



College of DuPage
425 Fawell Blvd.
Glen Ellyn, IL

What previous attendees have said:

“Thank you for a fabulous Speakers Academy. The opportunity for learning, practicing and networking is phenomenal with a group of like-minded people, yet with diverse backgrounds. The material from NSA is world class. Every aspiring speaker would shorten the learning curve by taking the Speakers Academy. Every NSA member would benefit from a refresher course.”



*Amy Segami
Segami Consulting*

“What I really liked about the course was that it forced me to really fine tune a niche that I was both credible, confident and passionate about. It was a challenging exercise (course work), that took me a while to complete but it was so very worth it. If you're interested in learning about the business of professional speaking and live in the Chicago area, then I highly advise that you look into NSA Illinois Speakers Academy.”

*Wylie Blanchard
Lead IT Consultant
Great Tech Pros*



NSA Illinois Speakers Academy

Spring 2017

For Speakers Ready to Take Their Careers to a Higher Level

How to Succeed as a Professional Speaker

Professional speaking is among the most lucrative but challenging professions around. NSA Illinois Speakers Academy provides all the information you'll need to understand the business of speaking. The faculty is comprised of dedicated, accomplished speaking professionals who make all or part of their living as professional speakers. Participants learn the speaking business from the inside out from veterans who know and understand how the business works. While the curriculum includes enhancing your presentation skills, the emphasis of NSA-IL Speakers Academy is on creating a framework to develop and market yourself to people at corporations, associations, and organizations who hire speakers - and pay to do so. This program will help you refine your business plan; increase your visibility; create a fee schedule; develop profitable products; and improve your platform skills.

If you're an emerging or experienced speaker who's ready to make an investment that will provide tangible results and take your speaking business to a higher level, join the NSA Illinois Speakers Academy today!

The Spring 2017 Chicago Program

Each session contains essential information ranging from improving platform skills to marketing and running your business. Participants will be equipped with the tools they need to succeed as professional speakers. *All sessions will run from 9:00 am—1:00 pm, and will be held at **College of DuPage**, 425 Fawell Blvd., Glen Ellyn.*

February 11

Introduction, Professional Awareness & Topic Development

February 25

Sales & Marketing

March 11

Professional Development, Presenting & Performing, and Platform Mechanics

March 25

Authorship and Product Development

April 1

Managing Your Business

April 22

Putting it All Together / Graduation

Cost

The investment in your future success is \$795, which includes six 4-hour classes. Speaker or Candidate University alumni may attend the Fall 2016 Speakers Academy for a \$195 “Reviewer” fee. *Please note: once accepted and registered for Speakers Academy, your program tuition will not be refunded, however you are able to transfer to future Speakers Academy sessions.*

NSA Illinois

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