

THE NATIONAL SPEAKERS ASSOCIATION PROUDLY ANNOUNCES THE

Certified Speaking Professional

D E S I G N A T I O N

What is CSP? The Certified Speaking Professional designation, established in 1980, is the speaking industry's international measure of speaking experience and skill. CSP is conferred by the National Speakers Association (NSA) and the International Federation of Professional Speakers only on those accomplished speakers who have earned it by meeting strict criteria. The letters CSP following a speaker's name indicate a speaking professional with proven experience who understands what is required and knows how to deliver client satisfaction.



Why Should You Hire a CSP? It will make your job easier! The success of your meeting will be judged largely on the caliber, professionalism and appropriateness of the topic and presenter(s) you select. Choosing a CSP maximizes your opportunity of providing a speaker with a message that will focus, elevate and enhance the mission of your meeting and stick firmly in the memories, attitudes and action plans of your attendees.

How Many CSPs Are There? Less than 10% of the speakers who belong to the International Federation for Professional Speakers hold this professional designation.

**Comments
from Those
Who Hire
Speakers:**

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CSP is an insurance policy toward the meeting planner's success. The CSP designator is a qualifier in the mind of the astute planner.

Brad Plumb
National Speakers Bureau, Inc.

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I am a CMP (Certified Meeting Professional). I believe strongly in designations. It says you are committed to the profession. When I have equal speakers, I will take the CSP first over the non-CSP. Yes, CSP does make a difference in selecting speakers.

Betty E. Garrett, CMP
Garrett Speakers International

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You know they (CSPs) have achieved a certain discipline that puts them in a category all their own... they have passed the test of longevity; they have proven themselves. It makes a difference today and will continue to make a difference in the meeting planning industry.

Marolyn Wright
Program Resources

What Benefit Does a CSP Bring to Your Meeting? A CSP brings a proven track record of continuing speaking experience and expertise. CSPs are committed to ongoing education, outstanding service and ethical behavior. CSPs offer wide varieties of approaches, topics and styles. Only you can determine which speaker will best fit your needs. A Certified Speaking Professional provides a solid place with which to begin your search.

What Are the Criteria? Every CSP must...

- Maintain membership in NSA and subscribe to its Code of Professional Ethics.
- Serve a specific number of clients within 5 years.
- Present a specific number of professional speaking engagements within this same 5-year period.
- Submit testimonial letters from clients served.
- Submit a copy of promotional material.
- Receive excellent ratings from past clients on professional performance evaluations.
- Demonstrate sufficient financial income from professional speaking to confirm the value clients place on the speaker's expertise.
- Continue education in the professional speaking field through NSA's many educational programs.

The Association: The National Speakers Association (NSA) is the leading organization for those who speak professionally. NSA's thousands of members include experts in a variety of industries and disciplines, who reach audiences as trainers, educators, humorists, motivators, consultants, authors and more. Since 1973, NSA has provided resources and education designed to advance the skills, integrity and value of its members and speaking profession. The CSP certification is NSA's indication that you are booking a committed professional who has a history of success with many audiences. Visit NSA's Web site at www.nsaspeaker.org.

**Comments
from Those
Who Hire
Speakers:**

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*When I have a choice of a
speaker who is a CSP or not,
I will select the speaker who
is a CSP.*

Michelle Lemmons
International Speakers Bureau, Inc.

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*I always consider the CSP
designation the hallmark of
professional excellence. The
CSPs that we have selected
have never disappointed our
audiences.*

Barbara S. Sadek
*The Society for Human
Resources Management*

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*It's truly an indication that a
speaker has achieved a higher
level of professionalism. It's
something we look for first.
I reduce my risk by hiring
someone with a CSP.*

William Bess
*Manufacturers Representatives
of America*



N A T I O N A L S P E A K E R S A S S O C I A T I O N

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