

# APSS KEYNOTES



ASIA PROFESSIONAL SPEAKERS - SINGAPORE

June 2009

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Asia Professional Speakers - Singapore  
*Building Relationships and Growing the Business*

**Dear Friends and Members of APSS,**

The APSS Convention 2009 held on May 8th was a successful event with over 90 delegates. Many went home feeling inspired by what they have learnt from the great line-up of speakers. We would like to thank all who came and supported the event. Read all about it and see the pictures in this month's newsletter.

We have exciting speakers lined-up for our coming future monthly meetings. This month, we'll be having 2 great international speakers, Ronnie Kagan and Andrew Lightheart. See you at the meeting!

Member of



International Federation For Professional Speakers  
Advancing the Professional Speaking Community Worldwide

**Next meeting will  
be held on  
Tuesday,  
30th June 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](http://www.asiaspeakers.org) or e-mail [admin@asiaspeakers.org](mailto:admin@asiaspeakers.org)

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## Sales & Business Strategies For Building Up Your Speaking Business

Presented by **Ronnie Kagan**



### What you will learn:

1. How to Network and generate leads
2. How to build relationships and Get results.
3. How to communicate effectively with people from all Personality Profiles
4. How to Get the Order
5. How to generate repeat business and build a referral business.

### About the Speaker:

Internationally recognized as a highly successful businessman, Ronnie Kagan is globally recognized as **THE BUSINESS GURU**.

During his 30 years of business he has gained a broad foundation upon which his huge success is based; from Co-Founder and World Wide Vice President of a Gold Company employing over 5,000 people, to part ownership in an International Franchise organization coaching 32 licensees with over 345 employees in 8 countries. Ronnie also co-founded a property development company that turned over \$1 billion per annum.

He has owned and run his own Finance Company, Language Business, Memorial Parks, and has become known as **THE BEST BUSINESS GURU** in the world. He has been involved in successfully mentoring business owners in as diversified fields as Private Cemetery's, Construction, Cleaning Services, The Clothing Industry and Cosmetics to name a few, and has been involved in listing three companies on the Stock Exchange.

Ronnie has successfully shared his wisdom with business owners from South Africa to Ukraine, USA, Indonesia, Uruguay and Australia as to how they can succeed in an increasing environment of us all being asked to "do more with less",

Ronnie provides practical solutions, innovative systems and dramatically increases their ability to retain and engage their employees and create a more sustainable win-win culture. Central to Ronnie's approach is helping employees take responsibility for driving their own engagement.

With his straight-forward, frank approach – he delivers powerful presentations on how to inspire and motivate a work force and generate more profits. Ronnie has delivered more than 1,000 presentations to a combined audience of over 1 million people in 15 different countries. As the author of the International best seller **The Winning Way in Business**, he clearly understands what it takes to be successful in the rapidly changing business world.

Ronnie is regularly invited around the world to share his wisdom and personal experiences with hundreds of thousands of people on "How to provide practical solutions, innovative systems and dramatically increases companies ability to retain and engage their employees and create a more sustainable win-win culture", and central to Ronnie's approach is helping employees take responsibility for driving their own engagement.

Ronnie Kagan is the founder of "**The Business of Life.**"

In this loud, over-hyped world, people go for speakers who bring connection and honesty over script and polish.

### Learn:

- \* why 'performance' is an outdated metaphor for public speaking
- \* how over-rehearsing can stop you making a difference
- \* why letting your mask slip a little can be good for business
- \* how to stop feeling like a fraud and truly connect with the real people in front of you

Andrew Lighthouse, author of *Rapid Presentation Planning* and internationally recognised presentation skills specialist, has coached almost 4,000 presentations by senior people for companies such as HSBC UK, HSBC Hong Kong, Roche, KPMG and Siemens.

Andrew helps senior people to present with credibility that matches their seniority, especially when budget hangs in the balance. In fact, the CIO for HSBC UK described Andrew's (in)famous 2-day masterclass for senior IT project managers as 'The best two-day investment in me so far.'

In addition to his work with senior executives, Andrew has a mission to lead the geek community towards being admired and respected communicators. His well-read blog [RealSmartNow.net](http://RealSmartNow.net) is the go-to resource for technical and specialist presenters.

Andrew has over 15 years' experience facilitating groups, including several years working for HR as a training manager. He is often asked to speak and consult about how to present specialist information particularly to business audiences. Andrew is the enemy of bad slideshows, scripted presentations, questionnaires that make a little kite shape and tell you what 'kind' of person you are, and fake communication in any form. As well as running masterclasses in presentation skills, Andrew coaches teams on communication issues, delivers talks on how to radically increase the quality of presentations, and has been known to do some one-to-one coaching too.

## Speaking It Real: Creating Impact Through Authenticity

Presented by **Andrew Lighthouse**  
International speaker, Presentation skills specialist, Creator of Presentation Intelligence, founder of [RealSmartNow.net](http://RealSmartNow.net)



Date: **Tuesday, 30th June 2009**

**Meeting:  
Where  
&  
When**

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**.

## EVEREST LEADER REACHES ANOTHER SUMMIT!



**David Lim** has been conferred the CSP (Certified Speaking Professional) designation. David is the first Singaporean to receive the honour. There is only one other CSP residing in Singapore, American citizen, Singapore PR, and APSS Founding Member, Michael Podolinsky.

David is APSS's Immediate Past President, and is best known for leading the landmark 1st Singapore Everest Expedition in 1998. Since 1999, he has helped organisations improve leadership and team skills in 20 countries and 41 cities.

Established in 1980, the CSP is the speaking profession's international measure of speaking experience and skill. Fewer than 10% of the over 5,500 speakers who belong to the International Federation for Professional Speakers (IFFPS) hold this professional designation. The CSP designation is conferred by the National Speakers Association (NSA - <http://www.nsaspeaker.org>) and the International Federation of Professional Speakers (IFPS) only on accomplished professional speakers who have earned it by meeting strict criteria, which can take up to 5 years to achieve.

David is one of 30 professionals to earn the CSP in the class of 2009 and will be honoured during a ceremony on July 19th at the 2009 NSA Convention in Phoenix, Arizona.

**APSS congratulates David for his achievement.**

## WELCOME, NEW MEMBERS

Robin Lokerman

Eric Feng

Tham Chee Leong

Lina Tan

Francis Goh

Pang Li Kin

Manjit Kaur

Fauziah Shah

Jerome Joseph

## CONGRATULATIONS

to Heather Hansen (previous Ordinary Member) for obtaining her Professional Membership

# ASIA PROFESSIONAL SPEAKERS CONVENTION 2009

## THE MILLION DOLLAR SPEAKING BUSINESS

8 MAY, HOTEL FURAMA RIVERFRONT

Reported by Nishant Kasibhatla

If you want to create and own a Million Dollar Speaking Business, you should have been to the APSS Convention 2009. The Convention speakers shared with the delegates all the essential ingredients that go into creating a Million Dollar Speaking Business. Most of the speakers who presented at the convention already own a Million Dollar Speaking Business. So the delegates had a great opportunity to learn from the Gurus themselves.



*Delegates signing in*

The convention kicked off with the opening address by APSS President, Christian Chua where he spoke about the weeks of planning and the effort he and the Exco team has put in to make this convention happen.

Allan Pease (CSP), who was the first speaker, talked about “How to create a global profile”. He shared his trials and tribulations on his journey of selling millions of his books resulting in half a billion dollars in retail revenue. The audience listened closely as he shared some specific enlightening points on publishing, book writing, dealing with agents/bureaus in new countries etc. Allan’s speech was a great inspiration for all speakers who want to take their speaking business to the next level.



*Tom Mulholland, Alan Pease, Ngahihi o te ra Bidois*

Next in line was Lou Heckler (CSP, CPAE). Lou shared many techniques on “Ultra-Engaging Platform Techniques”. He demonstrated the power of a well-told story using the tips he gave during his presentation. He spoke on the power of ‘re-living’ the stories than just re-telling. His tips on effectively using humour (Three-O Test: Obvious, Over-stated, Opposite), the power of pauses, bringing the audience on stage will definitely help all the speakers to make a great difference in engaging with the audience.

After the 2 powerful speeches, the audience were treated with a dialogue session where Scott Friedman (CSP) interviewed Robin Lokerman on “Trends in the Meetings and Conferences Industry”. Robin, who is based in Singapore, serves on the Meeting Professionals International (MPI) Foundation Board of Trustees. Robin talked about the differences in the Meetings Industries in Singapore and USA/Europe and gave tips on how to be a part of this exciting industry. He spoke about the importance of knowing the event objectives, profiles of participants and how one should craft the message accordingly.

After the lunch, there were 2 breakout sessions - one for aspiring speakers and the other for speakers.

The breakout session for aspiring speakers was led by Shari Harley. Her topic was “Getting Started in the Business”. Shari shared a ton of much-needed information for aspiring speakers on getting that very important first booking. The speech was power-packed with tips and techniques of the many aspects of the speaking business – choosing a topic, setting the fees, creating products, creating powerpoint slides, importance of punctuality, pitfalls to avoid, maintaining a blog and online resources for building the business. Her speech was a crash course on the speaking business!



*Shari Harley in the breakout session for aspiring speakers*



Bob Pike

The breakout session for speakers was led by Bob Pike (CSP, CPAE). Bob's speech on "How I Built a Multimillion Dollar Speaking and Consulting Business - and you can too!" was a great eye-opener for the delegates. Bob showed the audience the path to become a 'trusted advisor' in the eyes of the client. Bob made the audience's business lives easier by giving them a step-by-step template of writing a proposal that serves the purpose in closing the deal. His detailed template highlighted the secret ingredients of a winning proposal – Action Plan, Timeline, Narrative of Work and the Flowchart. His software demonstration on creating powerful headlines turned out to be a huge surprise element. Bob's style of engaging the audience made them learn the information presented in a easier, faster and a fun way.

Shortly after that, the audience got their 'healthy dose' of Healthy Thinking by Dr Tom Mulholland who spoke on "Healthy Thinking: Anti virus software for the mind". Dr Tom's speech was motivational in helping the audience to always think positive in their lives. His speech gave the audience a great insight into how unhealthy emotions and behaviours can have physical, time and productivity costs in our lives. His prescription will surely help the audience to install a anti-virus software in the mind!



Dr Tom Mulholland & MC Rob Salisbury

For the closing speech, Lou Heckler once again came onto the stage and delivered another great speech outlining the importance of "Purpose, Performance & People" in getting the audience engaged. Lou's explanation on why "self-centered approach" on the stage is a strict no-no was very thought provoking.



Lou Heckler and a very attentive audience

The audience had a great learning experience the whole day. To close the convention, Christian Chua (President-APSS) and Nishant Kasibhatla (President Elect – APSS) delivered their closing speeches and vote of thanks.

Rob Salisbury, CSP - the event moderator ensured a smooth flow of events. With his years of experience as an MC/Host/Moderator, Rob kept the energy of the audience high throughout and demonstrated his time-management skills in making sure that the convention started and ended on time.



Rob Salisbury doing a superb job as the MC

The APSS Exco committee thanks the event sponsors – Speakers Station Asia, Mpublications and MBroadcasting represented by Margaret Loh (Founding President – APSS) and Tim Wade – who sponsored 10 APSS Ordinary Memberships to 10 delegates; as well as all the volunteers who helped out at the convention.