



Accredited Member Guidelines

As the national association of speaking professionals, including professional speakers, presenters, entertainers and MCs in New Zealand, PSANZ is committed to supporting members to attain professional accreditation.

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 PSANZ Manager in the first instance:

Email: manager@psanz.nz There are two parts of the assessment:

- **Part 1** is evidenced based on the number of presentations undertaken and the minimum fees/revenue earned.
- **Part 2** is subjective and measures eloquence as judged by the panel and evidence of completion of PSANZ's Speaker Summit.

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. Incomplete applications will not be processed.

CRITERIA – Part 1

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

- Be a current financial member of PSANZ at the time of application
- Have attended at least 5 PSANZ meetings (in person or online) within the last 12 months prior to application
- Have been engaged by at least 1 client¹. Have undertaken a minimum of:
 - 10 presentations⁴ (more than 10 is better and list both paid and unpaid)
 - on at least 10 separate occasions
 - to at least 10 different audiences⁵
- Generated revenue/payment a total of more than \$2,500 excl GST in 12 months from presentation-related income for each of the 10 or presentations
- Provide official testimonials from the client(s) for each of the presentations undertaken, plus a signed declaration allowing the PSANZ Assessor to verify the validity of testimonials and payment of fees.

Notes to accompany Part 1 criteria:

1. In addition to the definitions of ‘client’ provided under the definitions section in this document, for the purposes of qualification at an Accredited Member, a client may also be an employer of the applicant.
2. For definitions of what constitutes a ‘presentation’ please refer to the definitions section. Whilst no minimum duration of the presentation is prescribed, applicants are encouraged to submit presentations of a minimum of 20 minutes duration.
3. Whilst no minimum number of attendees is prescribed, a minimum audience of 4 or more people is required. Presentations undertaken more than once to largely the same audience members are not eligible.
4. For ‘presentation-related income’
5. Is the income of any sort generated within 10 days of a presentation including product sales.
6. Copies of invoices for direct-fee engagements are not required to be submitted.
7. Payment or reimbursement of travel expenses, accommodation expenses, or any other form of remuneration or compensation is ineligible.
8. Testimonials must be unedited, include full contact details of the client and maybe in hard copy/printed format or electronic format (preferred) 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. Revenue calculations are exclusive of GST.

CRITERIA - Part 2

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

- Evidence of completion of the following 5 components of PSANZ's Speaker Summit 2 full days Programme.

Notes to accompany Part 2 criteria:

1. The presentation is to be pre-recorded and provided with the application. The assessed presentation can be in addition to the 10 submitted as part of Part 1. Applications for 'Accredited Member' status will be assessed by members of the Accreditation Assessment Panel.
2. The presentation must have been recorded from the beginning including the introduction to the speaker, and unedited at a genuine client.
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. The video recording must be submitted in any easily accessible and viewable visual format via online internet-based format eg: at Vimeo, YouTube, or similar.

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.

'Client' is defined as:

- A company, organization, or individual, who provides payment in return for speaking services provided by a speaking professional.
- 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: The definition of a presentation the delivery of:

- **Keynote address or Plenary.**
- **Platform presentation, Break-out session or Workshop session**
- **Seminar or Workshop**
- **Training Programme**
- **Master of Ceremonies engagement**
- **After-Dinner/Luncheon/Breakfast**
- **Public Seminar**
- **Virtual delivery**

ADDITIONAL INFORMATION

Official Documentation

One copy of the application form and additional documentation (where appropriate) should be submitted using the official application form (which is an Excel document) available for download from the website(email: manager@psanz.nz). All parts 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 all parts of their application are complete. Incomplete applications will not be accepted. Applications are to be submitted electronically.

Submission Dates for Applications

Applications are accepted throughout the year. The applicant can have completed the Speaker Summit within the past 3 years.

Application Fee

A non-refundable application fee of \$75 (including GST) is payable for Accredited Member status applications. Payment may be made using any of the options available for making payments to PSANZ 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 2 months from receiving the application. Applicants who fail to meet requirements will be advised of needed corrections and shall be entitled to re-apply without additional fees. Official notification/recognition of successful achievement and presentation of any certificate may be made at a formal PSANZ meeting.

Accreditation Assessment Panel

The Accreditation Assessment Panel shall be appointed periodically by the National Executive and comprise three financial members of PSANZ. All members of the Assessment Panel must have attained Professional Member status or higher.

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 PSANZ Manager in the first instance.

Confidentiality and Code of Conduct

All members of the Accreditation Assessment Panel are required to maintain appropriate levels of confidentiality and not disclose to any member of PSANZ, other than fellow Accreditation Assessment Panel members, any information regarding the 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 PSANZ unless issues of possible unethical or inappropriate behaviour may arise, in which case the assessor shall raise the issue with the key contact on the Accreditation Assessment Panel.

All those involved in assessing an application are required to maintain confidentiality and not disclose anything to any member.

Any applicant with concerns regarding any breach of confidentiality should notify the National President directly.

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.