

THE NATIONAL SPEAKERS ASSOCIATION PROUDLY ANNOUNCES THE

Certified Speaking Professional

D E S I G N A T I O N

What is CSP? The Certified Speaking Professional designation, established in 1980, is the speaking industry's international measure of professional platform skill. CSP is conferred by the National Speakers Association (NSA) only on those accomplished speakers who have earned it by meeting strict criteria. The letters CSP following a speaker's name indicate a speaking professional with proven experience who understands what is required and knows how to deliver client satisfaction.



Why Should You Hire a CSP? It will make your job easier! The success of your meeting will be judged largely on the caliber, professionalism and appropriateness of the topic and presenter(s) you select. Choosing a CSP maximizes your opportunity of providing a speaker with a message that will focus, elevate and enhance the mission of your meeting and stick firmly in the memories, attitudes and action plans of your attendees.

How Many CSPs Are There? Less than 8% of NSA's 3700+ members hold this professional designation.

**Comments
from Those
Who Hire
Speakers:**

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CSP is an insurance policy toward the meeting planner's success. The CSP designator is a qualifier in the mind of the astute planner.

Brad Plumb
North American
Speakers Bureau, Inc.

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*I am a CMP (Certified Meeting Professional). I believe strongly in designations. It says **you** are committed to the profession. When I have equal speakers, I will take the CSP first over the non-CSP. Yes, CSP does make a difference in selecting speakers.*

Betty E. Garrett, CMP
Garrett Speakers International

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You know they (CSPs) have achieved a certain discipline that puts them in a category all their own... they have passed the test of longevity; they have proven themselves. It makes a difference today and will continue to make a difference in the meeting planning industry.

Marolyn Wright
Program Resources

What Benefit Does a CSP Bring to Your Meeting? A CSP brings a proven track record of continuing speaking experience and expertise. CSPs are committed to ongoing education, outstanding service and ethical behavior. CSPs offer wide varieties of approaches, topics and styles. Only you can determine which speaker will best fit your needs. A Certified Speaking Professional provides a solid place with which to begin your search.

What Are the Criteria? Every CSP must...

- Maintain membership in NSA and subscribe to its Code of Professional Ethics.
- Serve a minimum of 100 different clients within 5 years.
- Present a minimum of 250 professional speaking engagements within this same 5-year period.
- Submit testimonial letters from clients served.
- Submit professionally prepared promotional materials.
- Receive excellent ratings from past clients on professional performance evaluations.
- Continue education in the professional speaking field through NSA's many educational programs.

The Association: The National Speakers Association is an international association of more than 3700 members dedicated to the art and value of experts who speak professionally. For more than 25 years, NSA has provided its membership with resources and education designed to enhance business acumen and impact through programming that helps audience members and organizations positively address the way they work and live, change and adapt, compete and lead, prosper and perform. The CSP certification is NSA's indication that you are booking a committed professional who has a history of success with many audiences.

**Comments
from Those
Who Hire
Speakers:**



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When I have a choice of a speaker who is a CSP or not, I will select the speaker who is a CSP.

Michelle Lemmons
International Speakers Bureau, Inc.

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I always consider the CSP designation the hallmark of professional excellence. The CSPs that we have selected have never disappointed our audiences.

Barbara S. Sadek
The Society for Human Resources Management

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It's truly an indication that a speaker has achieved a higher level of professionalism. It's something we look for first. I reduce my risk by hiring someone with a CSP.

William Bess
Mfgs. Representatives of America

N A T I O N A L S P E A K E R S A S S O C I A T I O N

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