



Sunday December 6



Chapter Leadership (830 am - 11:45 am)

David Gouthro, CSP and Peri Shawn

Peri and David will show you chapter tools and resources to help save you and your chapter board members time and energy. Chapter's best practices and CAPS National Direction will also be shared.

Note: Open only to incoming and current chapter board members.

Pre-Convention Workshop (1:00 pm - 4:30 pm)

Terry Brock, CSP

Get the information you need to move your speaking, consulting, coaching and writing business into full gear. Discover innovative, fun technologies along with time-honoured marketing principles which can help you gain a competitive advantage in today's economy. Terry Brock comes to this CAPS' Pre-Convention special workshop to give you a marketing overhaul abundantly seasoned with fun, laughter and learning. Topics to include:

- Social Media Marketing
- Skype for Business
- Video on the Net
- Podcasting
- Your Marketing & Technology Questions



If I Can Do It, So Can You: How to Earn Your CSP (4:30 pm - 5:30 pm)

Michael Bayer, CSP

This will be an interactive workshop based on own experience as I journeyed to my CSP. You will be inspired to change your thinking from "*I want to start working on my CSP*" to "*I am working on my CSP.*" With the use of tools supplied by NSA, you will learn how to set your business goals so you earn your designation in minimum time. When you have the goal firmly placed in your mind, it changes the way you approach your business and makes you realize the things you need to do to achieve your goal.

If you want to earn your CSP but it just seems overwhelming? Join me in this session and I will walk you through the process and show you how simple it really is. I will share the system I use that shows you exactly where you are and what you need to do to qualify. You may be closer than you think! At the end of this workshop , you will:

1. Understand the the CSP requirements
2. Understand the application process
3. Have a process that makes it easy

First Timers Welcome Orientation (4:30 pm - 5:30 pm)**Patricia Katz and Randall Craig**

The first-timers session is for our newest attendees, but will be of interest to all who are looking to get more out of their CAPS convention investment. Begin the networking process in a structured environment, find out how to connect with the movers and shakers, and learn how experienced convention-goers use their time. The session will also feature an open Q&A.

**Opening Reception, Ceremonies & Sessions (5:30 pm - 10:30 pm)****Paul Huschilt's Incomplete History of CAPS****Paul Huschilt, CSP**

A moment to review CAPS' illustrious past, followed by a quick look ahead.

A Magical Interlude**Robert Wong**

Robert tackled his first "Abracadabra!" after watching a magician performed on TV. Wong began reading and practicing magic, and hasn't stopped since. After years of performing magic on the side and working a variety of jobs, including stints as a fitness instructor, disc jockey and salesman. It was a visit to the hospital for a stress-induced health crisis that forced him to re-evaluate his true calling and make the move to magic. These days, he spends his time conjuring up amazement for his corporate clients using magic as a visual aid to entertain, educate and empower.

**Opening Keynote - Exploding Soda & Flying Potatoes: How to Create Unforgettable Learning Experiences that Spread Like a Virus****Steve Spangler, CSP**

Whether you are educating kids, customers or employees, getting ideas to stick and spread like a virus is the key to turning ordinary events into unforgettable experiences. Steve Spangler will show you how to create your own contagious learning experiences... but watch out for the flying potatoes.

The O'Shea Report: Change 180**Kris and Tim O'Shea**

In their one of a kind keynote, "Change 180," Tim and Kris O'Shea take you on a hilarious journey through the ups and downs of the fast-paced, constantly changing world we all live in. Packed with humor, fun, and a message that is timely and relevant, The O'Sheas help you deal with



change with a fresh, new perspective.

This program will teach you absolutely nothing about the speaking business, but at the end, you will think it's funnier.

Monday, December 7

* **Advanced Speakers Sessions**

* **Emerging Speakers Session**



Closing Keynote - In Pursuit of More!

Colleen Francis

6 Steps to more Leads, More Sales, More Spin-off, and Big Money...in any economy

Do you wonder why some speakers suffer while others thrive? Or why some are busy making more money year after year, while others have yet to cross the six figure barrier Using her real life business experience no-holds-barred focus on results, Colleen will share her experience of what it takes to grow your speaking business rapidly and consistently regardless of the market and will demonstrate the six revenue streams all speakers must have to grow their business past 6 figures and into a Million Dollar Business. With the strategies and tactics Colleen presents, you'll learn how to sell more speeches in less time, at a higher profit.

Implement the nine new rules of high performance speaking to reduce sales cycles by 30%; learn how to increase repeat business and add-on business; learn to use the fine line between persistence and stalking to achieve an instant 80% increase in call-back ratios; leverage six streams of income profitably; and increase your average contract size by 46% by moving your clients from merely satisfied to emotionally connected.



Things You "Otter Know - Nabil Doss

Keynote - Do What You Are

Marc Andre Morel, CSP

From going back to the basics to getting a different perspective on what we do and who we are, this intimate moment shared with Marc Andre Morel will hopefully trigger a more appropriate sense of direction for ourselves, a better focus and increased confidence and inspiration. Getting back to the core is the number one sport of every champion. Are you really giving it your best on the platform? Are you playing your own game?



Concurrent Sessions (10:50 am - 12 noon)



Selling from the Platform without the Slime *

Steve Schumann

Whether you're looking to sell products, coaching or consulting services, or your next program, you'll leave this session prepared to achieve levels of success you've never experienced before. In this working session you'll learn to integrate key elements of the Three Whys (?) Sales Success System into your presentation so

that your clients look forward to buying from you and you look forward to making the presentation. The system allows you to use your words and style to present messages that fit seamlessly into your content and create an environment where customers want to buy what you have to sell.

Rising Stars Under the Microscope (Part 1)

Kit Grant, CSP, HoF; Warren Evans, CSP, HoF; and Jane Atkinson

Representatives from CAPS Chapters will offer their talents and a few minutes of their best stuff on stage with feedback from a panel of prestigious and experienced authors and speakers. Come out to meet and hear these new speakers!



Your Moolala: How to Make Your Money Work for You ***Bruce Sellery***

Smart people often do very dumb things when it comes to their money. Despite intelligence, education and success in other areas of life, many speakers are sub-optimizing their investment decisions, leading to high levels of stress and poor results. This presentation is designed to inspire speakers who want to get a handle on their money to live the life they want. This independent perspective is unique in that most seminars are held to win clients or sell mutual funds. Bruce Sellery is an objective, independent voice; a veteran financial journalist and speaker with a passion for people taking on a new level of accountability with their money. At the conclusion of this presentation, Bruce will be able to:

- Identify the key mistakes that are preventing you from making the most out of your money.
- Create a simple plan to correct those mistakes quickly, and without turning you into a personal finance hobbyist.
- Get clarity on what you need to know and what you don't, to enable you to make more informed choices about your money.
- Become more confident in asking questions about money, and removing the taboos that surround it.

Social Media: The New Front Door to Your Business

Gustavo Garcia

Learn About Web 2.0 and how it is changing the way we communicate. The internet is organizing itself into communities using Social Media and your brand is becoming more than just what you advertise - it is a collection of the conversations that are taking place on Facebook, Twitter, LinkedIn, etc. Social Media is democratizing information and giving power to citizen marketers. It is subverting traditional media and posing fundamental new challenges for entrepreneurs. This presentation will help you understand and navigate through the new world of communications to reach more customers, keep them loyal, and drive more business.



Balancing Parenting and Marriage with a Speaker's Travel Schedule (Panel Discussion)

Moderator: Linda Edgecombe, CSP

Panel: Rhonda Victor; Darci Lang; Jeff Mowatt, CSP, Chloe Edgecombe and Judy Arnall

As a spouse or parent who travels, how do you deal with the BIG issues of post-trip-energy, guilt and child-care? Whether you're married, raising kids, or pondering becoming a parent, it can feel like you're always dropping the ball.

In this straight-talkin' panel discussion you'll hear the truth from colleagues: what's worked, what's flopped and what they still stress about. Hear best practices and ask your burning questions in a supportive and non-judgmental forum.

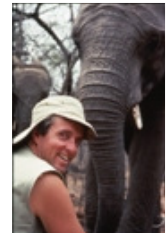
We talk about the stresses of money and marketing...now let's get real about marriage and parenting under the influence of a speakers travel schedule!

Luncheon General Session (12:10 pm - 1:50 pm)**Things You "Otter" Know - Terry Pithers****Paul Huschilt's Low-Budget Instant Replay**
Paul Huschilt, CSP

An unofficial look at what happened at the conference so far.

A little Sex, a little Adventure, and a bit of Passion**Brian Keating**

Please excuse the title, but it's all true. This is a fascinating look at the inner workings of the Calgary Zoo that make working there one remarkable experience. Brian Keating will take you on an adventure that only he can tell, because he was there, watching and filming, right in the thick of things. By persistence, good planning and plain old dumb luck, Keating happened upon more than you'll bargain for during this sometimes humorous, often profound, and highly personal presentation.

**Concurrent Sessions (2:20 pm - 3:30 pm)****FIZZ 101: How to Turn Cocktail Napkin Ideas into Products that Really Sell****Steve Spangler, CSP**

You need products that fizz, bubble and erupt into a new revenue stream... and Steve Spangler will teach you how to create products that will have your audiences buzzing with excitement. Every speaker has product ideas, but even the best ideas don't jump off the cocktail napkin and sell themselves. Steve will show you his secrets for creating products that produce multiple streams of income. Learn how to turn simple ideas into great products without spending a fortune. Uncover the secrets to non-traditional product development, cost-effective packaging and viral marketing ideas that are guaranteed to improve your bottom line.

**Myths, Realities, and the Business of this Business****Warren Evans Unplugged. *****Warren Evans, CSP, HoF**

Since 1977, Warren has walked most of the paths available. He's made just about every mistake possible; some of them several times.

He's also been involved at the international level in both the speaking and training industries, and is widely respected as someone with a deep understanding of our business.

Well known for his unvarnished truths, blunt realities, and irreverent humour, Warren will share what he's learned about how success in this business really happens. He'll talk about fees, bureaus, content, marketing, and the global market.

This presentation has won rave reviews at speaker meetings in numerous countries.

Michael Kerr CSP HoF says "I've seen this several times, and it ought to be mandatory viewing for every member of our Global Federation!"

This is one you don't want to miss!

Play Just for the Sake of Playing and Having Fun

Robert Manolson

Get ready to Re-Charge, Re-Juvenate, and Re-Energize. Personal cheers, smiles, laughter and fun are abundant!

Play just for the sake of playing and having fun. Be surprised how easy it is to lose yourself in the laughter and interactions as you move from one game to another. We'll play active and not-so-active games, in small groups and large groups. We'll change roles, pretend, take risks, try something new, trust, and be trusted. Experience the sheer magic of playing together.



So, You Know You Need a Book... Now What? *

Clint Greenleaf

You've heard from many people that as a speaker and business owner you need a book, but what publishing model should you use? There are four basic options (traditional publishing, self-publishing, new technology and independent publishing) for authors, each with its own set of pros and cons. This session will explain the industry and give tools to make an informed decision. By attending this session you will: 1. Understand and evaluate the four basic publishing options 2. Learn the keys to success of each option 3. Get insider information to avoid publishing pitfalls.

A Global Perspective on Speaking (Panel Discussion)

Susan Luke, CSP; Phillip Van Hooser, CSP, CPAE; Lindsay Adams, CSP; Paul du Toit, CSP and Betty Cooper

If you are interested in speaking internationally, you'll want to be at this session. Our panel of experts, includes Paul du Toit, CSP from South Africa, Lindsay Adams, CSP & GSF President from Australia, Phillip Van Hooser, CSP, CPAE and NSA President from the USA, and Betty Cooper from Canada. Moderated by Susan Luke, CSP, our panel will discuss the pro's and con's of international speaking, what to be aware of when working in another country, what works and what doesn't in a country different from your own, how to manage your time and resources, and the glamorous and the not-so-glamorous sides of traveling and speaking internationally.



Tuesday, December 8

- * **Advanced Speakers Session**
- * **Emerging Speakers Sessions**

Morning In-depth Session (8:20 am - 10:00 am)



The Findability Formula, the Easy, Non-Technical Approach to Search Engine Marketing * **Heather Lutze**

To succeed in any business, you have to attract the right customers and persuade them to buy. But on the Internet, people only see what the search engines point to, and competition for top spots is fierce. So how do you ensure that your business gets found when prospects are searching for solutions? Your head will be buzzing with new ideas and a greater understanding of how search engines find you, including what tangible steps you can take to direct a successful online marketing campaign. This session will give attendees tools and immediate take-to-work strategies for their websites.

Homegrown Humour: Prospecting Your Past for Story Treasures **Craig Harrison**

You've got stories! Learn to prospect your past for humorous personal stories you can use in keynotes, as ice-breakers, and within training, coaching and consulting. Identify universal truths within your stories from childhood, matriculation and past work experience to share through story from the platform, classroom or virtually.



- Identify past experiences of your own you can craft into stories for maximum impact
- Learn formats for telling your tales and truths to connect deeply with listeners
- Finally let go of OPS (other peoples' stories), including the Lighthouse and Starfish stories!



Passive Income Strategies: Why Speak When You Can Simply Collect **John Estrella**

Discover how to build products and gain international exposure while generating passive income. Join Dr. John A. Estrella as he shares his personal experience in selecting the correct business partners, defining the target markets, identifying the products and setting up the royalty structure.

Despite his success, he made several mistakes in his quest for passive income. He will show you the downside of going into the wrong market, and the potential losses for incorrect product identification and lopsided royalty structure. At the end of session, you will walk away with product ideas and strategies that can augment your speaking business.

The Totally Organized Professional Speaker * **Brian Lee, CSP**

Master 21 practical "how to" techniques and insights to thrive on the never ending "sell-and-deliver-or-die cycle" of professional speaking. This is a unique opportunity to simultaneously increase productivity, improve sales results, enhance presentation dynamics, and feel a sense of control for your time and life.



How to Get Booked by Standing Out - the Strategy of Getting Clients to Call You **Robert Bradford, CSP**

In a highly interactive how-to session, Robert will demonstrate the way to re-position yourself and your topics to get more clients calling you. In this session you will learn how to identify where the money is in your market, position yourself to attract the attention of meeting planners, and create an "island of profit" that will sustain your speaking business in good times and bad. Find out how Robert's approach has made his clients billions – and how it can work for you!

Concurrent Sessions (10:30 am - 11:40 am)

Multiply Your Website's Results

Kathy Shworak

Is your website a money-pit? Can any of us afford to throw money away? Kathy demonstrates how you can be misled by your website results and where you may be investing your time on the wrong website activities. This interactive workshop will help you or your support staff get more bang for your buck out of your website. You'll see how to achieve up to 9 times more impact to your bottom line by focusing your energies on the right website activities. Selected websites from those attending the session will be highlighted.



Shift to Paid Speaking (A Blueprint) *

Linda Edgcombe, CSP

Join award winning speaker and author, Linda Edgcombe for an informative, shoot from the hip, tell it like it really is presentation on building your presentation skills so anyone who sees you, will not only recommend you, they'll bring you back. Linda will demonstrate how a story evolves and how to mine the humour out of almost any situation. She will use examples of topics and how those are spun to become marketing winners.

In small groups participants will work together to walk away with one 'a-ha', on a story they are currently using. We will examine successful marketing samples-websites and hard copy marketing products.

Rising Stars Under the Microscope (Part II)

Kit Grant, CSP, HoF; Warren Evans, CSP, HoF; and Jane Atkinson

Representatives from CAPS Chapters will continue to offer their talents and a few minutes of their best stuff on stage with feedback from a panel of prestigious and experienced authors and speakers. Come out to meet and hear these new speakers!



How to Write Marketing Copy That Sells... Your Products and Programs

Steve Slaunwhite

Want to fill more of your seminars, teleclasses and other events? Or sell more of your audio programs, special reports and other information products online? The surest way to do that is with persuasive marketing copy. In this fast-paced session, internationally-acclaimed copywriting expert and bestselling author, Steve Slaunwhite, walks you through the simple process of creating amazingly-effective marketing copy. Use any of Steve's easy-to-master techniques and formulas when composing your next letter, email

or website landing page and you can double, or even triple, your online sales.



The Truth Behind the Fiction *(Only for CSPs and CSP Candidates)***David Gouthro, CSP**

In this fast-paced, highly interactive session, you will explore opportunities to leverage your CSP designation and share what really works amongst your professional colleagues. Discovering and creating new ways to expand the revenue pie for professional speakers will be our noble mission! Honest conversation, proven techniques and daring new ideas will be served up by all who attend. Come and share the dirty (okay, not so dirty) little secrets that will help us collectively be more successful! If you can afford to miss this presentation, we want YOU!!!

Luncheon General Session (11:50 am - 1:50 pm)**Things You "Otter" Know - Andrea Holwegner****More Things You "Otter" Know - Stephen Hammond, CSP****Paul Huschilt's Low-Budget Instant Replay****Paul Huschilt, CSP**

An unofficial look at what happened at the conference so far.

Keynote - Six Pixels of Separation: How Marketing Connects in A Digital World**Mitch Joel**

Companies still struggle to understand online marketing as a new generation of digital opportunities unfolds. Consumers have never been so powerful. Consumers have never been so connected. Mitch Joel unravels the fascinating world of New Media, Consumer Generated Content and Social Media.

Learn how these marketing touch points are creating conversations where the results are staggering and loyalty is off the charts. Words like Social Media and Web 2.0 control every boardroom discussion in relation to growing market share and new Marketing opportunities. Learn how to take part in these communities and conversations.

**Meet the Experts (2:20 pm - 3:20 pm)****Hosted by Jeff Mowatt, CSP**

A great way to gain a whole lot of knowledge in a very short time. Join Jeff as he leads you through this information-packed session from your choice of 29 experts. There will be two rounds of 20 minutes each.

Closing Ceremonies and Keynote (3:30 pm - 4:05 pm)**Closing Keynote - Challenge. Distance. Discovery.****Ray Zahab**

Ray's story chronicles the true-life eight-year journey from quitting smoking to dipping his hands into the Red Sea after crossing the continent of Africa. The path chosen, the risks taken in pursuit of a dream, and the resulting gift of awareness and knowledge of so many of life's complicated questions. His journey extends well beyond any physical or mental test. It was a journey of not only self-discovery, but a journey of appreciation of others and their management of their circumstances, as well as unimaginable social, cultural and environmental issues.

Ray Zahab's story has so many lessons learned and shared. Lessons that span hard life decisions, taking risks, believing in ones self, courage, compassion and the unexpected rewards that life and change can bring.

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