



PROFESSIONAL  
SPEAKERS  
AUSTRALIA  
CONVENTION 2021

# SPONSORSHIP & PARTNERSHIP PROSPECTUS

FRIDAY 12 – MONDAY 15 MARCH, 2021

**SHIFT**  
2021

Heart and Solutions FOR  
your Speaking Business

🖱️ [2021.psaconvention.com.au](https://2021.psaconvention.com.au)

# CONTENTS

|  |    |
|--|----|
| <b>WELCOME</b>   | 3  |
| <b>WHY SPONSOR OR PARTNER?</b>                               | 4  |
| <b>ABOUT PROFESSIONAL SPEAKERS AUSTRALIA</b>                 | 5  |
| <b>WHAT WE DO</b>  | 5  |
| <b>NEEDS OF PROFESSIONAL SPEAKERS</b>                        | 6  |
| <b>THE SPEAKING INDUSTRY IN AUSTRALIA</b>                    | 6  |
| <b>ABOUT PROFESSIONAL SPEAKERS AUSTRALIA CONVENTION 2021</b> | 7  |
| <b>SUMMARY OF SPONSORSHIP OPPORTUNITIES</b>                  | 8  |
| <b>SPONSORSHIP OPPORTUNITIES &amp; INCLUSIONS</b>            | 9  |
| DIAMOND SPONSOR  | 9  |
| PLATINUM SPONSOR   | 9  |
| GOLD SPONSOR   | 10 |
| SILVER SPONSOR   | 10 |
| BRONZE SPONSOR   | 10 |
| ADDITIONAL SPONSORSHIP OPTIONS                               | 11 |
| KEYNOTE SPEAKER SPONSOR                                      | 11 |
| <b>PARTNERSHIP OPPORTUNITIES</b>                             | 11 |
| STRATEGIC ALLIANCE PARTNERSHIP OPPORTUNITIES                 | 11 |
| <b>SPONSORSHIP &amp; PARTNERSHIP EXPRESSION OF INTEREST</b>  | 12 |

Professional Speakers Australia is offering Sponsorship & Partnership packages for the **Professional Speakers Australia Convention 2021** a four-day online event from the 12 to 15 March 2021. You are warmly invited to be part of a most refreshing celebration and feast for the senses. Daring to be different with enticing experiences, as we push the boundaries to ignite speaking from the **heart** and nurturing a business with **soul**.

Our Annual Convention is one of the largest gatherings of professional speakers and business owners. The combination of the hugely successful speakers has our delegates extremely excited. And in 2021, we'll not only have a large Australian audience, but also a contingent from more countries than ever before. We will be using the Event Air online platform.

This is shaping-up to be like no other event we have held previously.

## Why Should You Join SHIFT 2021?

### **STIMULATED:**

This year, convention will look different. It will be a stellar 4-day virtual event showcasing the marvels of different online experiences and a gathering of world-class speakers. Sponsors will be an integral part of the online experience with access to our members and guests.

### **INSPIRED:**

With the events and speaking industry under pressure in 2020, there is no greater time to gather, be guided and equipped to shift gears for the success of the speaking industry 2021, and beyond. Our sponsors will offer value, products and services that will help our speakers to keep abreast with the new landscape.

### **REFRESHED:**

The latest trends in this hybrid world of presenting, the hottest topics that are helping clients in a post-pandemic world and joy and inspiration to nourish delegates for the year ahead.

### **ENGAGED:**

Join with a giving community of professional speakers, who require products and services just like yours. The conversations, camaraderie and support that our community has, is an ideal time for your business to be part of.

Everything about this event will be centred around how the speaking industry is now operating in a very different world. We invite you to offer our delegates an experience through your offerings, but also help our delegates pay that forward to others through their vast networks.

We have a limited number of opportunities that include dedicated spotlights on your product, technology, or service. **Becoming a Sponsor or Partner** will give your organisation access to a powerfully influential audience, who are not only decision-makers themselves, but regularly influence, inform and inspire other decision makers with their message. Becoming a Sponsor or Partner is an excellent way to connect with and spread your message to experts who speak and to help them lead their speaking business in this changing landscape.

The following pages outline some unique, high exposure opportunities for our 2021 Sponsors & Partners.

Contact our **Sponsorship Co-ordinator Lisa Evans** [lisa@speakingssavvy.com.au](mailto:lisa@speakingssavvy.com.au) to discuss how we can allocate or customise your Sponsorship or Partnership package to ensure you get the greatest value as soon as possible.

We look forward to speaking with you soon.

# WHY SPONSOR OR PARTNER?

If speakers, performers, trainers, and facilitators are your target market, then **Professional Speakers Australia** offers you direct and trusted access to that audience.

This is a prime opportunity to engage with and market directly to business owners who speak to market their business or their message. There are numerous opportunities at the event and significant **promotion to over 2000** members, potential members, and previous guests. In addition to our local audience, the Convention is promoted throughout the world to the **tens of thousands of members of our Global Speakers Federation (GSF) partner associations from more than 20 countries.**

1. So whether you are after local, regional, or global exposure, this is the event and this is the year to get involved.
2. Permission will be granted as a Sponsor to connect with delegates who opt-in to lead generation activities following the event.
3. Sponsorship is one of the lowest cost per lead of any marketing activities that an organisation can employ to access and build relationships with their target market.
4. Sponsoring is quality time to connect with professionals who are leaders in their field of expertise and who are constantly asked for referrals to quality, reliable suppliers.
5. Various levels of opportunity are presented in this document which will allow your brand to benefit from the relationships that will be built with the delegates and the wider community of professional speakers throughout Australia and overseas.



Media Stable is extremely proud to be a part of PSA Convention and look forward to many years to come. Last year I described I had found my tribe, now I feel I am part of the village, it truly is a unique opportunity to develop as a speaker, a business and a person."

Nic Hayes, Managing Director  
MEDIA STABLE

*Diamond Sponsor  
2019 & 2020*



# ABOUT PROFESSIONAL SPEAKERS AUSTRALIA

Professional Speakers Australia (PSA) is the organisation that supports experts who speak in Australia. We are the experts who inform, inspire, and influence from the platform, and together we help each other build on speaking competencies and continually develop our speaking businesses.

Our mission is to recognise and promote excellence in public speaking through professional development and networking.

Established in 1987 (as National Speakers Association of Australia), **Professional Speakers Australia** is the industry peak body for presenters who professionally inform, inspire and influence through the spoken word.

We exist to develop, promote, and uphold the highest possible standards for the benefit of both our members and the public they serve.

The organisation was a founding member of the **Global Speakers Federation** (GSF, [www.globalspeakers.net](http://www.globalspeakers.net)) including one of the organisations that can certify and grant the international Certified Speaking Professional (CSP) designation.

Any person who has an interest in the speaking industry – whether speaker or supplier – is eligible to attend the Professional Speakers Australia Convention and may also apply to become a **Supplier, Professional Member or Certified Speaking Professional**.



## What We Do

The purpose of **Professional Speakers Australia** is to ensure the standard of excellence in the profession of speaking and to promote professional speaking through:

- A belief in and adherence to the highest standard of ethics
- Demonstrated professional competence
- A commitment to continuing development of expertise and knowledge
- A responsibility to clients and to the professional services we provide
- Regular meetings in major cities around Australia and Annual Convention
- Professional Development Workshops
- Professional Designation
- Industry-wide & member-only discussion areas
- Industry cooperation for exclusive member only benefits
- Voices of Experience audio program
- Platform Professionals® Summits (for CSP and high-income speakers)
- Membership of Global Speakers Federation with reciprocal rights internationally
- Networking with experts and peers
- Opportunities for mentoring through developing professional relationships
- Code of Professional Conduct

## Referral Opportunities

Our members are constantly referring suppliers of products and services to their own network of clients and colleagues.

# ABOUT PROFESSIONAL SPEAKERS AUSTRALIA

## Needs of Professional Speakers

Professional speakers spend much of their business life on stage, presenting online, and meeting with clients. They are leaders in their fields of expertise and require up to date and reliable equipment, software, presentation materials, and apparel.

Most are also business owners, so Professional Speakers Australia members regularly require:

- Professional Services
- Insurance, Superannuation & Legal
- Professional Clothing & Styling
- Photography & Videography
- Design & Online Management Services
- Hardware/Software/Service Technology
- Advertising & Marketing
- Digital & Printed Collateral
- Telephone & other Communication items
- Office Equipment & Consumables
- Book Publishing Services
- Legal & Intellectual Property Advice
- Outsourcing & Virtual Assistants

## THE SPEAKING INDUSTRY IN AUSTRALIA

Before our association was established over 30 years ago, organisations may have hired a speaker who had the knowledge but not always the ability to present in an engaging and entertaining manner.

Over the years we have supported, educated, and grown the professional speaking profession throughout Australia and are now a highly recognised and professional association.

The increasing pace of change, the heightened sophistication of audiences and the focus on achieving results, led to the demand for a better answer and a new role was created; that of a professional speaker. A role to be filled by someone who can **present information of interest**

**and value in an interesting and valuable way**, across diverse formats including Keynotes, Plenary, Workshop, Webinars, Breakouts, Public Events and MC/Hosting roles.

Now, every day in Australia at hundreds of events, ranging from corporate conventions and multi-national conferences to smaller team sales meetings and service group events, professional speakers go about their business of sharing their experience, by presenting ideas, information, views and values. Over the past ten months, our members have had to learn and develop their skillset to be able to deliver their content and value in the online space.

# ABOUT PROFESSIONAL SPEAKERS AUSTRALIA CONVENTION 2021

- ★ **4 Day Online Experience via the Events Air platform**
- ★ **Keynotes, Masterclasses and Workshops**
- ★ **12 to 15 March 2021**
- ★ **400+ expected delegates**
- ★ **50+ speakers**
- ★ **Convention website [2021.psaconvention.com.au](https://2021.psaconvention.com.au)**
- ★ **Multiple sessions and events including our Gala Awards Event**
- ☆ **Friday 12 March 2021  
Pre-Convention Workshops & Convention Opening**
- ☆ **Saturday 13 & Sunday 14 March 2021  
Main Convention Sessions**
- ☆ **Monday 15 March 2021  
Post Convention Workshops**

The ultimate annual event where aspiring, experienced, and legendary Professional Speakers alike, come together to network and learn from the best speakers in Australia and from around the world. Keynotes, workshops, masterclasses and other unique events will be held across the four days via a sophisticated online platform.

On Friday and Monday, we have a series of pre- and post-Convention workshops and events that will provide a deep dive learning experience. These in-depth, intensive sessions will deliver great information to assist in developing and maintaining presentations at the leading edge, understanding the new landscape of our changing world, and building a profitable speaking business despite all the challenges we have all faced.

The Opening Ceremony will be held on Friday evening (Sydney time) and will be followed by a welcoming, networking function. For Certified Speaking Professionals there is the Platform Professionals® stream on Friday where a range of topics and information relevant to those speakers will be discussed and shared.

**Professional Speakers Australia Convention 2021** will be full of practical ideas you can apply to your business, opportunities to connect with key people in the industry and a much needed time to connect with other Professional Speakers Australia members.



# SUMMARY OF SPONSORSHIP OPPORTUNITIES

| SPONSORSHIP INCLUSIONS:   | DIAMOND SPONSOR<br>\$20,000 +GST<br><del>1 AVAILABLE - SOLD</del> | PLATINUM SPONSOR<br>\$7,000 +GST<br>2 AVAILABLE | GOLD SPONSOR<br>\$4,000 +GST<br>3 AVAILABLE | SILVER SPONSOR<br>\$2,000 +GST<br>3 AVAILABLE | BRONZE SPONSOR<br>\$900 +GST<br>10 AVAILABLE |
|---|---|---|---|---|--|
| Sponsor specific acknowledgement on the Professional Speakers Australia website   | ✓   | ✓   | ✓   | ✓   | ✓  |
| "Proud Sponsor of PSA Convention 2021" logo for use on your marketing material  | ✓   | ✓   | ✓   | ✓   | ✓  |
| Sponsor rights of the Gala Awards Event (Saturday)  | ✓   |   |   |   |  |
| Sponsor rights of one Premium Convention event<br>1. Platform Professionals® Summit (Friday)<br>2. Opening Evening Networking Function (Friday)   |   | ✓   |   |   |  |
| Professional 60 second promotional video to be shown prior to the main convention sessions  | ✓   | ✓   |   |   |  |
| Sponsor rights of a breakout room   | 1   | 1   |   |   |  |
| Sponsor rights of a breakout session  |   |   | 1   |   |  |
| Exclusive marketing opportunities during 2021:<br>• Webinar / Interview with the PSA President<br>• Interview transcript extracts in 3 x monthly PSA President Newsletters/Blogs<br>• Sponsorship page on the PSA website | ✓   |   |   |   |  |
| Continuous digital advertising before and during the event, including the event program and social media  | ✓   | ✓   | ✓   | ✓   | ✓  |
| Online Marketplace Premium Position<br>Including photos, documents and live Q & A   | 1   |   |   |   |  |
| Online Marketplace  |   | 1   | 1   | 1   |  |
| Option to add an item or gift to the delegate bag   | 2   | 2   | 1   | 1   | 1  |
| Delegate registration for all events and sessions   | 2   | 1   |   |   |  |
| Ticket to the Gala Awards Event   | 2   | 1   | 1   |   |  |
| Connect with delegates who opt-in to have details provided to Sponsors (after the event)  | ✓   | ✓   | ✓   | ✓   | ✓  |
| First right of refusal for Sponsor position for Professional Speakers Australia Convention 2022   | ✓   | ✓   | ✓   |   |  |



# SPONSOR OPPORTUNITIES & INCLUSIONS



## DIAMOND SPONSOR

**\$20,000 +GST** ~~1 AVAILABLE~~

- Diamond Sponsor acknowledgement, organisation name, logo and 200-word profile on the Professional Speakers Australia website
- Provided with the "Proud Sponsor of PSA Convention 2021" logo for your use
- Sponsor rights of the Gala Awards Event
- Promotional 60 second video to be shown prior to main convention sessions (multiple showings to be included)
- Sponsor rights of a online breakout room
- Exclusive marketing opportunities during 2021:
  - Webinar / Interview with the PSA President
  - Interview transcript extracts repurposed in three, monthly PSA President Newsletters and/or Blogs
- Recognition in the digital marketing before and during Convention
- Premium Online Marketplace to exhibit and interact with delegates
- Option to add items or gifts to the delegate bag
- 2 x Delegate registrations for all events and sessions
- A contact list of delegates who opt-in to have their details provided to Sponsors
- First right of refusal for an equivalent Sponsor position for PSA Convention 2022



## PLATINUM SPONSOR

**\$7,000 +GST** ~~2 AVAILABLE~~ 1 REMAINING

- Platinum Sponsor acknowledgement, organisation name, logo and 100-word profile on the Professional Speakers Australia website
- PSA Convention Platinum Sponsor acknowledgement, organisation and logo on the Professional Speakers Australia website
- Provided with the "Proud Sponsor of PSA Convention 2021" logo for your use
- Sponsor rights of one of the following Premium Convention events (Friday):
  1. Platform Professionals™ Summit
  2. Opening Evening Networking Function
- Promotional 60 second video to be shown prior to main convention sessions (multiple showings to be included)
- Sponsor rights of an online breakout room
- Recognition in the digital marketing before and during Convention
- Online Marketplace to exhibit and interact with delegates
- Option to add up items or gifts to the delegate bag
- 1 x full Delegate registration for all events
- 1 x additional ticket to the Gala Awards Event
- A contact list of delegates who opt-in to have their details provided to Sponsors
- First right of refusal for an equivalent Sponsor position for PSA Convention 2022

# SPONSOR OPPORTUNITIES & INCLUSIONS



## GOLD SPONSOR

**\$4,000 +GST** 3 AVAILABLE

- Gold Sponsor acknowledgement, organisation name, logo and 100-word profile on the Professional Speakers Australia website
- PSA Convention Gold Sponsor acknowledgement, name of organisation and logo on the Professional Speakers Australia website
- Provided with the "Proud Sponsor of PSA Convention 2021" logo for your use
- Sponsor rights of an online breakout session
- Continuous digital advertising before and during the event
- Online Marketplace to exhibit and interact with delegates
- Option to add an item or gift to the delegate bag
- 1 x Delegate registration for all events
- A contact list of delegates who opt-in to have their details provided to Sponsors
- First right of refusal for an equivalent Sponsor position for PSA Convention 2022



## SILVER SPONSOR

**\$2,000 +GST** 3 AVAILABLE

- Silver Sponsor acknowledgement, organisation name and logo on the Professional Speakers Australia website
- PSA Convention Silver Sponsor acknowledgement, name of organisation and logo on the Professional Speakers Australia website
- Provided with the "Proud Sponsor of PSA Convention 2021" logo for your use
- Recognition in the digital and hard copy marketing
- Place at the Online Marketplace to exhibit and interact with delegates
- Option to add an item or gift to the delegate bag
- A contact list of delegates who opt-in to have their details provided to Sponsors



## BRONZE SPONSOR

**\$900 +GST** 10 AVAILABLE

- Bronze Sponsor acknowledgement, organisation name and logo on the Professional Speakers Australia website
- PSA Convention Bronze Sponsor acknowledgement, organisation name and logo on the Professional Speakers Australia website
- Provided with the "Proud Sponsor of PSA Convention 2021" logo for your use
- Recognition in the digital marketing before and during Convention
- Option to add an item or gift to the delegate bag
- A contact list of delegates who opt-in to have their details provided to Sponsors

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## KEYNOTE SPEAKER SPONSORSHIP

- Work with and have your brand affiliated directly with a keynote Speaker
- Specifics and price determined after consultation with PSA and the Speaker

\*Adjustments to all Sponsorship package inclusions can be made following discussion and agreement.

### OTHER POSITION/ACTIVITY TO BE DETERMINED WITH SPONSOR:

We are happy to craft a tailored Sponsorship Package to suit your organisation in order to maximise your return on investment.

## PARTNERSHIP OPPORTUNITIES

Sponsors provide a significant financial investment, however Partnership opportunities are also available for organisations that wish to provide significant product or services that Professional Speakers Australia or our members would otherwise need to pay for.

Partnership inclusions are crafted in consultation with both parties and may not always be available.

## STRATEGIC ALLIANCE PARTNER OPPORTUNITIES

Ongoing Strategic Alliance Partnership Opportunities are also available with Professional Speakers Australia **beyond Convention**.

If you would like to discuss a Strategic Alliance Partnership Opportunity, please contact **Dr Neryl East, CSP** [neryl@neryleast.com](mailto:neryl@neryleast.com)

If you would like to discuss a Partnership opportunity for Convention, please contact **Lisa Evans, CSP** [lisa@speakingssavvy.com.au](mailto:lisa@speakingssavvy.com.au)

# SUMMARY & PARTNERSHIP EXPRESSION OF INTEREST

## ORGANISATION DETAILS:

|   |               |          |
|---|---------------|----------|
| Organisation Name<br><i>for Marketing</i> |               |          |
| Company Name<br><i>for Invoicing</i>      |               |          |
| ABN                                       |               |          |
| Address                                   |               |          |
| City                                      | State         | Postcode |
| Key Contact Name                          |               |          |
| Phone Number                              | Mobile Number |          |

## CONTACT DETAILS FOR SPONSOR/PARTNER LIAISON:

Wise Connections (our Professional Conference Organiser) will liaise with this contact on matters relating to Sponsorship/Partnership.

|               |              |  |
|---------------|--------------|--|
| Name          | Position     |  |
| Email Address | Phone Number |  |

## SPONSORSHIP OPPORTUNITIES:

|  |               |                                    |              |
|--|---------------|------------------------------------|--------------|
| Diamond Sponsorship<br><del>1 Available</del> <b>SOLD</b>  | \$20,000 +GST | Silver Sponsorship<br>3 Available  | \$2,000 +GST |
| Platinum Sponsorship<br><del>2 Available</del> 1 Remaining | \$7,000 +GST  | Bronze Sponsorship<br>10 Available | \$900 +GST   |
| Gold Sponsorship<br>3 Available                            | \$4,000 +GST  | Keynote Speaker<br>Sponsor         | \$POA        |

Other Sponsorship Opportunity  
*Please provide your suggestion*

Keynote or Other Sponsorship  
*Please provide details*

## PARTNERSHIP OPPORTUNITY:

*Please provide details of suggested partnership*



# THANK YOU TO OUR RECENT SPONSORS & PARTNERS

PSA PROFESSIONAL  
SPEAKERS  
AUSTRALIA  
CONVENTION 2021

