

National Speakers Association of New Zealand

**Guidelines and Requirements for accredited status of
PROFESSIONAL MEMBER of NSANZ**

As the national association of speaking professionals, including professional speakers, presenters, entertainers and MCs in New Zealand, NSANZ is committed to supporting its members attain professional accreditation. As such, although the only designation currently accepted and acknowledged internationally is that of 'Certified Speaking Professional' (CSP), NSANZ provides a pathway of professional accreditation to assist its members enhance their skills and expertise, and acknowledge their achievements as a speaking professional. The criteria and requirements for the attainment of accredited member status of NSANZ closely match those of the National Speakers Association of Australia (NSAA) and are set out below.

The status of **PROFESSIONAL MEMBER** replaces the designation of Accredited Professional Speaker (APS). Broadly speaking, applicants who qualify for this status are actively involved in deriving consistent income in their own right as a keynote speaker, presenter, trainer, facilitator, or master of ceremonies (MC) and, who demonstrate a high level of eloquence, expertise and enterprise as assessed by NSANZ's Accreditation Assessment panel.

These guidelines have been created to answer queries regarding the process, standards and criteria for accreditation as fully as possible. If you have any queries regarding accreditation after reading these guidelines please contact the National Secretariat in the first instance:

Email: secretary@nationalspeakers.org.nz

There are two parts of assessment:

- **Part 1** is objective and creates a threshold. Assessment at part 1 reviews evidence of the number of presentations undertaken and minimum fees/revenue earned.
- **Part 2** is subjective and measures eloquence, expertise and enterprise by way of direct peer-assessment measures using criteria set out in appendices A, B and C of the application. Part 2 assessment shall be carried out by at least two members of the Accreditation Assessment Panel who are also accredited Professional Members of NSANZ.

For both parts of assessment the onus is on the applicant to provide sufficient evidence to enable a full and fair assessment to be made in line with the requirements set out in this document. Incomplete applications will not be processed and any waiver of the requirements will be made in exceptional circumstances only at the total discretion of the Accreditation Assessment Panel. Such waivers are rare.

In order to protect the applicant's privacy, and avoid other members of NSANZ gaining access to information regarding an applicant's clients, earnings and so on, assessment and

verification of information provided at Part 1 shall be undertaken by an independent assessor who shall be neither a speaking professional, nor a member of NSANZ. This Part 1 assessor shall undertake the relevant checks of information provided under Part 1 of the application i.e. contacting clients to confirm engagement details and revenues earned and so on, and notify the Assessment Panel of the validity of the information as appropriate.

Part 2 assessment shall be carried out by at least two members of the Accreditation Assessment Panel who are accredited Professional Members of NSANZ.

CRITERIA – Part 1

Applicants are required to meet the following quantitative criteria under Part 1:

- Be a current financial member of NSANZ at the time of application¹
- Have attended at least 2 Chapter meetings within the last 12 months prior to application²
- Be providing professional speaking services in their own right and have been engaged by at least 5 clients³
- Have undertaken a minimum of:
 - 25 presentations⁴
 - on at least 25 separate occasions
 - to at least 25 different audiences⁵
- Earned presentation-related income of \$50,000 per annum for each of two complete years in the past three years^{6, 7, 8}
- Provide official testimonials from the client(s) for 10 of the 25 presentations undertaken⁹

Notes to accompany Part 1 criteria:

1. Receipt of the annual membership subscription must have been received by NSANZ prior to application. No minimum duration of membership is required.
2. Attendance at 'home' and/or 'other' chapter or branch meetings either as a visitor or Provisional Member is acceptable.
3. For definitions of what constitutes a 'Client' please refer to the definitions section.
4. For definitions of what constitutes a 'Presentation' please refer to the definitions section. Whilst no minimum duration of presentation is prescribed, applicants are encouraged to submit presentations of a minimum of 20 minutes duration.
5. Whilst no minimum number of attendees is prescribed, a minimum audience of 'several' people is required. Presentations undertaken more than once to largely the same audience members are not eligible.
6. For definitions of what constitutes 'Presentation-related income' please refer to the definitions section. If the \$100,000 threshold is reached in a period less than 2 years the applicant may apply for an exception of the time test as soon as they reach the financial threshold. The applicant is free to determine the start date of the yearly periods e.g. commencing 1st of July or 1st of January or any other date; however the dates must be consistent for the 3 years.

7. Copies of invoices for direct-fee engagements are not required to be submitted. However, evidence of revenue as a result of product sales may include copies of receipts, stock-sheets and completed order forms. The onus is on the speaker to provide such evidence as required.

Revenue calculations are exclusive of GST.

Engagements via bureaus should be noted at the gross fee before commission deductions.

8. Payment or reimbursement of travel expense, accommodation expenses, or any other form of remuneration or compensation other than by the ways outlined in 'presentation-related income' above are **ineligible** in terms of meeting the criteria for revenue earnings/payment of fee(s).
9. Testimonials must be unedited, include full contact details of the client and may be in hard copy/printed format (preferred) or electronic format e.g. via email. Applicants are required to have gained approval from the testimonial providers for the independent assessor to make contact for the purposes of this accreditation application process. If the applicant has been engaged by one client for multiple presentations, one testimonial from the client is acceptable where details of each engagement are clearly provided. Feedback forms from event attendees are NOT eligible for inclusion as a client testimonial. However, formal testimonials from individual attendees from public events are acceptable. Testimonials from third parties may be considered in exceptional and rare circumstances.

CRITERIA - Part 2

In addition to Part 1, applicants are also required to meet the following Part 2 criteria:

- Evidence of **Eloquence** by way of achievement of a minimum 'average' or 'above average' score from the appointed members of the Accreditation Assessment Panel using the prescribed evaluation form set out in Appendix A following assessment of two full-length presentations submitted as part of the application.^{1, 2, 3, 4}
- Evidence of **Expertise** by way of:
 - Achievement of a minimum 'average' or 'above average' score from the appointed members of the Accreditation Assessment Panel using the prescribed evaluation form set out in Appendix B.
 - Evidence that the applicant has actively maintained or updated their expertise as both a topic expert and speaking professional. Such evidence may take the form of attendance at relevant association and industry events in their field of expertise including attendance at conferences, workshops, study, attainment of qualifications, and membership of associations and other bodies of relevance to the applicant's area of expertise and professional speaking activities.
- Evidence of **Enterprise** by way of:

- Achievement of a minimum 'average' or 'above average' score from the appointed members of the Accreditation Assessment Panel using the prescribed evaluation form set out in Appendix C.⁵

Notes to accompany Part 2 criteria:

1. Two presentations undertaken on two different occasions are required to be submitted for assessment. The presentations may be assessed live in person by a member of the Accreditation Assessment Panel or pre-recorded. The assessed presentations can be in addition to the 25 submitted as part of Part 1. Applications for Professional Member status may be assessed by two members of the Accreditation Assessment Panel.
2. If pre-recorded, the presentations must have been recorded at a genuine client presentation and not be 'staged' for the purposes of accreditation.
3. Pre-recorded footage must be unedited and run from the beginning of the introduction of the speaker through to the speaker leaving the platform where possible. Whilst no minimum duration of presentation is prescribed, the Accreditation Assessment Panel encourages applicants to submit a presentation of between 20 and 60 minutes duration.
4. Pre-recorded footage may be submitted in any easily accessible and viewable visual format including video cassette, DVD and/or online internet-based format e.g. at Vimeo, YouTube, Screencast.com etc.
5. Whilst applicants are encouraged to provide examples of the documents and materials specified in appendix C in hard-copy or electronic format (including links to online information) where appropriate, additional materials that demonstrate the applicant's professionalism and expertise may also be included.

DEFINITIONS AND EXPLANATIONS

For the purposes of accreditation, the following definitions apply:

'Speaking Professional' is defined as a speaker, presenter, trainer, facilitator or master of ceremonies (MC) who personally delivers a minimum of 75% of the material at an event, generally for a minimum of 30 minutes, to an audience of several or more people. The speaker may be booked under their company or trading name, but the person applying for the designation must have delivered the presentation.

'Presentation-related income' is defined as:

- Specific monetary fees paid by a client for the speaker's services.
- Fees earned as a result of public events/sessions provided by the applicant.
- Revenue earned from sales of the speaker's own or others' products, including workbooks, handouts and other material as a direct result of the presentation in addition to a monetary fee.
- Revenue earned from sales of the speaker's own or others' products at the event from payment or orders taken on the day.
- Revenue generated as a result of sales by way of websites, book-stores or any other channel, outlet or media other than a direct presentation are NOT considered 'presentation related income' and are specifically excluded.

'Client' is defined as:

- A company, organisation or individual who provides payment in return for speaking services provided by a speaking professional on an ad-hoc basis.
- Any company, organisation or individual that engages the applicant to provide presentations on their behalf, and/or using a majority of their material on any basis other than an ad-hoc basis, e.g. by way of ongoing retainer or employment agreement, is NOT considered a client for the purposes of accreditation and is ineligible for inclusion in the application.
- One organisation may consist of several different clients where there is a new, independent decision-maker, separate budget, and the corporate structure identifies a group as a separate division e.g.
 - If a National Manager authorizes a series of presentations in several different locations (e.g. a road-show or multi-presentation type event) this qualifies as one client with multiple presentations.
 - If managers in different locations each individually engage a speaker for distinctly different presentations then each manager is considered a different client.

‘Presentation’ is defined as:

- **Keynote address or Plenary presentation** – usually delivered to an entire conference audience and be of 30 minutes to 90 minutes duration.
- **Platform presentation, Break-out session or Workshop session** – usually delivered to a sub-set of conference attendees and generally of 30 minutes to 90 minutes duration or more.
- **Seminar or Workshop** – typically run from half a day to several - often consecutive - days. A seminar will focus more on the speaker with some discussion. A workshop may be more interactive than a seminar, and is likely to involve participants engaging in discussion and some kind of activity. For the purposes of accreditation a multiple-day engagement are deemed to be one presentation.
- **Training Programme** - In a training programme participants learn/are trained in a particular skill, or set of skills, that they should be able to demonstrate and apply at the end of the programme. For the purposes of accreditation at least 75% of the content should be from the speaker personally presenting. For the purposes of accreditation multiple-day training programmes are deemed to be one presentation.
- **Master of Ceremonies engagement** - The Master of Ceremonies (MC or Emcee) generally works with the organiser to make sure a conference or event runs smoothly. They may introduce and thank the speakers, keep the event running to time, provide links between speakers and sessions and be on hand to fulfil any need to keep an event running smoothly. Some, but not all, MCs may also provide some level of ‘entertainment’ as part of their MC duties.
- **After-Dinner/Luncheon/Breakfast address** - usually delivered to an audience of several or more and be of 20 minutes to 45 minutes duration.
- **Public Seminar/Event** – typically (but not necessarily) events the applicant has organized and presented personally. For the purposes of accreditation full details of the event must be provided including the number of attendees, the attendance fee charged and the total revenue generated. The names, email addresses and/or contact phone number of attendees must also be provided to enable follow-up with attendees by the designated assessor, if required, and evidence of payment may also be required on request.

- **Tele-seminars, Webinars and similar activities** – An applicant who derives income from these types of activities must provide evidence of personally delivering a minimum of 75% of the material live and in person (i.e. not pre-recorded or made available to attendees following the live event), generally for a minimum of 30 minutes, to an audience of several or more people. Full details of the event must be provided including the number of attendees, the attendance fee charged and the total revenue generated. The names, email addresses and/or contact phone number of attendees must also be provided to enable follow-up with attendees by the designated assessor, if required. Evidence of payment may also be required.
- **Facilitation** – typically more process focused than content focused. The facilitator is typically responsible for guiding a group through a facilitative process. For the purposes of accreditation at Member level the engagement will be eligible where it meets the definition of ‘Speaking Professional’ i.e. where the presenter personally presents more than 75% of the material or content, and not where the engagement requires the major part of the work to be information gathering from the participants. A person who is facilitating a Planning Workshop, for example, may be unlikely to meet the 75% of material measure. A person who facilitates a workshop in their area of expertise may qualify.
- **Coaching and Consulting Services** are NOT regarded as speaking presentations for the purposes of accreditation and are ineligible for inclusion in the application.

ADDITIONAL INFORMATION

Official Documentation

Two copies of the application form and additional documentation (where appropriate) should be submitted using the official application form available for download at <http://www.nationalspeakers.org.nz/accreditation.html>. Both part 1 and part 2 of the application form must be completed in full as they will be separated on receipt of application and assessed separately. The onus is on the applicant to ensure both parts of their application are complete. Incomplete applications, including those that note ‘information to follow’ will not be accepted. Applications may be submitted electronically or in hard-copy format. Please note: information and materials provided – including DVD footage - will not be returned.

Submission Dates for Applications

Applications shall be accepted during March and September each year. All applications must be received by the Part 1 Assessor with a postage date no later than 31 March or 30 September each year. Applications received after this will be held-over to the next assessment period.

Application Fee

A non-refundable application fee of \$275 (including GST) is payable for Member status applications. Payment may be made using any of the options available for making payments to NSANZ and must be made at the time of, or in advance, of the submission being submitted. Where electronic payment is made, evidence of payment must be provided by the applicant as part of their submission. Applicants who fail to meet the requirements of payment will not be accepted.

Notification of Outcomes

Following the assessment of applications, applicants will be notified of the outcome of their application no later than 30 June or 31 December each year. Applicants who fail to meet requirements will be advised of needed corrections and shall be entitled to re-apply without additional fee at the next application deadline. Corrected or modified applications received after this deadline will be treated as new applications and will require payment of a new application fee. Official notification/recognition of successful achievement, and presentation of any certificate, may be made at a Chapter Meeting.

Accreditation Assessment Panel

The Accreditation Assessment Panel shall be appointed periodically by the National Executive and comprise three financial members of NSANZ each with accreditation designation of not less than Member. At least one member of the Assessment Panel must have attained Professional Member status and where possible, at least one member may have attained Certified Speaking Professional (CSP) status.

As noted above, in order to protect the applicant's privacy, and avoid other members of NSANZ gaining access to information regarding an applicant's clients, earnings and so on, assessment and verification of information provided at Part 1 shall be undertaken by an independent assessor who shall be neither a speaking professional, nor a member of NSANZ. The Part 1 assessor shall undertake the relevant checks of information provided under Part 1 of the application i.e. contacting clients to confirm engagement details and revenues earned and so on, and notify the Assessment Panel of the validity of the information as appropriate.

Part 2 assessment shall be carried out by at least one member of the Accreditation Assessment Panel who is also an accredited member of NSANZ.

Queries and Clarifications

Queries and clarifications regarding any aspect of the accreditation requirements or process shall be dealt with by a member of the Accreditation Assessment Panel. Please contact the National Secretariat in the first instance, who will ask a member of the Accreditation Assessment Panel to contact you. Only information provided by the Accreditation Assessment Panel should be taken as valid and correct. Information provided by any other member of NSANZ, including Chapter or National Executive committee members, should not be relied upon and will be in no way binding on the Accreditation Assessment Panel.

Confidentiality and Code of Conduct

The privacy of the member, and confidentiality of information provided as part of the application process, is of the utmost importance to NSANZ. All members of the Accreditation Assessment Panel are required to maintain appropriate levels of confidentiality and not disclose to any member of NSANZ, other than fellow Accreditation Assessment Panel members, any information regarding information contained in the application, discussion points and/or outcomes. Likewise, the independent Part 1 assessor shall not disclose any information contained in Part 1 of the application to any member of NSANZ unless issues of possible unethical or inappropriate behavior may arise, in which case the assessor shall raise the issue with the key contact on the Accreditation Assessment Panel.

Any applicant or NSANZ member with concerns regarding any breach of confidentiality, or inappropriate behaviour by a member of the Accreditation Assessment Panel, or other individual, should notify the National President directly.

Audit of Applications

In submitting their application for assessment, applicants accept the Part 1 assessor will contact some, or all, of the contacts provided to verify the authenticity of information submitted. Applicants also accept elements of Part 2 of the application may be audited to verify the authenticity of information and material provided.

Exemptions or Variations to Requirements.

Applicants who meet most of the requirements but fall short in a small element or in a way that the requirements do not contemplate may apply for an exemption. Please note exemptions are rare. Applications for exemption must be made prior to the full application being submitted. Full applications should not be submitted until written exemption advice has been received and should be included with the full application or the application will be rejected. The onus will be on the speaker to demonstrate why an exemption should be considered and it should therefore be comprehensive as the decision to accept or reject the application may be based solely on the information provided by the speaker. There is no onus on the Accreditation Assessment Panel to make further enquiries although nothing prevents them from doing so should they choose.

Retention of Status

Once attained, the member may be required to demonstrate the achievement of minimum requirements for retention as determined by the National Executive from time to time.

Official Declarations

In submitting an application for accreditation the member warrants that all information provided by them is truthful and accurate. Applications found to contain false or misleading information, either during the assessment process, or after accreditation has been awarded, shall result in the application being rejected and/or the status being withdrawn, the fee forfeited and the member barred from re-applying for a period determined by the National Executive upon the recommendation of the Assessment Panel. The member may also be required to meet with members of the national Ethics Committee who will follow due process in deciding what course of punitive action, if any, may be taken as a result.

APPENDIX A

[for completion by member(s) of the Accreditation Assessment Panel]

NSANZ prescribed assessment instrument to measure **ELOQUENCE**
under Part 2 of the application

Rating scale	5	4	3	2	1
	Very Good	Good	Average	Poor	Very Poor or Absent
1. First impression/impact					
2. Engagement of the audience					
i) energy					
ii) quality of rapport					
iii) emotional variation: tears, mirth, passion, pathos					
iv) hold attention and interest – range of acts					
v) read and respond to audience appropriately					
vi) attend to all of the audience					
3. Presence					
i) owns the platform					
ii) clothing					
iii) grooming					
4. Message					
i) market appeal					
ii) key points conveyed					
iii) concepts clear					
iv) concepts simple					
v) well illustrated					
5. Storytelling					
i) personal – original					
ii) biographical					
iii) historical					
iv) mythical					
v) relevant					
vi) includes incident – point – benefit (overt/covert)					
6. Questions					
i) used regularly					
ii) relevant					
iii) open ended – Who? What? When? Where? Why? How?					
7. Voice					
i) volume					
ii) cadence, pace variation					
iii) tone inflections					
iv) pauses					
v) authority					

assessment instrument continued overleaf

Rating scale	5	4	3	2	1
	Very Good	Good	Average	Poor	Very Poor or Absent
8. Language					
i) clear language					
ii) jargon free					
iii) colourful vocabulary					
iv) sensory specific (see, hear, feel)					
9. Movement					
i) use of space					
ii) relevant use of gestures and body					
iii) congruent					
10. Stage lighting					
i) appropriate					
ii) enhances presentation					
11. Use of microphone					
i) appropriate					
ii) enhances presentation					
iii) ease of use					
iv) non distracting					
12. use of audio-visual (powerpoint, video, music etc)					
i) appropriate					
ii) enhances presentation					
iii) ease of use					
iv) non distracting					
13. Use of props					
i) appropriate					
ii) enhances presentation					
iii) ease of use					
iv) non distracting					

*Please ensure that an overall assessment is given

A rating of 'average' or 'above average' is needed for a Professional Member

A rating of 'good' or 'very good' is needed for CSP

Any category not applicable shall be excluded from the assessment.

APPENDIX B

[for completion by member(s) of the Accreditation Assessment Panel]

NSANZ prescribed assessment instrument to measure **EXPERTISE**
under Part 2 of the application

Rating scale	5	4	3	2	1
	Very Good	Good	Average	Poor	Very Poor or Absent
Perceived Authority					
Relates the topic to contemporary needs using examples					
Answers questions extemporaneously to the questioner's satisfaction					
Provides varied examples for validity of one's views					
Debates, accepts or overcomes contrary views					
Third parties cite with esteem and respect					
Educator and Interpreter					
Explains the history of the topic comprehensively					
Synthesizes current original research and new thinking in the field. Interprets the work of others for popular understanding					
Translates research into practical insights, tools and skills					
Provides bibliographies of resources other than one's own work					
Affects positive change in behaviour of those who hear the presentation					
Contributor in the Field					
Publishes in periodic literature					
Cited positively by others in conversation					
Has contributed original ideas recognized by others					
Holds copyrights, trademarks, patents					
Has taught, at least part-time, in universities					
Serves as an expert witness					
Has commercially-published books(s)					
Has created products on the specialty/expertise					
Credited with pioneering an idea or technique					
Sought After by Others					
Interviewed in the media					
Clients proactively contact for bookings					
Bureaux readily represent and seek out					
Repeat engagements are common (at least 50 percent)					
Quoted/cited by others in their work					
Appears by invitation on panels, discussion groups					

assessment instrument continued overleaf

Rating scale	5	4	3	2	1
	Very Good	Good	Average	Poor	Very Poor or Absent
Counsellor and Mentor					
Others ask for coaching, mentoring and direction					
Represents a “point of view” or “school of thought					
Used as confidante by peers (not only neophytes)					
Credited by others for their own success and focus					
Asked to be arbiter about disagreements, accusations in his or her field					
Longevity/Consistency					
Has evolved approaches and improved upon past work					
Consistently consider in the forefront of the field during a period of years					
Reinforces current thinking with ongoing contemporary work and examples. Not reliant on the past					
Has added new clients added every year					
Has had a continuing stream of success without interruption					
Public Acclaim					
Has received awards, accolades from third parties					
Has received honors from his or her profession					
Is clearly identified with his or her market or niche					
Is known by reputation and accomplishments					
Works internationally					
Possesses clear and unique brands					
Lifelong Development					
Attends and leads sessions at professional conferences					
Holds advanced educational and/or professional degrees and designations in his or her field					
Belongs to all major trade associations associated with his or her specialty					
Has held trade association and/or professional association leadership positions					
Has an award, approach or technique named in his or her honor					

assessment instrument continued overleaf

Rating scale	5	4	3	2	1
	Very Good	Good	Average	Poor	Very Poor or Absent
Service Orientation					
Contributes financially to the profession					
Boosts constructive alternatives and does not denigrate others					
Provides substantial pro bono assistance					
Chairs or leads community endeavors					
Recognised as an excellent teacher					
Ethics and Character					
Exemplifies the highest degree of ethical behavior					
Attributes clearly and promptly any work by others that he or she utilizes and/or quotes					
Shares credit and acknowledges others in the field					
Is trusted and used as an example					
Admits mistakes and acknowledges errors promptly					
Overall Assessment*					

*Please ensure that an overall assessment is given

A rating of 'average' or 'above average' is needed for a Professional Member

A rating of 'good' or 'very good' is needed for CSP

Any category not applicable shall be excluded from the assessment.

APPENDIX C

[for completion by member(s) of the Accreditation Assessment Panel]

NSANZ prescribed assessment instrument to measure **ENTERPRISE**
under Part 2 of the application

Rating scale	5	4	3	2	1
	Very Good	Good	Average	Poor	Very Poor or Absent
Speaker marketing package					
Other marketing materials					
Business stationery					
Products					
Evidence of appropriate business practices such as insurances					
Contracts or agreement documents					
Website					
Fee schedules					
Newsletters					
And any other evidenced to demonstrate the quality of the applicant's business professionalism, acumen, and skills.					
*Overall Assessment					

*Please ensure that an overall assessment is given

A rating of 'average' or 'above average' is needed for a Professional Member
A rating of 'good' or 'very good' is needed for CSP

Any category not applicable shall be excluded from the assessment.