "funny money" auction.

You'll enjoy live music (brass quintet), get to sample sandwiches, veggies, and then dip into a chocolate fountain. Order from the cash bar, and take home a glowing "dice cube" from each drink.

Try tossing your toonies and if you're closest to the bottle of fine spirits, you win it! Get your caricature done (\$5. each, maximum 22 participants), or buy a couple gift basket raffle tickets from our "CAPS ticket girls" (you may recognize the faces but definitely not the outfits...).

If all this whets your appetite for more, use your \$5. gift coupon you'll receive to try your luck down the hall at the Lac Leamy Casino. All proceeds from this fundraiser go to CAPS, "Free the Children" and "Laura's Hope".



Tickets are limited.
Avoid disappointment
and buy in advance, either
by calling the CAPS office at
1-416-847-3355 or online at
www.canadianspeakers.org.

If tickets are still available,
they will be sold
on-site.

SATURDAY NIGHT: President's Ball and Hall of Fame Induction

This elegant evening will see you enjoying fine dining, honouring distinguished colleagues, chatting with good friends, dancing up a storm to a 9-piece live band (www.swayorchestra.com), and enjoying a quiet coffee in the nearby "CAPS Conversation Café"... and, maybe even a late-night visit to the Casino until it's time to say, "Good night! Bonsoir!"



2005 CAPS PRE-CONVENTION WORKSHOP



Hosted by Warren Evans, CSP, HoF

Creating **More Success** Next Year: Everything You Need to Know!

Thursday, December 1, 2005
1:00–4:30pm

*Only \$77
plus GST*

Back by overwhelming popular demand, a fast-paced, industrial strength, high impact session designed and hosted by Warren Evans, CSP, HoF. Featuring a hand picked cast of thousands! (well OK, numerous top experts). A concentrated dose of practical learning . . . the fun is a bonus. Be there!

From “Working” to “Busy”

Hear from two CAPS members who have recently seen their hard work pay off . . . big time! They’ve put their businesses on a fast track to success and are quickly pulling away from the pack. They’ll tell you exactly how they did it, so be prepared to make lots of notes.

The 2 things you need to know

A rapid fire hit list of key essentials from every element of our business. Be prepared for speed-writing!

- Dan Poynter, CSP: the ultimate publishing guru for experts who speak.
- Jane Atkinson: perhaps the very best marketing coach on the continent
- Dave Paradi: PowerPoint and techno master extraordinaire
- Dan Shear: Canadian intellectual property lawyer
- Don Dymont: video producer and maker of masterful speaker demos
- Jim Rhode, CSP: Past President NSA-USA; the business side of this privileged profession

This year’s panel: The View from the Top

A discussion of the business; trends, transformations, observations, and insights. A powerhouse panel of personal experience and global professional perspective.

- Paul Bridle, FPSA: Past President, Professional Speakers Association of Europe and Immediate Past President, International Federation for Professional Speakers
- Rick Jakle, CSP: President, National Speakers Association, USA
- Kit Grant, CSP, HoF: Past President, International Federation for Professional Speakers and International Ambassador Award recipient
- Naomi Rhode, CSP, CPAE: President, International Federation for Professional Speakers and Past President, National Speakers Association, USA
- Vince Pocente, CSP, CPAE: one of the busiest high-end keynoters in North America

Cost: INVALUABLE—only \$77 plus GST for convention registrants.

>>> Register now at www.canadianspeakers.org/convention <<<

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

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 next page

2005 CAPS MEET THE EXPERTS (CONT'D FROM PAGE 4)

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 ... Jell 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 advise 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 <<<

1ST ANNUAL CAPS LUGGAGE OLYMPICS

Calling all our weary **CAPS road warriors...**

If you can relate to pulling your suitcase, balancing your laptop, overcoat, a coffee and handling cell calls while enroute between planes; you are already eminently qualified to be a CAPS Luggage Olympian.

Your creative CAPS Sponsorship Committee has designed this fun event to recognize the best among us in this little known, but widely competitive area. You'll have chances to enter the time trials during the convention. The top two qualifiers will be invited to compete against each other for the grand prize on Saturday, and the title of CAPS Luggage Gold and Silver Olympic medal winners.

Entry fee is \$5 for each time trial and automatically enters you in the 50/50 draw to win valuable prizes and money as well as support CAPS and the 2005 Convention charities



1st Annual CAPS Luggage Olympics

Here is how it will work!

- A fun but challenging course will be set on-site for the time trials.
- Contestants will pay a \$5 entry fee for a single time trial. You can compete as often as you want to pay. Times will be posted daily.
- The top two qualifying competitors will face off on Saturday in the CAPS medal finals.
- 1st place winner (Gold Medal) will take home luggage, a leather jacket and more prizes to be announced.
- 2nd place winner (Silver Medal) will take home luggage and more prizes to be announced.

50/50 draw

- Each contestant pays \$5 for a single time trial. The money collected will be put into a 50/50 draw.
- We will draw for a 50/50 winner on Saturday and one person will win 50% of the pot. The other 50% goes to CAPS and the convention charities.
- The more often you compete, the more chances you have to take home the money, the prizes, the medals and, of course, the bragging rights, too!
- If you can walk, run or crawl, you can compete! And you help the conference, too!

Day 1 – Thursday, December 1

7:00am–6:00pm **Registration**

7:30–11:45am **Chapter Leadership:** NOTE only open to incoming and current Chapter Board Members: Sid Ridgley, CSP and Colleen Francis Lunch (on your own)

1:00–4:30pm **Pre-convention Workshop** Facilitated by Warren Evans CSP HoF ♦ See page 3

Creating More Success next year: Everything You Need to Know!

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A rapid fire hit list of key essentials from every element of our business. Be prepared for speedwriting!

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- Naomi Rhode, CSP, CPAE: President, International Federation for Professional Speakers and Past President, National Speakers Association, USA
- Vince Pocente, CSP, CPAE: one of the busiest high-end keynoters in North America

4:30–5:15pm **First Timer's Welcoming Session** – Brian Lee, CSP

5:15–5:45pm **Opening Reception**

Light snacks and hors d'oeuvres before opening ceremony

6:00–6:30pm **Opening Ceremonies**

6:30pm **Opening General Session**

(1) Marc Kielburger – Co-founder of Free the Children
An accomplished social advocate and leadership specialist, a bestselling

author and a popular speaker. The co-founder of Leaders Today, the world's most innovative youth leadership training organization, Marc currently serves as Chief Executive Director of Free The Children. He is the youngest person ever to be awarded the Ontario Medal for Good Citizenship, and the youngest ever to be selected as one of Canada's "40 Top Leaders Under Forty". Marc has shown the world that young people can become the leaders of today as well as tomorrow. His work has been featured on Oprah, CNN, CBC, and BBC.

(2) Vince Poscente, CSP, CPAE – "Life in the Fast Lane"

A presentation by Vince Poscente, CSP, CPAE, is an unforgettable experience. His amazing story of recreational skier to Olympics is the back drop for a powerfully effective performance strategy. Poscente's valuable insights about speaking professionally are supported by his Masters in Organizational Management and his successful keynote business. Entertaining, inspiring and rich with practical solutions, this proud Canadian Olympian will deliver a keynote that will make you glad you came to Ottawa for CAPS 2005.

8:30–10:00pm **Meet the Experts** (2 rounds of 30 minutes each) hosted by Kit Grant, CSP, HoF ♦ See pages 5 and 6

10:00–11:00pm **Non-Denominational Fellowship**

10:15pm–12:45am **CAPS Karaoke Fun – NEW** ♦ See page 2
Get ready to party! This first-time-ever icebreaker event kicks off the convention on the right note. Get your CAPS chapter buddies and sing a song together or do your chapter proud by trying it solo. A fun opportunity to mix, mingle and introduce yourself to other convention delegates. (Cash bar)

Convention Master of Ceremony

Daniel Richer, a master town crier, storyteller, actor, MC, host and former history teacher, has been building an international reputation in his field of expertise since 1981. He is a favorite with Meeting Planner International events. He also has won awards such as the 2001 International Town Crier Championship in Chester, England. Daniel certainly knows how to bring our history to life. His traditional costumes and spirited performances appeal to audiences of all ages and backgrounds.



Day 2 – Fantastic Friday, December 2

A value-packed day for members and potential new members

7:00am–5:00pm **Registration**

6:00–8:00am **Breakfast**

Speakers Showcase – Part 1

8:00 – 8:15am **Announcements from the MC** – Daniel Richer

8:10–10:00am **General Session**

(1) **Rob Peck** – “Keeping All the Balls in the Air”(How to Cope with Constant Change... and Still Stay Sane!)

Rob Peck; is an author, a humorist and RECOVERING PERFECTIONIST! Rob is the founder of Zestworks—a speaking, training and consulting firm who’s principal focus is the 3 T’s: Teamwork, Tolerance and Tenacity. After thrilling his parents to no end by marrying a TIGHTROPE WALKER, Mr. Peck somehow went on to become an award winning speaker who has appeared on cable and network television- and was a featured guest on Donahue.

(2) **Alan Weiss, Ph.D. CSP** and author of *Million Dollar Consulting* – “Professional Speaking Is a Business, Not a Calling, So Don’t Leave a Message”

Alan Weiss is one of those rare people who can say he is a consultant, speaker and author and mean it. His consulting firm, Summit Consulting Group, Inc. has attracted clients such as Merck, Hewlett-Packard, GE, Mercedes-Benz, The New York Times, and over 400 other leading organizations.. His prolific publishing includes over 500 articles and 23 books, including his best-seller, *Million Dollar Consulting* (from McGraw-Hill). His newest books are *Organizational Development* (John Wiley &

Sons) and *Life Balance: How to Convert Professional Success Into Personal Happiness* (Jossey-Bass/Pfeiffer). The New York Post calls him “one of the most highly regarded independent consultants in America.”

10:30–11:45am **Extended Concurrent Sessions**

(1) **Business Operations Path – Dick Bruso**, “How to Be Heard above the Noise: Branding Your Uniqueness”

This jam-packed and highly practical program is designed to help professional speakers develop their distinctive brand, focus on their uniqueness to successfully reach their target markets, and position themselves to truly be “heard above the noise” in the marketplace. Examples of powerful branding, unique positioning, and creative marketing approaches, successfully utilized by fellow speakers and other professionals will be shared throughout Dick Bruso’s presentation.

(2) **Delivery Skills Path – Kristin Arnold, CSP** “Facilitation Techniques for Professional Speakers”

Many speakers offer more than a speech; they provide training, consulting, facilitation, coaching and products to add more value to their clients and diversify their business model. This session will explore how facilitation can complement your speaking business and enable you to facilitate a typical follow-up leadership session. Kristin is the first member of NSA who holds both CSP and CPF – Certified Professional Facilitator. With over a dozen years of team-building experience, Kristin specializes in facilitating executives and their leadership teams. A founding member and Past Chair of the Facilitators PEG, NSA Lab Director and Board member, Kristin is one of the most knowledgeable sources within NSA around facilitation.

Sessions are divided into five Mastery Paths (or learning tracks)

- The **Mastering Business Operations Path**, which relates to sound business management (knowledge and practice in planning, finance and administration).
- The **Mastering Delivery Skills Path**, which involves the competencies of platform mechanics, presenting and performing, topic development and audience participation.
- The **Mastering Product Development Path**, which deals with authorship, books, e-books and CDs.
- The **Mastering Sales and Marketing Path**, which relates to developing business, branding, and product sales.
- The **Self Mastery Path**, which encompasses personal development and growth, wellness, authenticity and self-leadership.

Day 2 – Fantastic Friday, December 2

(3) Sales & Marketing Path – Alan Weiss, Ph.D, CSP, the author of *Million Dollar Consulting* “Everything You Ever Need to Know About Speaking Success—Danger, This May Be Hazardous to Your Mythology” Listen up! Because Alan Weiss knows what he is talking about. His speaking typically includes 30 keynotes a year at major conferences, and he has been a visiting faculty member at, Boston College, Tufts, the University of Illinois, and the University of Georgia Graduate School of Business. He has held an appointment as adjunct professor in the Graduate School of Business at the University of Rhode Island where he taught courses on advanced management and consulting skills. He holds the record for selling out the highest priced workshop (on entrepreneurialism) in the 21-year history of New York City’s Learning Annex.

(4) Products Path – Carolyn Gardner, “e-Newsletters: Seize the Opportunities & Attract New Clients!”

For professional speakers like you, e-newsletters help establish credibility, generate leads, build loyalty, increase revenue opportunities and more. But with increased popularity and a new level of competition in the inbox, how can you maximize your e-newsletter’s potential? Join Carolyn Gardner, founder and president of cardcommunications – a company that’s passionate about e-marketing – and discover 3 secrets to successful e-newsletter programs. Featuring case studies from speakers like you, you’ll walk away with practical advice to develop or enhance your own e-newsletter program! If you’re looking to build your business with a cost-effective, measurable approach, don’t miss this engaging and dynamic session.

(5) Self Mastery Path – Ann Max, “Tips for Talkers” – Organize Your Office for a Successful Speaking Career

Wouldn’t it be nice to just focus on speaking and presenting? It can’t happen if you are so disorganized that you cannot spend time on the important things. It can’t happen when you don’t have the proper systems and processes in place for your specific industry. Join us for an animated and productive session with a Professional Organizer who will share tips and techniques to help you organize your office and become more productive.

(6) French Session/Session en français – TBA, à venir

12:00–2:15pm **Lunch**

Lunch program: Invocation

(1) Naomi Rhode, CSP, CPAE, IFFPS President

(2) Paul Huschilt, Convention Update - It is Not Over until the Skinny Man Sings

Paul Huschilt attends conferences, takes tons of notes and converts

what happens into an on-the-spot musical spoof that is virtually laugh-a-line. As a trained actor, singer, award-winning storyteller and speaker Paul not only entertains but reviews key points and content in a way that is absolutely unique and focused totally on you. Oh yah, he also has Seven Humour Habits is, which is more than a Keynote. Its a low-budget spa ideal for conferences, staff meetings and AGMs.

(3) Patrick Leroux, CSP “Igniting the Fire Within”

Patrick has a passion for understanding people who are experiencing success in their lives What made them think and act differently than others? His observations, research and reading inspired him to launch his own business despite the disapproval of his loved ones. By the age of 25, he had started up five businesses in such diverse areas as vending machines, ice cream, and real estate. On July 14th 2002, Patrick became the first person in Quebec to have earned the “Certified Speaking Professional” (CSP) designation.

(4) Norm Rebin, HoF CPAE “Dying to Speak: Mastery for a Sacred Trust” Norm Rebin, C.P.A.E., pioneered professional speaking in Canada, and, took his skills to the wider world market. His grasp of global business trends, and, his ability to move audiences to expand their vision have earned him repeat clients on five continents.

The speaking industry recognizes Norm as a true orator. His commitment to the power and the purpose of the platform have been honed through his experience as adult educator, diplomat, political advisor, international administrator, and, policy and speech writer.

In his presentation, he explores the sacred trust we hold, as speakers, each time we step in front of an audience.

2:30–4:30pm **Super Sessions**

(1) Business Operations Path – Susan Sweeney, CSP, “The e-Volved Speaker - Internet Marketing Super Session”

Webinars, Teleseminars, e-newsletter, e-zine, blogs, wikis, RSS feeds, e-books, autoresponders, FTP, downloadable MP3s ... the world of online marketing seems endless. In this SuperSession Susan, author of 6 Internet Marketing books will give you the real deal – what each is (in plain English), what works and what doesn’t, as well as providing you with tips, tools, techniques and resources to capitalize on those you choose to use. Susan Sweeney CA CSP is the author of 6 Internet marketing books and a partner in Verb Interactive. She speaks and delivers her Internet Marketing Bootcamp, webinars, e-zine, e-books and downloadable MP3s to an international audience.

(2) Delivery Skills Path - Patricia Fripp, CSP, CPAE, “Learn the Inside Secrets of Superstar

Popular keynoter, in-demand executive speech coach and Past

Day 2 – Fantastic Friday, December 2

President NSA. *Meetings and Conventions* magazine named Patricia “one of the country’s 10 most electrifying speakers.” *Kiplinger’s Personal Finance* magazine says her presentation-skills training is the sixth best investment in you.

Both novice and advanced speakers will benefit from this session. You will learn:

- Three elements of every effective speech
- Three ways to emotionally connect
- Two formulas that make your stories awesome
- Ten little-known design and delivery techniques that improve performance

These techniques will be demonstrated before your very eyes in mini coaching sessions.

(3) Delivery Skills Path – Dr. Brad McRae, CSP, For Professional Members Only (Register in Advance - max. 20 participants) – “Good to Great: How to Maximize Your Talents, Skills and Knowledge for Career Significance”

In this session you will learn how to apply five powerful lessons to help you move from Good to Great. You will learn why you not only have to develop Higher-Order Skills, but must also discover the Higher-Order Reasons necessary to move yourself and your career to greatness. Participants in the session will all receive a copy of The Master Presenter’s Preparation Form. Brad McRae is the Director of the Atlantic Leadership Development Institute. He has lectured across Canada, the United States, in Mexico, the Caribbean, England and Africa. Brad has earned the Platinum Level Speaker from MPI and a CSP. He is the author of seven books including *The Seven Strategies of Master Presenters*.

(4) Sales & Marketing Path – Jeff Mowatt, CSP, “Influence with Ease: How to Sell More Back-of-room Products... Without Sounding Pushy” Selling back of room can dramatically boost your revenues and your speaking referrals if it’s done well. It can also turn-off audience members and get you blacklisted if it’s done poorly. Former CAPS national president, CSP Jeff Mowatt reveals a step-by-step turnkey method that he’s used to sell over \$25,000 worth of products at a single speaking event – and get re-booked by the meeting planner.

(5) Products Path – Gail Baird “It’s All About Branding – a Round Table” (Register in Advance - max. 20 participants)

We all know about branding. *Or do we really?* With an emphasis on printed communications, including books, this roundtable session will explore what it takes to deliver the right message—at all times. The session promises to be lively: a forum to share successes and discuss challenges.

Gail Baird is president of Creative Bound International Inc., publication specialists and communications consultants. With her emphasis on creativity in marketing strategies and project development, reinforced by her 20-year involvement in the publishing industry, Gail is a key contributor to the firm’s mission of *helping experts get their message out!*

(6) Self Mastery Path – Jim Clemmer, CSP “Grow for It: Self-Mastery for Personal Unity”

This session is built around Jim’s bestselling book (over 100,000 copies in print) *Growing the Distance: Timeless Principles for Personal and Career Success* and its extensive (96 page) *Personal Implementation Guide*. Each participant will receive a complimentary copy of both resources. The principles outlined here form the core of Jim’s personal and professional philosophies and approaches. He will lead a highly interactive workshop to help participants assess, explore, and apply the most relevant principles or components for themselves. For more information on *Growing the Distance* and the *Personal Implementation Guide* go to http://www.clemmer.net/books_main.shtml.

5:00–5:45pm **Annual General Meeting** – Joe Sherren, CSP

5:00–5:45pm **Not Yet a CAPS Member?** “Roundtable discussion about the value of becoming a member” Hosted by Michael Hughes

7:00–9:30pm **Fundraiser – CAPS Casino** ♦ see page 2

This fun and affordable casual-dress event features some serious socializing. Enjoy light refreshments, food stations, cash bar and live music (brass quintet). Test your luck at the roulette wheel and black jack tables staffed by professional dealers who will teach you how to play ... with “funny (fake) money”. Toss a toonie to win a bottle, get your caricature done, and use your “funny money” to bid on door prizes. Proceeds to CAPS, “Free the Children” and “Laura’s Hope”. (Optional event, Cost: \$77 plus GST.

Silent Auction – NEW

Throughout the convention, a silent auction will feature some of the finest public-speaking products and services, a two-night stay at Hilton Lac-Leamy, and other offerings. Proceeds will go to CAPS and one of two charities: the Free the Children Fund, headed by Marc and Craig Kielburger, or Laura’s Hope (in search of a cure for Huntington’s disease), headed by Warren Evans (CSP, HoF).

Day 3 – Saturday, December 3

7:00am–12:00pm **Registration**

7:15–8:00am **Breakfast**

Speakers Showcase – Part 2

8:00 – 8:15am **Announcements from the MC – Daniel Richer**

8:15–10:00am **General Session**

(1) NSA Welcome – Rick Jakle, CSP, NSA President

(2) Ryan Walter – “7 Essential Qualities for Next-Gen Leaders”

Ryan Walter retired from Professional Hockey in 1993 after playing 15 seasons in the National Hockey League. Drafted second overall by the Washington Capitals in 1978, Ryan was named Captain during his 4 years with that organization, went on to play 9 seasons with the Montreal Canadiens, winning a Stanley Cup in 1986, and finally returned to his home town to play his last two years for the Vancouver Canucks. Ryan has developed his public & corporate speaking expertise over the past 25 years. In the areas of personal performance and Team success. His latest book is *Off The Bench & Back Into The Game Now!*

(4) Tammy Robertson – “Get Your Heart in the Game!”

Tammy Robertson believes that the essence of our challenge today is captured in one simple message, *“Get Your Heart in the Game™!”* As a life coach, author, and professional speaker Tammy inspires and challenges us to step into our BIG life and to be more purposeful and passionate about what we’re up to. Tammy has a Masters Degree in Physical and Health Education from the University of Western Ontario, and with 20 years of corporate and entrepreneurial experience she brings a keen understanding of current challenges to her audiences. In the media she is a frequent commentator on workplace wellness and culture.

10:30–11:45am **Concurrent Sessions**

(1) Business Operations Path – Marc Manieri, “The Public Seminar Business: How to Get Butts in Seats!”

Marc Manieri, international speaker and sales specialist, is personally responsible for driving thousands of people to attend a series of paid public events each year. In this seminar he will uncover the formula used at Richard Robbins International for selling thousands of tickets to public seminars and ensuring that seats are filled with industry specific decision makers. In this seminar you will learn how to:

- Overcome negative public perceptions about seminars
- Communicate a strong value proposition
- Generate interest and put butts in seats
- Deliver value
- Round-up momentum and close multiple sales

• Create loyalty and repeat business

If you want to hear a no non-sense talk about how to effectively and profitably run a public seminar, you need to be in this session!

(2) Sales & Marketing Path – Jane Atkinson, Panel “The Skinny on Speaker’s Bureaus: How to Beef Up Your Business and Build Long-term Relationships”

This highly charged panel session will allow speakers and bureaus to come together to create an honest dialog about building stronger relationships. Speakers will walk away having their burning questions about bureaus answered and knowing exactly what they need to do if they choose to market to bureaus. Your moderator, Jane Atkinson, has worked in the speaking business for 15 years both as a speaker’s agent and as Vice President of International Speakers Bureau in Dallas, TX. Her panelists include: **Martin Perelmuter** of Speaker’s Spotlight in Toronto, and **Theresa Beenken**, National Speakers Bureau

(3) Delivery Skills Path – Sharon Skaling “To Wear or Not to Wear - The ‘What to Wear’ for Stage Presence”

Understanding the elements of image and how to use them can be one of the keys to successful presentations. This session, designed for both males and females, will help you learn techniques to maximize the listening AND learning opportunities for your audience by minimizing distractions in your personal image presentation. Sharon Skaling is passionate about helping people find their style, increase their confidence, and achieve success. From consulting on image management techniques with corporate workplaces and executives, to creating an image for a debuting rock band, Sharon works to ensure her client’s image is consistent with their branding message.

(4) Products Path – Ed Bernacki “Creating Product Ideas that Make Audiences Go “Wow”

Ed Bernacki created the Idea Factory to help people develop their ability to innovate. He specializes in service sector innovation and is the creator of many original concepts for managing ideas. This workshop was developed for the Product Innovation School at the NSA’s Cancun U.

(5) Self Mastery Path – Rob Peck “How To Have Less Stress and More Zest”

Like to be less stressed and perform with more zest? Give yourself a right brain break in your left brain day. Experience a light and uplifting object lesson in life balance. Discover how to combine concentration and relaxation by learning to juggle in slow motion... literally, with nylon scarves. Relevant analogies and universal principles (ie. multi-tasking, flexible thinking) help participant discover first hand that your ability to catch on... depends on your willingness to let go (especially of old self-limiting definitions). In sum, a playful way to explore a

Day 3 – Saturday, December 3

medium that sharpens both physical and mental coordination and a great metaphor for balance.

(6) How to get your CSP – Sunjay Nath, CSP

1:45 pm **Luggage Olympics Finale**

12:00–2:00pm **Open-Forum Lunch Time Discussion - NEW**

This informally facilitated event offers opportunities for lively discussion on the shaping and energizing forces impacting our businesses and our industry. Luncheon participants will group together based on chosen topics of interest.

2:30–3:15pm **Concurrent Sessions**

(1) **(Business Operations Path – Panel – “Trends in the Speaking Business”** (for professional members only) **Hosted by Warren Evans**

(2) **Sales & Marketing Path – Peri Shawn and Tom Stoyan, HoF**

“Coaching: Are You Missing This Additional Six-figure Revenue Stream?”

Turbo-charge your past, current and future speaking engagements. Learn how Peri and Tom turn client requests into high earning coaching contracts – more than \$100,000 per keynote or single-day inquiry. Peri Shawn has served as a performance coach for more than ten years. Known as the Executive Performance Coach, she coaches executives to get the best out of themselves and their teams. Tom Stoyan, known as *Canada’s Sales Coach* has been a long time supporter of CAPS (OK he is the founder of what was called the Ontario Speakers Association before it became CAPS). Tom specializes in coaching professionals in acquiring and retaining more clients. He has coached over 250 presidents through his sales and coaching programs. They has worked with the teams of such diverse groups as Sheraton Hotels, Canadian Tire Financial Services, Direct Energy, RBC Insurance and Rogers.

(3) **Delivery Skills Path – Ross Mackay, “Find Your Voice”**

This very unique session brings you a treasure chest of information and advice from some of the international stars of the speaking business such as W. Mitchell, Catherine Palin-Brinkworth, Paul Bridle, Stef du Plessis and many others. Excerpted from a series of candid conversations captured on video at the Global Speakers Summit held in Singapore earlier this year, their insights and advice are invaluable for taking your speaking business to the next level.

Ross Mackay specializes in enhancing the effectiveness of teams and individuals by helping them develop their ideas into reality.

(4) **Products Path – Peter Cook LL.B.** “Intellectual Property Law, What we speakers need to know about using and protecting trademarks,

copyrights, and Intellectual Property”

(5) **Self Mastery Path – Kathy Lynn** “From Colleague to Consultant: When Do You Take Out Your Cheque Book?” Panel

3:30–5:00pm **Closing Ceremony**

(1) **Paul Huschilt**, a last look at the Convention

(2) **New President Induction**

(3) **Convention 2006**

(4) **Closing Words – Dr. Jeff Salz**

6:15–7:15pm **CSP, HoF Reception**

6:15-7:15pm **President’s Reception**

7:15–9:30pm **President’s Ball (Banquet, Hall of Fame Induction, President’s & Chapter Awards)**

9:30pm-1:00am and beyond! This elegant evening will see you enjoying fine dining, honouring distinguished colleagues, chatting with good friends, dancing up a storm to “Sway”, a 9-piece live band (www.swayorchestra.com), and enjoying a quiet coffee in the nearby “CAPS Conversation Café” and, maybe even a late-night visit to the Casino until it’s time to say, “Good night! Bonsoir!” ♦ **see page 2**

2005 CAPS in the Capital Convention Team

Claire Beaulne	Convention Chair
Raymonde Lemire	Chair Assistant
Shari Bricks	National Contact to Chair
James Allan	Finances/ Budget
Colleen Francis	Education/ Programming
Pauline Fleming	Sponsorship
Maria Sowden	Marketing
Evelyn Budd	Communications
Michael Morling	Logistics
Paul Frazer	Logistics -
Chipo Shambare	Hospitality
Marion Grobb Finkelstein	Entertainment
Chris Ford	Entertainment

Convention Information

Hilton Lac-Leamy Hotel and Conference Centre

Pamper your in the spacious rooms that offers you all the modern conveniences for business or pleasure. There are indoor and sea salted heated outdoor pools, a spa, fitness centre and game rooms, meeting rooms, restaurants, boutiques and much more. Enjoy! Call 1-819-790-644 or 1-866-488-7888 and ask for the CAPS special rate. The hotel website is www.hiltonlacleamy.com.

Meals

The full registration fee includes dinner on Thursday night, a couple of breakfasts, refreshment breaks, lunch on Friday and Saturday, and the President's Ball/Hall of Fame banquet and dance.

Audio, CDs and DVDs

All general and most concurrent sessions will be recorded by Kennedy Recordings and available at convention rates. Individual recording of sessions is not permitted.

Chapter Showcases

All CAPS Chapters send representative to offer their talents and a few minutes of their best stuff on the main stage. This is not a competitive environment, and there are no judges, points or plaques. It's just a great chance for us all to meet and hear some relatively new speakers. Plan to get up early, grab breakfast, and enjoy some of our rising stars.

Platform Content

Presenters offer facts and opinions that are theirs alone. No endorsement or agreement of CAPS, the Board of Directors, staff, or members should be implied.

Attire

We want you to be comfortable during your stay. Business casual is fine during the day. The President's Ball/Hall of Fame closing banquet usually brings out the fun and fancy—black tie and cocktail attire seem to be a common theme.

Transportation

Visit the CAPS Convention website to find out how to get a 35% discount off your travel on Via Rail as well as discounts on domestic and North American flights to Ottawa.

Car rentals are AVIS 739-3334; BUDGET 521-4844; HERTZ 521-3332

Taxis

As there is no shuttle to the Hilton from the airport, you may want to share a taxi with other convention goers. Choices include:

Westway airport taxi that can be found just outside of the airport (approximately \$40) or you may call ahead to book the Ottawa Limousine (613-523-1560). Cost is about \$60-70 Canadian.

On the December 4 when you leave the Hilton, the best arrangement is with Crown Taxi or Royal Taxi.

CAPS Community

- We would appreciate if you have your badge with you at all times and will also ensure you will be fed.
- Don't be late to presentations. It's distracting to the presenter and the audience.
- Remember to turn off cellular phones during presentations
- Fill out the evaluation sheets. Feedback is appreciated as it is crucial for improvement.
- Don't forget the bookstore where you will find great resources at great prices.

Buddy Program

Do you remember attending your first CAPS Conference? How helpful would it have been to "buddy up" with an experienced CAPS member to help you connect with other CAPS people and get the most out of the convention? Contact Lee Wallace at leewallace@earthlink.net if you are interested.

Register now!
www.canadianspeakers.org/convention