

APSS KEYNOTES



ASIA PROFESSIONAL SPEAKERS - SINGAPORE

February 2009

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Asia Professional Speakers - Singapore
Building Relationships and Growing the Business

Dear Members and Friends of APSS,

We are busy with preparations for the coming annual APSS Convention 2009 which is going to be held on the 8th of May. We have a great line-up of internationally renowned speakers.

In this and the future issues, we will be introducing all the speakers at our convention. This month, we feature Lou Heckler, Tom Mulholland and Scott Friedman. So, don't forget to book your seat.

Our next monthly meeting will be on the 25th February with two great speakers. Join us then!

Member of



International Federation For Professional Speakers
Advancing the Professional Speaking Community Worldwide

**Next meeting will
be held on
Wednesday,
25th February 09**

WHY JOIN ASIA PROFESSIONAL SPEAKERS - SINGAPORE

- Opportunities for speakers to network; learn and share with each other, expanding their experience and expertise.
- As a member of the International Federation for Professional Speakers (IFFPS), we are connected to the global community of Professional Speakers in the USA, Canada, Australia, New Zealand, UK, Malaysia, South Africa and other countries.
- As a member in APSS, you will receive 10 monthly issues of the Professional Speakers magazine and Voices of Experience CD from the National Speakers Association (NSA) - where experts worldwide share their expertise to help you learn and grow.
- Professional members are also listed on the Asia Professional Speakers - Singapore website where your profile is easily accessible by customers and potential clients around the world.

To find out more about us, kindly visit www.asiaspeakers.org or e-mail admin@asiaspeakers.org



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How to be a Great MC or Event Host

February 09 APSS MC Workshop for Members

APSS is pleased to host our first 'added value' workshop for members and guests.

This inaugural added value workshop will be conducted by Rob Salisbury CSP.

Rob is a former two term President of the Sydney NSAA Chapter 2001 to 2003 and has acted as a mentor and advisor to the APSS Executive Board since 2004.

He started in the speaking industry as a large event promoter of high profile A level speakers and authors in 1984. This launched a sales training career in conjunction with Tom Hopkins CPAE which helped define Rob's speaking style and content.

In the late 1990's, Rob added another string to his business bow by fulfilling requests of clients to speak at and host or emcee their major client projects.

Having been involved with over 1800 client events in the US, Australia, SE Asia and Europe, he was an emcee for the 2005 inaugural Global Speakers Conference in Singapore and as emcee of the 2007 APSS National Conference.

He was opening keynote speaker at the 2008 APSS National Convention and host of the June and October Chapters events plus emcee for the December 2008 APSS Christmas gathering.

In this high energy workshop, Rob will share dozens of insights (the good, bad and some ugly) to help you successfully emcee or host client events in your future.

Workshop handouts will be provided to all attendees.

Book today for this exciting first time **FREE event** for members and a nominal fee to guests.

Workshop details:

Date: 25 Feb 2009 (Wednesday)

(This is also the date of our February Monthly Meeting which is 7.00 pm onwards)

Time: 5.00 pm to 6.00 pm

Fee: FREE for members , \$60 for guests

Registration: Please confirm your attendance before 14 Feb 2009 by sending an email to the APSS Secretariat (admin@asiaspeaker.org).

For Guests: Pls write a cheque in favour of

"Asia Professional Speakers-Singapore" and send it to the following address:

APSS,

192, Pandan Loop,

#04-10, Pantech Industrial Complex,

Singapore 128381.





How to Facilitate Dynamic Discussions During Meetings and Training Sessions

By Eric Frangenheim, Rodin Educational Consultancy (Australia)



In this entertaining one-hour interactive workshop, Eric Frangenheim will demonstrate how participants can employ a thinking skills frameworks and relevant tools to craft dynamic and enjoyable meetings and training sessions. Through fun, hands-on activities, participants will learn that asking a good question does not guarantee receiving a good answer. To avoid facilitating superficial discussions, participants will learn how to match exciting questions with appropriate thinking tools to produce responses that are elegant and eloquent.

Eric will introduce the thinking skills framework based on Blooms Taxonomy of the Cognitive Domain, which clearly explains the six levels of thinking and matches these outcomes with appropriate thinking tools.

About the Speaker:

With more than 40 years experience in education, Eric Frangenheim is a leading educational consultant, author and presenter in Australia and New Zealand and co-director of international resource company, ITC Publications P/L.

Based in Brisbane, Australia, Eric's focus is to inspire teachers and educators to introduce higher-order thinking into the classroom and weave it through the school ethos. Through ITC Publications and his consultancy firm, Rodin Educational Consultancy, Eric regularly presents at conferences and workshops in several countries to promote the 'Thinking Classroom' and share practical thinking tools and strategies to engage better learners. His expertise has seen him guide schools in the implementation of a thinking skills curriculum in Australia, New Zealand, the Republic of Nauru, Singapore and Papua New Guinea.

He also works with corporate clients to stimulate staff and leaders to think and act more creatively by utilising powerful strategies and tools, and is a member of the National Speakers Association of Australia (CSP).

With ITC Publication's co-directors, Gerard Alford and Paul Herbert, Eric has created *The Innovative Teachers' Companion*, a popular teacher's diary for primary and secondary schools containing hundreds of practical ideas and innovative lesson plans for the classroom (www.itcpublications.com.au). The Companion is in its seventh year of publication and is sold in Australia, New Zealand, USA, Papua New Guinea, Vanuatu, the Republic of Nauru and the UAE. ITC Publications also produces a range of products including posters, thinking templates, and the new repertoire of Vodcasts presenting a range of up to six-minute digital video demonstrations of thinking tool for educators to follow step-by-step.

Eric is also author of *The Reconciliation of Goldilocks and the Three Bears* and his best-selling *Reflections on Classroom Thinking Strategies*, now in its 9th edition with more than 20,000 copies sold.

Before launching Rodin Educational Consultancy in 1996, Eric enjoyed a 25-year teaching career in Rhodesia (Zimbabwe), South Africa and Queensland, and held the positions of Head of Department and Deputy Principal (South Africa) and Education Adviser for Gifted and Talented in Capricornia (1989-1992).

He was born in Java, Indonesia to Dutch parents and studied his BA and UED at the University of Natal, Durban, South Africa. He now lives with his wife in Brisbane, Australia and has three daughters.

Business Creativity - Turning Good Ideas Into Great Business

By Fredrik Hären

Creativity is more than just creating - it is about turning what you create into a success.



Learn how to use your creativity to turn your ideas into a global success story.

Listen to Fredrik Haren, founder of interesting.org and the author and publisher of The Idea Book. Fredrik doesn't just write about creativity - he also uses his own techniques to promote his book through his own publishing house.

The result is a global best selling business book that has sold more than 200 000 copies and been translated into nine languages.

Hear about innovative ways of creating, producing, promoting, marketing and selling an idea from a man that has done it himself.

Fredrik Haren has been invited to speak on business creativity to 1000's of companies and organizations in more than 25 countries. He was awarded "Speaker of the Year" in Sweden 2007.

He has recently moved to Singapore where his company, interesting.org, is setting up a global sales and marketing operations for its creativity products.

Read more about The Idea Book at: www.theideabook.org

**Meeting:
Where
&
When**

Date: February 25th, Wednesday

Venue: Sheraton Towers Hotel (off Newton MRT station)

Time: 7pm – 9pm (Registration begins at 6.45pm)

Light refreshments will be served.

All this value for:

Members - SG\$20 / Member's Guests - SG\$30

(Pay at The Door)

Non-member (or expired membership) / Walk-in - SG\$40.

WELCOME NEW MEMBERS

**Rita Goh
Yetti Chiu
Amit Thakare**

**Johnson Ong
Edward West**

Lou Heckler

has been making a living from the printed and spoken word since he was 14. In his teenage years, he was hired to do a community news column for "The Signal Item," a weekly newspaper near his hometown in Pittsburgh, PA.

While Lou was receiving dual degrees in Journalism and Radio-TV-Motion Pictures at the University of North Carolina at Chapel Hill, he also served as news editor and anchorman on the WUNC-TV public television system. By the time he was graduated from the University, he had already logged over 1,000 live television broadcasts.

Always of an entrepreneurial spirit, Lou then began his full-time speaking career in March of 1980, performing keynote speeches and conducting training seminars on a variety of management topics.

In Lou Heckler, you are getting a seasoned educator and performer, one who is comfortable in small venues of a few dozen people and equally at home on a main stage in front of thousands. His easy, intimate style makes audience members feel he is speaking right to them as he delivers a message filled with high concepts, hilarious insights, and hope.



Can you turn your life around simply by changing your mind?

DR TOM MULHOLLAND

did and from his experience

created a toolkit for you to make the crucial changes in your thinking that will change the outcome of most situations - not just in times of crisis.

Tom is known as "The Attitude Doctor" and is author of 'Healthy Thinking – how to turn life's lemons into lemonade' and 'The Power of Healthy Thinking – to change your attitude and your life'. He also hosted his own television show, 'Dr Tom – The Attitude Doctor', a provocative, inspirational and informative half-hour show dealing with medical, social and attitudinal issues.

Tom has over 15 years experience in health, general practice, emergency and sports medicine (doctor to the Fijian and Taranaki Rugby teams), occupation and aviation medicine and orthopaedics. He has also been a doctor in East Java – where he sur-

vived a tidal wave while out surfing – and on the Chatham Islands.

Using his experience as a doctor, entrepreneur, CEO and more recently as a stand-up comedian, The Attitude Doctor can improve your way of thinking and outlook. He has worked with the country's major corporates and tours the country talking to doctors about stress and Healthy Thinking.

Even if you think you are already a success, The Attitude Doctor will show you new ways of dealing with either personal or work related issues.



SCOTT FRIEDMAN

, CSP, (Certified Speaking Professional), 2004-05 President of the National Speakers Association, is the author of 2 books and co-author of 4 others. Scott's latest book, "Punchlines, Pitfalls and Powerful Programs - Ten Surefire Ways of Adding Humor to Your Presentations," is the perfect resource for those looking to connect with their audience.... whoever that may be. Scott outlines effective methods for engaging and educating an audience through humor and storytelling.

His book Using Humor for a Change is chock-full of great ideas to lighten-up the workload. The "One Minute Humor Break" proves to be the perfect remedy for stress and burnout.

An internationally recognized professional, Scott speaks on a variety of topics over 80 times a year. His areas of focus include employee and customer engagement, branded customer service, and personal branding. He also specializes in humor as a tool in sales, improving service, public speaking techniques and change management. Scott's varied experience has brought him success in many industries including: hospitality, meetings, real estate, insurance, health care, education, government and just about any association. Scott's greatest strength is his ability to customize the perfect program to fit the needs of any particular group. His improvisational comedy training, quick wit, and engaging material make Scott's valuable programs a bunch of fun to listen to. He is a perfect fit for kick-offs, closings, lunches and midnight snacks.

