Certified Speaking Professional™

CRITERIA AND REQUIREMENTS

The Certified Speaking Professional is an earned credential signifying that the applicant:

- is a working professional in the speaking, training and learning development industry.
- demonstrates a high standard of ethics, content expertise, business maturity and platform delivery skills.
- is an active member in the community of professional speakers from a perspective of building peer networks, contributing to the wider learning, and development of fellow peers.

SECTION A. REQUIREMENTS

1. **APSS membership.** Applicants must have been a financial member of APSS for a minimum of 6 months prior to applying.

2. **Events applicants must have attended.** Applicants must have attended at least 6 APSS events in the 12 months preceding the CSP® application. This could include but not be limited to virtual or in-person events such as the APSS annual convention, a monthly meeting, Speakers Academy (or similar event) or a lunch event. Attendances where the applicant may not have yet been an association member can also be included.

3. **Minimum income.** The minimum income required is S$80,000 in each of any 5 of the past 7 years, i.e. total threshold S$400,000.

4. **Minimum number of sessions.** The minimum number of sessions required to achieve the total threshold is 5 in each year, making a total of 25 sessions in 5 years.

5. **Session length and audience size.** Each session must be at least 30 minutes in length and have a minimum audience size of 6.

6. **Minimum fee per session**. Presentations and workshops are referred to in this document as ‘sessions’. Whether delivered in-person or virtually, sessions used for the purpose of applying for the CSP designation must be invoiced for a minimum fee of S$1,000, or equivalent in Session Generated Income (SGI).

7. **Sessions delivered prior to becoming an APSS member.** Sessions that meet all the criteria but were delivered prior to the applicant becoming a member of APSS may be included. However, an application cannot be made until the applicant has been a member of APSS for at least 6 months.

8. **Income and Work Summary Spreadsheet**
   Applicants must complete an Income and Work Summary spreadsheet providing details of all sessions in the columns provided.
   (Form: A5-APSS CSP Income and Work Summary Spreadsheet)

9. **Speaker Business Income Model.** Applicants must complete a Speaker Business Income Model in 200 words or less showing an overview of the area and industry the applicant works in. *(Form: A3-APSS CSP Speaker Business Income Model)*

10. **Statutory declaration.** Applicants must sign a statutory declaration to signify that the information provided in their application is accurate. Applicants should be aware that they face criminal charges for false statements. Affirming statutory declarations in Singapore is done before a Commissioner for Oaths. It is the applicant's responsibility to find a lawyer who will act for him/her as a Commissioner of Oaths.
    (Form: A4-APSS CSP Statutory Declaration)

11. **Video recording requirements**.

    11.1 Applicants must provide a link to a complete, unedited, single video recording (minimum 20 minutes, maximum 45 minutes) of the applicant presenting a specific presentation to a live, paying audience or an audience of a fee-paying client. The video must be of one of the sessions included in the applicant's APSS CSP Income and Work Summary spreadsheet. Video compilation submissions are not allowed. Details of the applicant's video must be submitted on the form provided.
    (Form: A6-APSS CSP Video Recording Details)

    11.2 The video must include an **introduction slide at the beginning of the video** or details must be completed on the **video recording details form** identifying the context of the presentation:

    Presentation title
    Who was the presentation for?
    On what date was it given?
    Who was in the audience? (*Form: A6-APSS CSP Video Recording Details)*

    11.3 If an applicant wishes to submit a video in a language other than English, they must also provide an English transcript.

    11.4. See further questions and answers regarding the video requirement on the APSS FAQ document.

12. **Testimonials.** Applicants must provide links to 10 testimonials that are presently in a public space, e.g. on the applicant's LinkedIn profile. At least 5 of the testimonials should be from a buyer/fee-paying client.
    (Form: A7-APSS CSP Client Testimonials)

13. **Marketing materials.** Applicants must provide links to sufficient examples of marketing materials and products for assessment to be made on professionalism, credibility and expertise in the business.
    (Form: A8-APSS CSP Marketing Materials and Products)

14. **APSS Code of Professional Ethics.** Applicants must declare they have read the APSS Code of Professional Ethics and confirm that they have no financial, legal or personal matters that, if brought to light, could negatively affect the CSP brand or the association. If there is any doubt, the applicant should approach the CSP National Accreditation Chair to discuss it. Any application from an applicant who has had an adverse finding against them in an ethics investigation in the period covered by the application will not be accepted. *(See (https://asiaspeakers.org/wp-content/uploads/2023/01/APSS-Code-of-Professional-Ethics-20-Jan-2023-Updates.pdf)*

15. **Hardship Dispensation**. If a candidate fulfils all aspects of the application for the credential except for a shortfall directly linked to a serious illness, accident, acute medical condition, pandemic, or natural disaster, the applicant can appeal to the CSP National Accreditation Chair for this dispensation.

SECTION B. APPLICATION PROCESS

1. Applications must be submitted using the templates provided by APSS. *(Forms available on the APSS website: https://www.asiaspeakers.org/become-csp/)*

2. The forms that applicants need to complete and submit are:

   A1-APSS CSP Application Checklist
   A2-APSS CSP Application Form
   A3-APSS CSP Speaker Business Income Model
   A4-APSS CSP Statutory Declaration
   A5-APSS CSP Income and Work Summary spreadsheet
   A6-APSS CSP Video Recording Details
   A7-APSS CSP Client Testimonials
   A8-APSS CSP Marketing Materials and Products

3. During the assessment process, the only people who will see any CSP application will be the APSS Secretariat, the APSS CSP National Accreditation Chair, Deputy Accreditation Chair, and, when required, the external auditor.

4. A CSP Peer Review Panel will assess applicants' videos. This panel will comprise 3 CSPs of more than one year's standing who will be selected by the APSS CSP National Accreditation Chair. Their identities will remain unknown to the applicant. An online form will be used to collate the results.

5. Any application may be chosen to be submitted to an external auditor, e.g. a legal firm. The external auditor may conduct random verifications, including contacting clients to confirm the accuracy of the details and fees recorded on the spreadsheet. The identity of the external auditor will remain confidential at all times. The auditor will not be a member of APSS, nor will they have any affiliation with any member.

SECTION C. MEMBERS FROM OUTSIDE SINGAPORE

Applicants are encouraged to apply to their home association, which is defined by where they reside:

1. If an applicant resides in a country where the CSP is conferred, they should be directed to apply for the CSP through the awarding body in that country.

2. If the CSP trademark in an applicant's country of residence is owned by another association, the applicant should be directed to apply through the trademark holder.

SECTION D. FEES

1. The fee for processing a CSP application is S$500, payable to APSS on submission of an application. This fee is subject to change at the discretion of the APSS Executive Committee.

2. The application fee is non-refundable.

SECTION E. RIGHT OF REVIEW

1. If an applicant wishes to appeal a decision regarding their CSP application, they may apply to the APSS Secretariat for a review, stating the reasons as to why they believe the decision should be reviewed.

2. The APSS CSP National Accreditation Chair will appoint and consult with a CSP Review Panel to determine the validity of the appeal.

3. The CSP Review Panel will comprise a minimum of 3 CSPs of more than one year's standing who were not part of the applicant's Peer Review Panel.

4. The final authority should be APSS National President for a decision to be made.

SECTION F. RENEWALS

All applicants who are awarded their CSP by Asia Professional Speakers Singapore are required to be a current member of APSS or any other GSF member association in order to keep their CSP.

SECTION G. DEFINITIONS

For the purpose of international standards, definitions are as close as possible to the accepted international definitions used by the National Speakers Association (USA) and the International Association of Speakers Bureaus.

1. SESSION

a) The term ‘session’ is used to describe a paid speaking or training/workshop engagement.

b) A session may be a ‘live’ speech at a physical or virtual meeting, conference or convention or a speech in one of the featured spots at an event.

c) A session may be a training workshop for the purpose of imparting a particular skill or understanding.

d) A session must involve the speaker delivering a minimum of 75% of the content using the spoken word. The balance may be audience participation, video, group discussion, audio, or similar.

2. SESSION GENERATED INCOME (SGI)

a) Session generated income is income generated from the sale of products or services at a speaking or training event shown on the application spreadsheet.

b) The purpose of speaking at the event must have been fully or partially to sell products or services.

c) SGI can be

- sales of the applicant’s books and products at an event
- income from a coaching program sold at an event
- income from a consulting program sold at an event

d) Some examples of SGI are:

Example 1. If an applicant delivers a session and makes back of the room sales of books or products, then that income can be included in SGI, even if the speaker was not paid a fee for the presentation itself.

Example 2. If an applicant delivers a session and provides an order form for sales of books or products, the sales generated by people handing in the order form at the event can be counted.

It is up to the applicant to provide evidence in their application that the sales were generated at a speaking event. This could be by providing the credit card transaction receipts showing the date of the transaction together with a dated order form.

Example 3. If an applicant delivers a session and provides an order form for sales of a coaching or consulting program, the sales generated by people handing in the order form at the event can be counted.

It is up to the applicant to provide evidence that the sales were generated at a speaking event. This could be by providing the credit card transaction receipts showing the date of transaction together with a dated order form.

Note: This is the only type of coaching or consulting income that can be counted towards CSP accreditation.

Example 4. If an applicant delivers a paid or free session including a pitch for a high-ticket seminar in the near future, and closes sales to several participants for that seminar, the ticket sales will count towards the threshold amount. However, there will be no double-counting for income towards the first session when the subsequent seminar takes place.

e) The onus is on the applicant to provide the clear evidence that income being used in SGI calculations was generated at a speaking event, part of the purpose of which was to sell products or services. The evidence may be subject to full or partial audit. Evidence may be, for instance, a copy of the completed order form with the date of the presentation printed on it.

f) The applicant may be asked for further evidence of SGI being generated at an event.

3. FACILITATION

a) The definition of facilitation has become very broad in recent years and for some people includes training presentations. For the purpose of CSP applications, the definition of facilitation is:

Facilitation is where the leader (the applicant) provides process or direction to a group for the purpose of the group reaching a conclusion or direction which they will pursue. The majority of the input is from the participants, with the emphasis on the facilitator providing process, not content. Examples would be facilitating for a strategic planning session, a de-briefing session, a retreat, a staff meeting, or a specific problem-solving session. The presenter will have been booked mainly to provide a process, not to provide content or fresh insights from their body of work or intellectual property.

b) Facilitation under this definition cannot be included in the CSP application spreadsheet.

4. EMCEE WORK

a) An Emcee is a person who acts as Master of Ceremonies or programme host for an event.

b) The Emcee manages the on-stage flow of speakers, entertainers, panellists and forums during an event.

c) The Emcee's onstage work may include but not be limited to providing introductions of speakers, summarising speeches, engaging the audience to help them focus on specific information, entertainment or content that was provided by others.

d) Applicants may include income from Emcee work in a CSP application.

5. VIRTUAL PRESENTATIONS

a) Virtual sessions delivered using technology can be included in an application if they meet all other requirements and definitions.

b) A virtual session could be defined as: a web-based seminar, presentation, or workshop that is transmitted live over the Internet, for example Zoom or Microsoft Teams.

c) As technology advances, an applicant wishing to use a type of technology not listed here should ask before submitting their application if the session can be counted towards accreditation.