

# Professional Member

## Speaking Related Income

### DEFINITIONS AND EXPLANATIONS

For the purposes of Professional Member 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.
- At Member level, if an employer requires the applicant to make presentations on their behalf, and remunerates them for the presentation either as part of their usual salary or separately, the employer is considered a client.

- One organization 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 is deemed to be one presentation.
- **Training Programme** - In a training program, participants will 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’ing 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 organised 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, unless there is a tangible link to a speaking or training event that has led to the securing of that business.

### **Revenue Thresholds for Qualification as a Professional Member**

Income generated as the result of a speaking event can be included in the \$30,000 membership criteria threshold providing the product or service is sold at a speaking event and paid for within 14 days of that event.

For professionals who speak or train in a salaried role, qualification for membership can be attained if the proportion of their employed role dedicated to speaking-related activity equates to more than \$50,000pa as a proportion of their salary. For example, if speaking or training is 70% of your salaried role and you earn \$90,000pa, then the proportion of your income derived from speaking-related activity would be \$63,000 thus qualifying you for accreditation as a Professional Member of NSANZ.