



**NSA-IL SPEAKER UNIVERSITY 2010-2011 SYLLABUS**

One Tuesday a Month (September-May) 6:00-9:00 p.m.

University of Illinois BIS in Naperville (directions link on last page) 630-505-0500

Registration: Sue Black, [sueblack@nsa-il.org](mailto:sueblack@nsa-il.org) or 630-208-0776

Questions: Blaine Rada, [blaine.rada@cmgmi.com](mailto:blaine.rada@cmgmi.com) or 708-288-7875 cell

Date	Session Topic	Learning Objectives	Homework (for the following session)
09-14-10	<p align="center"><b><u>Program Orientation</u></b></p> <p><b>Special guest: Judy Marcus</b></p>	<ol style="list-style-type: none"> <li>1) Program Overview and Introductions</li> <li>2) Enhancing Memory Skills</li> <li>3) Ethics in Professional Speaking</li> </ol>	<ol style="list-style-type: none"> <li>1) Determine the topic(s) you will speak about</li> <li>2) Inventory your intellectual property</li> <li>3) To be assigned...</li> </ol>
10-05-10	<p align="center"><b><u>Topic Development</u></b></p> <p><b>Speakers: Maureen O'Brien and Mark Partridge</b></p>	<ol style="list-style-type: none"> <li>1) Selecting and developing significant and meaningful topics within your chosen area of expertise</li> <li>2) Building topic expertise</li> <li>3) Staying on the cutting-edge of topic development through research, updates and development of content</li> <li>4) Demonstrating the ability to make your topic(s) and expertise uniquely relevant to your audience through customization</li> <li>5) Taking necessary precautions to protect your intellectual property</li> </ol>	<ol style="list-style-type: none"> <li>1) Make a list of the presentation skills you admire in others (review various presentation modalities)</li> <li>2) Determine your presentation DNA (single or multiple topics/formats/audiences)</li> <li>3) To be assigned...</li> </ol>
11-02-10	<p align="center"><b><u>Presenting on the Platform</u></b></p> <p><b>Speakers: Conor Cunneen and Johnny Campbell</b></p>	<ol style="list-style-type: none"> <li>1) Developing an effective and unique communication style</li> <li>2) Mastering the art and craft of presenting and performing</li> <li>3) Understanding and affecting the presentation setting (e.g., speaker introductions, room setup, proper staging and lighting, knowledge of audio/visual equipment and technology)</li> <li>4) Implementing techniques to understand, connect with, and engage audiences including those made up of diverse members</li> <li>5) Acquiring the skills for different delivery methods (e.g., keynote addresses, workshops, Internet, seminars, emceeing, panelist, and after-dinner speaker)</li> </ol>	<ol style="list-style-type: none"> <li>1) Select your target market</li> <li>2) Determine what marketing strategy is best for you in order to realize your goal income and lifestyle</li> <li>3) Begin first draft of your one-sheet</li> <li>4) Define 5 resources that can help you &amp; take appropriate action – circle 100 list with contact information</li> <li>5) Research different proposal styles &amp; adapt one for you</li> </ol>



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12-07-10	<p style="text-align: center;"><b><u>Sales and Marketing</u></b></p> <p style="text-align: center;"><b>Speaker: Laurie Guest</b></p>	<ol style="list-style-type: none"> <li>1) Developing productive marketing strategies, including understanding target marketing and the “R-Formula buying cycle”</li> <li>2) Designing brochures/promotional materials</li> <li>3) Developing a brand image</li> <li>4) Developing productive sales &amp; marketing contacts</li> <li>5) Understand pricing realities without anti-trust violations</li> <li>6) Closing the sale</li> </ol>	<ol style="list-style-type: none"> <li>1) To be assigned...</li> </ol>
01-04-11	<p style="text-align: center;"><b><u>Sales and Marketing</u></b></p> <p style="text-align: center;"><b>Speaker: Rick Davis</b></p>	<ol style="list-style-type: none"> <li>1) <b>Getting Started</b> – You’ve made the leap. Now what? The difference between your content and your marketing message.</li> <li>2) <b>The Future of “Speaking”</b> – A saturated market and new technology are challenging the old paradigm.</li> <li>3) <b>Finite Abundance</b> – Identifying your target audience and creating perceptions of abundance and optimism.</li> <li>4) <b>Your Unique Selling Proposition</b> – Crafting a client-focused message that generates results</li> <li>5) <b>Credibility Sells</b> – Using PR to establish credibility and generate leads.</li> <li>6) <b>The Sales Call</b> – Going from introduction to client commitment.</li> <li>7) <b>Creating Wrap-Around</b> – Each touch with a client or prospect can create the “next” opportunity.</li> </ol>	<ol style="list-style-type: none"> <li>1) Bring your speech ideas, marketing materials, and any presentation samples you’d like to receive feedback and coaching on.</li> </ol>



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02-01-11	<p style="text-align: center;"><b><u>Review</u></b> <b><u>and</u></b> <b><u>Coaching</u></b></p> <p><b>Special Guests:</b> <b>Char Wenc</b> <b>and</b> <b>Norris Beren</b></p>	<p>In addition to hearing from our special guests, this time has been set aside to:</p> <ol style="list-style-type: none"><li>1) Pause and reflect on the ground we've covered up to this point.</li><li>2) Review and receive feedback on any homework assignments not covered in class previously.</li><li>3) Receive coaching on your speaking skills.</li></ol>	<ol style="list-style-type: none"><li>1) Complete <u>The Business Side of Speaking</u> worksheets provided in class.</li><li>2) To be assigned...</li></ol>



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03-01-11	<p><b><u>Managing the Business</u></b></p> <p><b>Speakers: Cyndi Maxey and Frank Bucaro</b></p>	<ol style="list-style-type: none"> <li>1) Operating a profitable speaking business</li> <li>2) Creating and organizing office systems</li> <li>3) Establishing and maintaining financial systems and records</li> <li>4) Selecting and working with staff</li> <li>5) Negotiating contracts, fees, and royalties</li> <li>6) Scheduling/tracking speaking engagements</li> <li>7) Planning business travel</li> <li>8) Expanding one's speaking market (e.g., speaking internationally)</li> </ol>	<ol style="list-style-type: none"> <li>1) Bring any books and/or other products you've created to class.</li> <li>2) To be assigned...</li> </ol>
04-05-11	<p><b><u>Authorship and Product Development</u></b></p> <p><b>Speakers: Dianne Morr and John Blumberg</b></p>	<ol style="list-style-type: none"> <li>1) Developing and successfully marketing products</li> <li>2) Developing writing skills</li> <li>3) Learning the effective use of articles &amp; books, videos, CD's, etc.</li> <li>4) Learning the advantages &amp; disadvantages of electronic publishing, self-publishing &amp; using a commercial publisher</li> </ol>	<ol style="list-style-type: none"> <li>1) Finalize your graduation presentation.</li> <li>2) Get ready to receive your GSU designation!</li> </ol>

**\*\*\*May 3, 2011\*\*\* Graduation Ceremony Presentations  
Guest Speaker: Kevin O'Connor**

**TO: U of I Business Innovation Services  
1100 E. Warrenville Rd. • Naperville, IL 60563 (see directions link below)  
Please follow carefully as GPS units may be incorrect. Their number is: 630-505-0500**

Here's a link with directions and a map: <http://bis.illinois.edu/AboutBIS/directions.html>

The stoplight where you turn in is NOT marked with a street name since it effectively just goes into a parking lot. It is the ONLY stoplight between Freedom Dr. (tollway exit/entrance) coming Westbound and Washington St. going Eastbound. There is no visible sign clearly marking that it is a U of I location.

The area has three different two story buildings. Once you turn south into the parking lot - it is the building on your right. When you go in the front door, the U of I is on the first floor - just veer right once you are in the door.