

# Joanne Lockwood

Chair of the PSA UK&I 2022-2025

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## My role in the PSA

- Chair the board meetings and AGMs of the association, provide the board with information for decision making regarding the finances and running of the PSA.
- Ensure that the board are working towards the objectives and goals of the agreed PSA board strategy and maintaining that strategy.
- Manage and support Sara Beth (our operations manager) and her office team.
- Provide leadership and guidance to the team, board and volunteers.
- Overall responsible for the finances and running of the association with guidance from the board and office team.
- Bring focus to the Board of our need to provide Positive Member Experiences and a Value Proposition for our membership.

## Introduction

At the AGM in October 2023 the membership approved the PSA Strategic plan proposed by the board.([see this link](#)). As a board we have been focused on the goals of the plan, together with implementing KPIs and measurements to track our progress.

We meet most months as a Board, except April, August and October, alternating between full day in person meeting in the Birmingham area and half-day virtual meetings. I can honesty say that these board meetings always have a packed agenda, and your board is working extremely hard on your behalf.

I would like to take you through some of the highlights, and as I do I will reference the relevant areas of the Strategic Plan as I go. Each board member has also submitted their own report which will contain more detail from their own portfolio.

We are all of course open to questions at the AGM and will make ourselves available 'in-person' at the Speaking Business Summit in October should you wish to have a more in-depth conversation about anything.

# Challenges and Measurement for Each KPI

## KPI 1: Financial Performance

### Challenges:

The key challenges we face in maintaining financial performance include ensuring financial stability, making prudent financial decisions, and effectively managing our budget. Rising costs due to inflation, particularly for venues and event support staff, add pressure to our financial planning, alongside the complexities caused by legacy financial systems.

### Measurement:

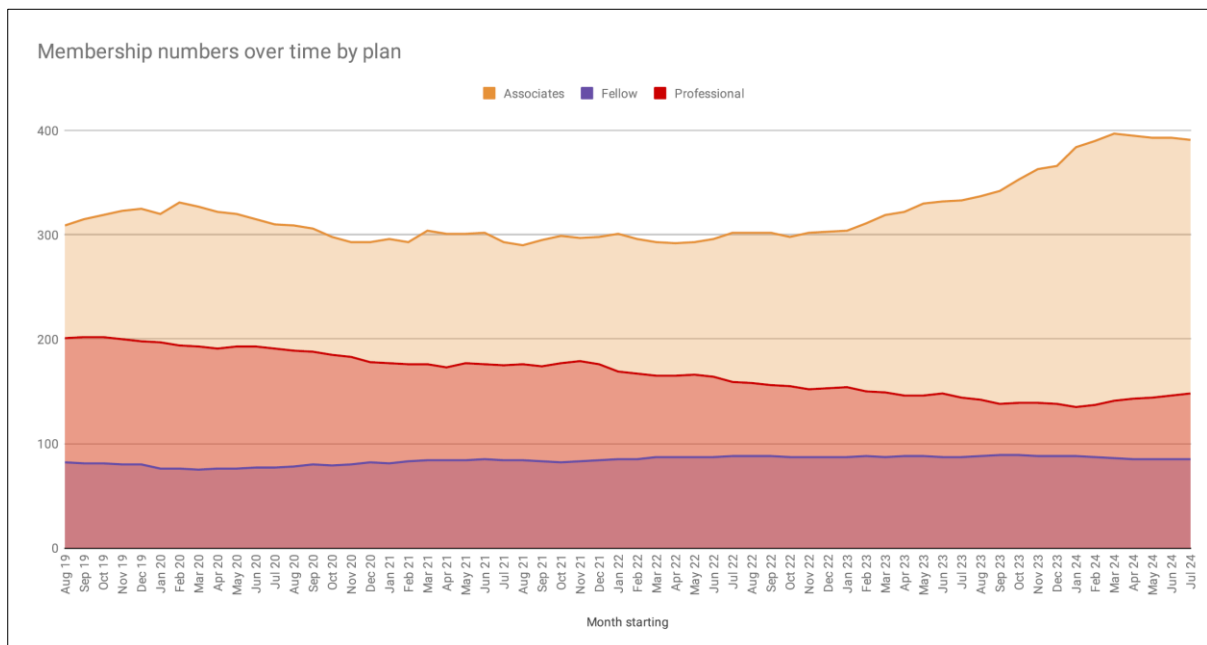
We measure financial performance by tracking income and expenditure, comparing budgeted figures with actual outcomes, and closely monitoring expenses. Our goal is to ensure value for money, particularly for national and regional events, while maintaining a high standard of delivery.

### Actions Taken:

- **Presentation of Financials and Budget at AGM:** At the 2023 Annual General Meeting, the Board presented financial statements and a proposed budget for members' approval, emphasising transparency around expenses and governance procedures.
- **Financial Governance and Reporting:** Our recently appointed Finance Director, Phil Ingle, together with William Buist, our previous Finance Director, will present the financial statements for the year ending 30th June, alongside the budget for the upcoming period, at this year's AGM.
- **Addressing Legacy System Challenges:** The complexities in financial reporting arise from multiple legacy systems and processes. The Board, alongside the Finance Director, is working on solutions to make the extraction and presentation of financial data more timely and efficient.
- **Cost Efficiencies and Budget Scrutiny:** We are actively working to drive cost efficiencies by closely monitoring regional event revenue and cost viability, and by scrutinising national event budgets to deliver value for money. This is being done against a backdrop of rising costs due to inflation. We are partnering with Sara Beth's organisation, My Management Company, to ensure that event and membership support services are both affordable and effective.
- **New Revenue Streams and Commercial Partnerships:** We are exploring additional revenue streams, particularly through Learning & Development programmes, and we are working with our new Commercial Director to secure

sponsorships and build commercial relationships. These efforts will help offset rising costs and support our financial goals.

- **Implementation of the New PSA Membership System:** The introduction of our new membership system, 'Bob,' under the guidance of our Programme Director, William Buist, will improve our ability to generate accurate, timely information on event and membership revenue. This, combined with the use of smart lists and enhanced reporting, will enable data-driven decision-making to improve financial governance.
- **Overhead Optimisation:** We are continuously seeking ways to optimise our overheads, recognising that, as a volunteer-led organisation, some tasks will need to be outsourced to third-party suppliers or consultants. Our goal is to deliver the most effective solutions and support while maintaining financial prudence.



## KPI 2: Increase Visitors/Guests at Events

### Challenges:

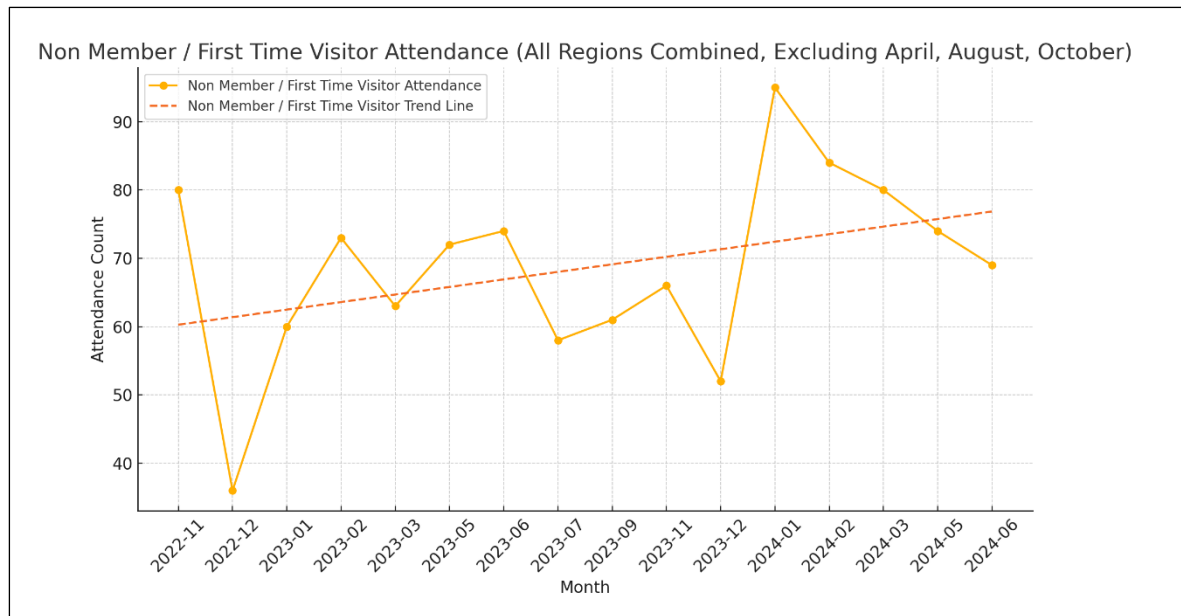
Our key challenges include attracting a greater number of attendees, enhancing the overall event experience, drawing in more diverse participants, and ensuring that our events appeal to a broad audience. Additionally, we must ensure that our regional events offer a value proposition that aligns with ticket pricing, making them more attractive to potential visitors.

### Measurement:

We will measure success by tracking event attendance numbers, conducting post-event surveys to gather feedback, analysing attendee feedback to identify areas for improvement, and monitoring event registrations. This will allow us to gauge both the quantitative and qualitative success of our events.

### Actions Taken:

- **Event Attendance Growth:** We are seeing a gradual increase in attendance at our events, with a particular rise in non-members and first-time visitors. However, it remains essential that regional events continue to deliver a strong value proposition in line with ticket pricing expectations. Our Director of Regions, Alastair Greener, is collaborating with regional teams to enhance the programme quality and overall event experience.
- **Marketing and Communications Strategy:** Recognising the need for improved communications and marketing, our Marketing and Communications Director, Denise Fay, is developing a comprehensive marketing strategy. This will support our regional teams in promoting their events more effectively across multiple platforms while ensuring alignment with PSA brand guidelines.
- **Event Industry Landscape:** The events industry has not yet returned to the levels seen five years ago, and many of our members and target audiences are still not generating the revenue they aspire to. This has a knock-on effect, limiting their ability to invest in attending regional events. We are mindful of these external factors and continue to adapt accordingly.
- **New Membership System:** Our forthcoming membership system will enable us to be more proactive in direct marketing efforts and in following up with potential members and first-time visitors. It will also provide regional teams with the tools necessary to engage more effectively with local audiences, ensuring that we continue to grow event participation.
- **Non-Member Pricing:** We have introduced a new ticket category this year, specifically for "First-Time Visitors." This ticket is offered at a reduced fee and allows us to track and engage with potential new members more efficiently.



### KPI 3: Increase New Members

#### Challenges:

We continue to face challenges in retaining new members and attracting a more diverse membership base. Ensuring that new members feel welcomed, supported, and engaged is crucial to their retention. Additionally, diversifying our membership to better reflect the broader community remains a priority for the association.

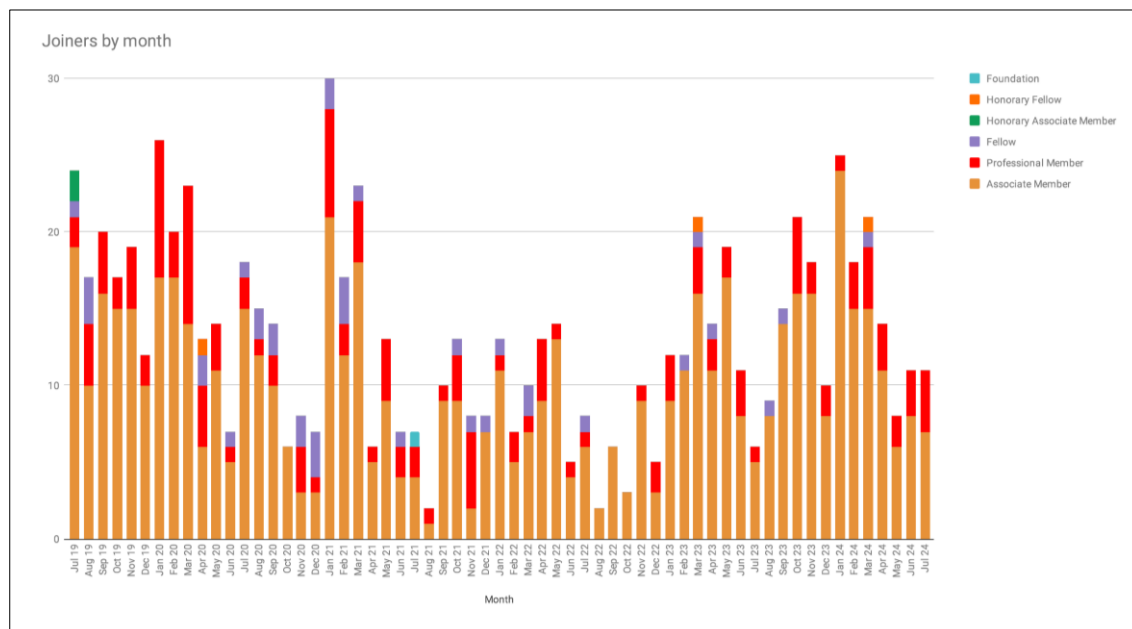
#### Measurement:

Our progress in increasing membership will be measured by monitoring new member sign-ups, tracking retention rates, and analysing demographic data. This will allow us to assess how well we are attracting and retaining a diverse and engaged membership. We are seeing a growth in our membership over time, the bulk of whom are Associate Members. We recognise that the churn rate of Associates is higher than any other membership tier.

#### Actions Taken:

- Training for Regional Presidents:** We are actively training our Regional Presidents on visitor and non-member orientation to ensure that they are equipped to engage new attendees and foster a welcoming environment. This will help create a smooth pathway for visitors to transition into full membership.
- Partnership with MoneyPenny:** We have partnered with the outsourced telephony service, MoneyPenny, to manage inbound enquiries. These will be directed to the appropriate regional presidents for follow-up. MoneyPenny will soon expand their role to handle outbound calls, ensuring proactive engagement with potential members and event attendees.

- Zendesk Ticketing System:** A new Zendesk ticketing system has been implemented to streamline the tracking of inbound enquiries and manage follow-up workflows. This system will enhance our ability to respond to and monitor the progress of membership-related queries.
- Active Follow-up by Membership Director:** Our current Membership Director, Michelle Mills-Porter, plays an active role in following up on membership enquiries, ensuring that no potential lead is overlooked and that there is a personal touch in our communications.
- Marketing and Communications Initiatives:** We are progressing initiatives aimed at clearly communicating the value propositions of both Associate and Professional memberships. These efforts include enhancing the visibility of our benefits portfolio, such as the Speaking Business Builder initiatives led by our new Learning & Development Director, Yvonne Emery.
- Mentoring Platforms and Schemes:** Looking ahead, we plan to explore the implementation of mentoring platforms and buddy schemes. These will enable potential members to connect with experienced members, offering them insight into the tangible benefits of joining our community and helping to demonstrate the value of membership.



## KPI 4: Associate to Professional Member Upgrades

### Challenges:

One of the primary challenges we face is encouraging upgrades from Associate to Professional membership. While Professional members have a notably lower churn rate than Associates, we recognise that the current value proposition for Professional membership is not strong enough to incentivise this transition. Additionally, many Regional Presidents often encourage individuals to join at the Associate level rather than as Professional members, further slowing the rate of upgrades.

### Measurement:

We will track the number of upgrades from Associate to Professional membership, analyse the reasons behind these upgrades, and gather member feedback to better understand the motivations and barriers in this process. We will also monitor engagement with the specific initiatives aimed at Professional members to measure their effectiveness.

### Actions Taken:

- **Tangible Benefits for Professional and Fellow Members:** We are actively enhancing the value proposition for Professional and Fellow members by introducing more tangible and desirable benefits. These include initiatives like Continuing Professional Development (CPD) accreditation and other exclusive resources.
- **Keynote and Leadership Restrictions:** To further differentiate the Professional tier, we are restricting keynote opportunities and the role of Regional President to those holding Professional or Fellow membership. This will emphasise the exclusive value and recognition of these tiers.
- **Publishing Tier Benefits:** A clear and comprehensive list of member benefits by tier will be published on our website, allowing members to easily understand the advantages of upgrading to Professional or Fellow status.
- **New Membership System:** Our new membership system will enable members to sign up directly as Professional members, streamlining the process and removing previous barriers. Additionally, the system's smart lists will allow the Membership Director to identify and assist members who are ideal candidates for upgrading.
- **Regional President Education:** We are providing targeted education to our Regional Presidents to ensure they fully understand and can effectively communicate the value proposition of Professional membership. This will help shift the focus from Associate to Professional recruitment where appropriate.
- **Business Builder L&D Initiatives:** The new Business Builder Learning & Development initiatives, led by Yvonne Emery, will provide Associate members with

the tools and skills necessary to grow their businesses and become sustainable professional speakers, preparing them for a seamless transition to Professional membership.

- **Mentoring Platform:** We are introducing a mentoring platform to support Associates on their journey to becoming Professional members, providing them with guidance and demonstrating the benefits of making the upgrade.
- **Professional Member Days and Events:** To further differentiate the Professional membership tier, we will be launching dedicated Professional member days and events, offering exclusive content and networking opportunities. These events will serve to strengthen the Professional brand and highlight the unique value of this membership level.

## **KPI 5: Professional Member to Fellow Upgrades**

### **Challenges:**

A key challenge we face is promoting the revised criteria for achieving Fellow status and effectively recognising the expertise required for this tier. Since the criteria were revised last year, we have not received any new applications for Fellowship. This may be partly due to a rush of applications before the criteria change, leading to a temporary hiatus as new candidates prepare for eligibility. Additionally, we need to determine whether the issue lies with the criteria themselves or the process, and this will be reviewed by the Fellows Community Presidents.

### **Measurement:**

We will measure progress by monitoring the number of members reaching Fellow status, evaluating the fulfilment of the criteria, and gathering feedback to assess member satisfaction with the process. Our new membership system will also enable us to identify and target members who are ready for Fellowship.

### **Actions Taken:**

- **Criteria and Process Review:** The revised Fellowship criteria will be reviewed by the Fellows Community Presidents to determine whether the issue is with the criteria themselves or the application process. This will help us ensure the pathway to Fellowship remains accessible while maintaining high standards.
- **Hiatus Consideration:** We are mindful that the current lack of new applications could be due to a hiatus period following the initial rush of applications before the criteria change. We will monitor this and provide support to members who are nearing readiness for Fellowship.



- **New Membership System:** The new membership system will allow us to proactively identify members who are likely ready for Fellowship, empowering us to target these individuals with tailored communications and support.
- **Learning & Development Initiatives:** We are developing a clear pathway within our Learning & Development initiatives to help members grow their skills and businesses, making it easier for them to aspire to Fellowship. This structured support will encourage professional growth and readiness for the higher tier.
- **Targeted Fellow Benefits:** Fellowship-specific member benefits will be further enhanced to highlight the value of this tier, making the benefits of achieving Fellow status more tangible and desirable.
- **Two Fellowship Routes:** There are now two distinct routes to achieving Fellowship. Members can qualify through a financial target of £50,000 per annum over two years, or £30,000 per annum over the same period. Both routes require the accumulation of points, which can be earned through contributions to the PSA, such as giving back to the community. This dual pathway ensures flexibility while maintaining the prestige and rigour of the Fellow tier

## **KPI 6: Decrease Resignations**

### **Challenges:**

One of the ongoing challenges we face is understanding the reasons behind member resignations and addressing these issues to enhance member satisfaction and engagement. Resignations often occur due to a perceived lack of value, disengagement within regions or the broader community, unrealistic expectations of the PSA's role in generating business, or members no longer being active in the speaking profession. While cost is a factor, it usually becomes significant only for members who are not seeing a return on their investment through their speaking business.

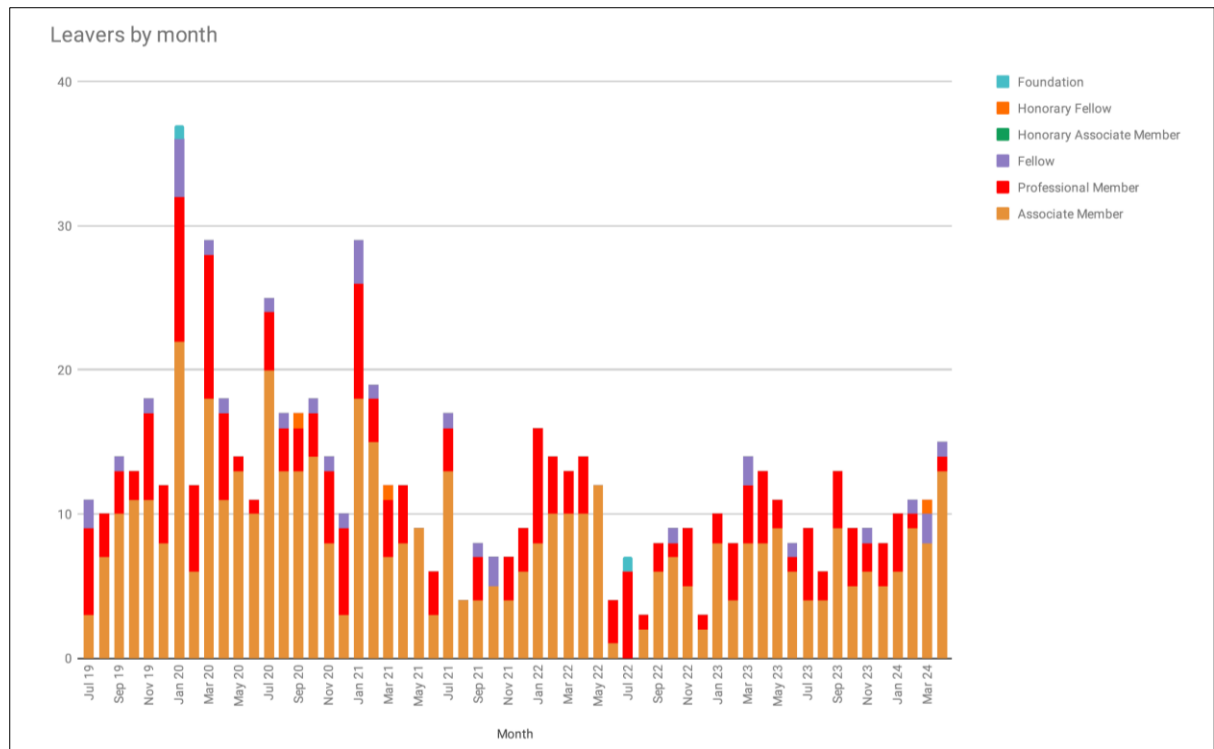
### **Measurement:**

We will track resignation rates and utilise exit interviews and surveys to gather detailed feedback. This data will be analysed to identify recurring themes and improvement areas. The use of MoneyPenny will proceduralise this feedback collection, ensuring consistent and actionable insights.

### **Actions Taken:**

- **Exit Interviews via MoneyPenny:** Moneypenny will help standardise and streamline the exit interview process, ensuring we gather high-quality, consistent feedback. Currently, the Membership Director and operations team conduct most exit interviews, but Moneypenny's involvement will help us better capture the reasons behind resignations.

- **Understanding Reasons for Resignation:** The most frequent reasons for resignation include members not seeing value, feeling disengaged in the regions, no longer being active in speaking, or having unrealistic expectations about the PSA's role in generating business opportunities. By identifying these areas, we are addressing them through targeted initiatives to reduce churn.
- **New Membership System – Identifying 'At Risk' Members:** The new membership system will help us identify 'at risk' members—those who have not attended events or engaged with the Learning & Development initiatives—in advance of their membership renewal. This will allow us to provide timely, proactive support, helping retain members who might otherwise leave.
- **Strengthening Engagement and Value Perception:** To address the key reasons for resignation, we are enhancing the Learning & Development opportunities, expanding the mentoring programme, improving membership benefits, and increasing the quality of events and communications. These initiatives aim to provide more tangible value to members, especially those working to grow their speaking businesses.
- **PSA Foundation Support:** The PSA Foundation, through Foundation Director Mike Pagan, is available to offer additional support to members facing challenging personal or professional circumstances, providing an additional layer of care to prevent resignations due to external factors.
- **Increased Virtual Support:** Recognising the need for greater accessibility, we are expanding virtual support through regional online events and other digital resources. This will ensure that members who cannot travel long distances or prefer an online experience can still benefit from PSA offerings and stay engaged.



## KPI 7: Decrease Retirements

### Challenges:

We face several challenges in retaining retiring members and ensuring they remain engaged with the PSA community. Many members retire because they stop speaking, often due to age, health issues, or career transitions. Additionally, we must continue attracting new members to replace retirees and find meaningful ways to offer post-retirement engagement.

### Measurement:

We will monitor retirement rates closely, implement strategies to retain retiring members, and track their ongoing engagement through feedback and involvement in the community. Our goal is to offer meaningful engagement options for retired members, encouraging them to stay involved in PSA activities.

### Actions Taken:

- Retired Professional and Retired Fellow Status:** We have recently established a Retired Professional Member and Retired Fellow status, specifically designed for those who have stopped speaking or retired. This status comes at a reduced cost but still allows members to enjoy benefits such as discounted rates for events and continued access to key resources.
- Encouraging Post-Retirement Engagement:** Our objective is to encourage retired members to stay connected with the community by mentoring newer speakers,

giving back to the PSA, and maintaining friendships within the network. We aim to remove barriers to engagement and create a welcoming space for ongoing contributions from retirees.

- **Addressing Reasons for Retirement:** Most members retire due to natural causes like age, health, or a shift in career direction. While we understand these reasons, we aim to keep members in touch with the PSA community by offering flexible, low-commitment ways to stay engaged, particularly through virtual and online means.
- **New Membership System for Targeting Retiring Members:** Our new membership system will allow us to better identify and engage with members who may be approaching retirement. By targeting these individuals and offering tailored communication, we can maintain strong relationships and encourage them to stay involved in PSA activities, even if they are no longer active speakers.

## **KPI 8: Increase Attendance at Regional Events**

### **Challenges:**

The key challenge in increasing attendance at regional events lies in delivering value through the event programme. We are working closely with the regions to improve their speaker line-ups, ensuring that only Professional and Fellow members are permitted to keynote. Additionally, we are raising the eligibility criteria for Regional President roles to Professional or Fellow members to enhance the leadership and strategic direction of regional events. Another challenge involves supporting regional teams in their event management and organisation, as success often depends on the time availability and skills of the regional volunteer teams.

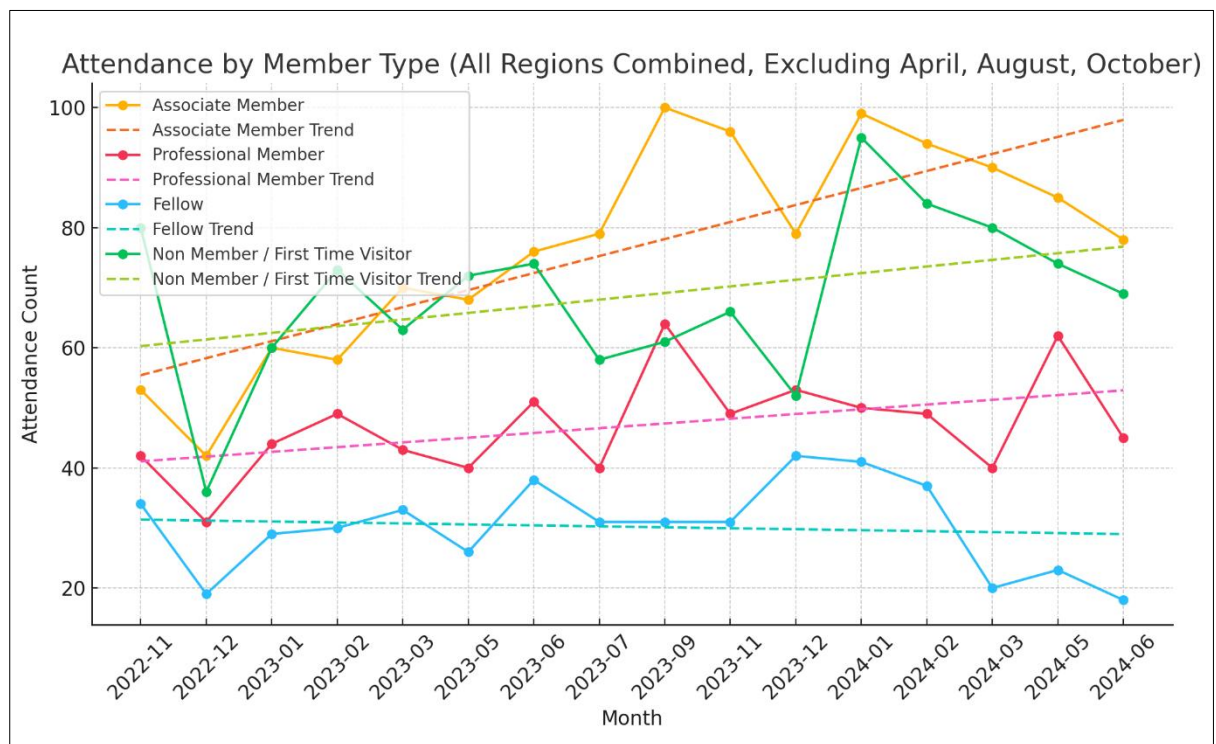
### **Measurement:**

We will measure the success of these initiatives by counting event attendees, analysing feedback from regional events, and tracking overall attendance growth. Additionally, we will assess the impact of the events on member satisfaction and engagement.

### **Actions Taken:**

- **Improving Regional Event Programmes:** We are collaborating with regional teams to ensure that their event programmes feature high-quality content and speakers. By limiting keynote opportunities to Professional and Fellow members, we aim to elevate the calibre of the events and ensure that members feel the value of attending.
- **Leadership and Eligibility Criteria:** The eligibility for Regional President roles has been restricted to Professional or Fellow members. This ensures stronger leadership and strategic planning within regions, helping to enhance the overall quality and appeal of regional events.

- Targeted Communications and Marketing Support:** With the support of the new membership system, smart lists will enable targeted communications, allowing us to engage potential attendees more effectively, both centrally and through regional teams. The Marketing and Communications team will also provide enhanced support to promote regional events across multiple platforms.
- Mentoring and Best Practice Sharing:** We will continue to mentor regional teams and encourage the sharing of best practices between regions. Recognising that some regions are more successful than others, we are exploring ways to replicate successful strategies and support less experienced teams in managing and promoting their events.
- Digital and Hybrid Event Options:** Where appropriate, we will explore virtual and hybrid event formats to increase accessibility, especially for members who may not be able to attend in person due to geographical or logistical constraints.



## KPI 9: Increase Attendance at National Events

### Challenges:

Our primary challenges include encouraging participation in national events, offering valuable and engaging experiences, and attracting a diverse range of attendees. Affordability remains a key concern, particularly as event prices continue to rise due to increasing venue and service costs, while both speakers and members are sensitive to their own budgets. Balancing quality and affordability, while aiming for realistic attendance targets and break-even points, is essential.

### Measurement:

We will measure progress by tracking attendance, conducting post-event surveys for feedback, and monitoring registrations, particularly across early bird and late bookings. Success will also be measured by the overall event impact and financial performance.

### Actions Taken:

- **New Membership System for Event Bookings:** Our new membership system will include event booking capabilities, reducing booking fees and surcharges. This will allow us to offer more flexible packages, such as bolt-on options and the ability to split events into one- or two-day options rather than requiring full attendance. By increasing pricing flexibility, we aim to lower barriers and make our events more accessible.
- **Price Management and Payment Options:** Recognising the importance of balancing value and affordability, we offer payment options spread across the year, early bird incentives, and premium pricing for late bookings. This approach ensures accessibility while encouraging early registrations.
- **Targeted Communications and Marketing:** Our communications strategy includes targeted outreach to members, with year-round announcements about key event highlights (Meet the Maestros, Keynote Speakers, Workshops, Fringe Events, Fellows and Professional Member sessions, Cabaret Night). Calls for speakers and contributors are strategically shared to generate interest and engagement.
- **Professional Event Presentation:** We have invested in professional marketing materials and event websites, ensuring each event is presented at a high standard. Speaker graphics and polished content enhance the overall event experience, improving both engagement and attendee satisfaction.
- **Venue and Cost Optimisation:** Despite rising venue and service costs, we are working diligently to negotiate prices and keep our events affordable. We are also focused on securing affordable accommodation options for attendees, helping to reduce the financial burden without compromising on event quality.

- **National Events Overview:**

Our two key national events include *Impact!*, a 1-day April (spring) conference targeted at 100-130 delegates, and the 3-day Speaking Business Summit in October (autumn), which aims to attract 150-220 delegates. These events are designed to offer significant value through high-quality content, networking, and engagement.

- **Sponsorship and Partnerships:**

We are actively investigating sponsorship and partnership opportunities with the support of our new Commercial Director, Patrick Mercie. These collaborations will help enhance event offerings while offsetting some of the rising costs, further supporting the goal of keeping our national events affordable.

- **Accessibility and Travel Considerations:**

Travel and accessibility remain key factors in our planning process. We also promote our events to international delegates, both as speakers and attendees, to broaden our reach and ensure diverse participation.

## **KPI 10: Broaden Demographic Appeal**

### **Challenges:**

Our primary challenges include reaching a more diverse range of demographics, ensuring our events and communications are inclusive and relevant, and attracting a broader diversity of speakers. We recognise that our current membership and speaker base may be skewing older, and we are not attracting as broad a demographic or variety of topics and speaking modalities as we aspire to.

### **Measurement:**

We will begin collecting and analysing demographic data using our new membership system, which will allow members to self-declare information such as gender, age, ethnicity, and disabilities. Additionally, we will track diversity initiatives and gather member feedback to measure the effectiveness of our efforts in broadening our demographic appeal.

### **Actions Taken:**

- **New Membership System for Demographic Data:** Currently, we do not hold detailed demographic information about our members, but with the introduction of the new membership system, members will be able to self-declare their gender, age, ethnicity, disability, and other relevant details. This will provide us with better insights and help tailor our diversity initiatives.
- **Ensuring Diversity at National Events:** We actively ensure that our national event stages are balanced in terms of gender and ethnicity, although we have limited

control over regional event programmes. We are also mindful of ensuring that our Irish members are fully enfranchised and represented across our events.

- **Inclusive Speaking and Event Practices:** We provide guidance to our members on inclusive speaking ideas and work closely with venues to ensure accessibility for all attendees. We are also revising our booking forms to collect important information such as dietary requirements and accessibility needs. We strive to create inclusive environments at all events, although we recognise that more needs to be done.
- **Ethics and Safeguarding:** Our ethics and safeguarding policies are designed to ensure a psychologically safe environment for all members and participants. These policies are continually reviewed to ensure they align with best practices for inclusivity and member safety.
- **Challenges in Attracting Younger and More Diverse Members:** We are aware that our membership demographic is ageing, and we are not attracting as broad a range of speaker members or covering the variety of speaking topics and modalities that we would like. This is an area of focus as we strive to broaden our demographic appeal and ensure the PSA remains relevant to a diverse range of members.
- **Commitment to Improvement:** We acknowledge that while we have made progress in promoting inclusivity, there is still much more to do. We are receptive to feedback and requests from members and are consciously working towards creating more inclusive environments across all areas of our organisation.

## **In Summary**

In the short term, our primary focus is to continue to build a robust marketing strategy that enhances how we communicate with and engage our members. This includes improving the overall member experience across all touchpoints and establishing foundational elements such as our new membership system, that will incorporate a speaker directory and facilitate a member's only area of our website, and a clear base level of membership. We are also reassessing our fee structures to ensure accessibility and value, while simultaneously concentrating on strategies to enhance member retention.

Looking ahead to our medium-term goals, we plan to target large corporations and companies, offering them tailored opportunities to engage with our speaker community. Supporting our members in securing speaking engagements is a key focus, which will be bolstered by the development of a comprehensive professional development learning and mentoring programme. In tandem with these initiatives, we will review our brand and target market to ensure alignment with future growth objectives. Enhancing membership benefits remains a cornerstone of our strategy, ensuring we offer tangible value to all members.



Together, these short- and medium-term priorities will allow us to create a stronger, more resilient organisation that continues to support and empower our members.

Before I sign off, I want to sincerely invite you to attend the AGM on the 10th of October @ 18:00. You will have the opportunity to challenge and question the board, as well as bring your own voice to the meeting. Attendance is free and we are running it as an on-line only event, so you can actively participate from anywhere in the world, as long as you have a signal. [Please register here..](#)

Take care, see you soon, and “keep speaking”!

A handwritten signature in blue ink that reads "Joanne Lockwood". The signature is written in a cursive, flowing style with a large initial 'J'.

Joanne Lockwood  
Chair of the Board 2022-2025  
The Professional Speaking Association, UK and Ireland

# Chantal Cornelius



National President 2023-24

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## My role in the PSA

- Setting the theme for the PSA for the year - #StandOut
- Visiting all the PSA UK&I regions in person (except for the Virtual Region, which I visited virtually)
- Representing the PSA UK&I members at international speaking conferences
- Programming, promoting and hosting Impact! our spring conference in London and the Speaking Business Summit at the end of October
- Being involved in all Board activities and strategy.

## Projects I've worked on in 2023/24

- Interviewed candidates for and appointed our new Marketing Director
- Visiting all the PSA regions, to share the theme and help speakers to stand out
- Attending international conferences: CAPS (Canada), PSA Southern Africa, APSS (Singapore) & the Global Speaking Summit (Bali) to represent our speakers
- Sold a record number of tickets for Impact! in the spring
- Selling lots and lots of tickets for the Summit
- Ran a number of #StandOut Sessions, to promote the Summit and share value from the Summit speakers
- Ran some All aBoard! online sessions for members to drop in and talk to Board members
- Took part in a number of GSF Leader to Leader calls, for sharing best practice
- Set up a discussion with the GSF, to work on sharing sponsors between different associations
- Introducing the new Professional Members' Event, to be held twice a year; first one the day before the Summit in October.

# Phil Ingle

PSA UK and Ireland Finance Director

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**My primary responsibility is the financial health of the business of the PSA .**

## **This entails:**

- Providing financial oversight to the Board.
- Liaising with the external accountant concerning any financial matters.
- Agreeing contracts and approving payments for all events.
- Identifying, analysing and mitigating of risks.
- Managing the day to day cash flow

## **Projects I've worked on over the last 3 months.**

- Analysing the financial impact of the PSA Strategy.
- Preparing budgets for the Speaking Business Summit 2024 (SBS 24), Impact! and SBS 2025 conferences.
- Scanning the risk management methodology and supporting toolkit for the Association.
- Ensuring that our Banking arrangements are working for the association.
- Negotiation of contracts related to conferences.
- Preparing an overall budget for the PSA 2024/5
- Monitoring financial performance against budget.
- Reviewing the pricing of regional events and monitoring attendance and costs for those events.

**Other information.**

- The PSA has had financial challenges over the last few years, including potentially existential changes to banking arrangements. We are also on the cusp of seeing the fruits of the project work on 'BOB' which will change the cost structure of the organisation.
- I am working closely with the rest of the board and our accounts to ensure good management of our financial situation.

# William Buist

PSA UK and Ireland Programme Director

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**My primary responsibilities are the supporting the delivery of strategic projects and representing PSA UKI on the board of the Global Speakers Federation (GSF).**

## **This entails:**

- Ensuring the efficient and effective use of resources.
- Planning and liaising with other directors.
- Creating and managing robust processes.
- Identifying, analysing and mitigating of risks.
- Attending GSF Board and Steering Committee meetings and reporting back to the Board of PSA UKI

## **Projects I've worked on over the last 12 months.**

- Negotiation of contracts related to projects and partnerships.
- Managing the relationship with Sport:80 and assisting with the negotiation of our contract for this new system.
- Working with our IT supplier to transfer data from existing systems.
- Planning the implementation and subsequent phases of development.
- Creating new workflows and processes to reduce per capita costs.
- Simplification of the 'Tech Stack' to reduce costs and improve our ability to scale.
- Introduction of new membership levels (Retired Fellow, Retired Professional, and Affiliate).
- Transfer of the finance function to the new finance director:
  - Managing the financial impact of changes in venue charges.
  - Projecting the value of investment in projects to deliver the agreed strategies.
  - Preparing budgets for the Impact! 2024 and SBS 2024 conferences.
  - Maintaining a focus on risk management methodology and supporting toolkit for the Association.
  - Ensuring that our Banking arrangements are optimal for the association after the implementation of Know your customer regulations which were not designed with companies limited by guarantee in mind,

# Alistair Greener

Director of Regions

[directorofregions@thepsa.co.uk](mailto:directorofregions@thepsa.co.uk)



## **My role in the PSA:**

### **Things I've worked on in 2024**

In my third year as DOR, it was great to welcome the 2024 cohort of Regional Presidents and to work with them throughout the year. We are in regular contact with our monthly meetings on Zoom and the lively chat in the WhatsApp group. They were such a great support at IMPACT in April where we also had a very productive meeting with the board.

As well as supporting the fantastic work the Regional Presidents do, I also spent time looking at how the board could support the regions more. I've been to 22 Regional events over the last year, as well as the national events to spend more time with the RPs. After a review with the RPs and the board I initiated a transition towards more consistency between the regions. Although each region will be very different, we wanted some aspects to feel very similar, and maintain the PSA brand. We have initiated a standard Showcase procedure at each region with the same processes in giving feedback. Also, in future only professional members will be able to speak at any regional or national event and RPs will all be professional members. There are also clearer guidelines as far as event content is concerned.

Following 'Speaker Factor' at the SBS in 2023, I worked with the Speaker Factor Coordinator (Yvonne Emery) in reviewing the process for 2024. Small adjustments were made and we felt it was time to look at the process and working with the RPs and the board we have come up with the idea of three new competitions for 2025. More details will be revealed at the Summit in October. We think this will reinvigorate the competitions as well as boosting regional attendance.

Thanks to the initiative of the RPs, there are now additional elements at some regional events called Members Mastermind sessions. These two to three hour workshops look

at a very specific topic and have proved very popular, so we look forward to more and more of these events going forward.

I'm also looking forward to collaborating with two new board members (Yvonne Emery – Learning and Development Director and Patrick Mercie – Commercial Director) to look at ways of supporting the regions even more over the next twelve months. We recognise that venue price rises is a challenge for most RPs, so as a board we will continue to look at anything that will support them and boost their value proposition which will lead to greater attendance.

I am so grateful to our Regional Presidents whose work is the life blood of our association. Yet again this year's cohort have worked incredibly hard during their year, dealing with venue price increases and the issues that arise in running a region, so I'd like to pay tribute to all of them for their commitment. I'd also like to acknowledge Hazel, SB and the PSA office for everything they do behind the scenes to keep our regions so positive and active.

### **Looking Ahead**

I will be working with Olga Geidane until January when she'll formally take on the role of Director of Regions. Together we will work with the 2025 cohort of National Presidents, getting them ready to take up their roles in the new year. Although I'll be spending time on my role as National President Elect in 2025 and supporting Michelle Mills Porter, I'll continue to work with Olga and the Speaking Competitions Coordinator (SCC) to ensure a smooth transition to our three new competitions.



# Michelle Mills-Porter

Membership Director

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and National President Elect

## My role in the PSA

In my role within the PSA, I serve as a vital conduit between our members—across all membership levels—and the Board of Directors. My primary responsibility is to listen to the ideas, views, and concerns of Associates, Professional Members, and Fellows, and to represent these perspectives to the Board. This ensures that the interests of our members are consistently prioritised in the Board’s decision-making processes.

I am committed to empowering and supporting members at every level to fully leverage the benefits of their PSA membership. To this end, I have introduced two annual “Why the PSA?” events, specifically designed for individuals who have attended a PSA Regional or National meeting or are exploring the possibility of joining the PSA. Additionally, I have expanded the New Members Days to four per year, with a balanced approach of two virtual and two in-person sessions.

My role also involves collaborating with the PSA office to review and assess applications for Professional Membership and Fellowship, ensuring that our standards of excellence are upheld.

Each year, I conduct a comprehensive membership survey to provide the Board with valuable insights into member preferences, feedback, and future expectations.

Furthermore, I have established numerous collaborations and partnerships that deliver exclusive offers and services to our members. These initiatives have significantly enhanced the value of PSA membership, attracting new members and enriching the experience for our existing community.

## Projects Undertaken in 2023/24

**Growth and Engagement Initiatives:** Members Days have continued to flourish this year, Attendees now often have the added benefit of action images for their portfolios, with the use of



a photographer, a feature that has significantly increased the appeal of these events. Additionally, I have introduced a dedicated networking segment, facilitating connections among members. This initiative has led to the formation of several mastermind groups, further enhancing member engagement.

**Addressing Challenges:** Over the past year, we have encountered some challenges concerning member relationships and broader membership concerns. In response, we have implemented new policies and are in the process of drafting additional policies for approval. These measures reflect broader societal shifts as we navigate the post-pandemic landscape, including changes in work patterns, rising living costs, and the impact of declining speaking and training fees.

**Member Support and Retention:** I have proactively reached out to members who are considering leaving or upgrading their membership, seeking their feedback and offering guidance. In many instances, I have referred members to the Foundation Director for personalised support. This year, I have managed a higher volume of member inquiries and concerns, demonstrating our commitment to member satisfaction.

**Membership Survey and Insights:** The annual membership survey continues to provide valuable insights that guide our initiatives. However, there is still a need to increase participation rates to ensure we capture a representative sample of our membership.

**Development of Member Benefits:** This year, I have introduced several new member benefits, which have been met with great enthusiasm. Notably, the CPD Partnership has seen many members achieve certification, with several already holding new CPD certifications for their talks and training programs. I have actively promoted these benefits through webinars, social media, and email campaigns. The CPD runs an engaging and informative network with similar values to the PSA and I am hopeful for a long and fruitful collaboration.

Additional member benefits include partnerships with The Endless Bookcase for self-recorded audiobooks, Cue Card Productions for Bio Showreels and marketing advice, and an exciting collaboration with Inspirational Speakers. This partnership not only provides Fellows with the potential opportunity to join their roster but also involves ongoing advice on agency relationships, input to our events and much more. Inspirational Speakers is helping to reshape perceptions by using our logo, promoting the PSA to their speakers, and proudly associating with our organisation.

**Upcoming Partnerships:** I am currently finalising a partnership with a prestigious hotel group, which will offer members commercial and personal benefits, as well as provide venues for PSA national and regional events.

**Leadership and Conference Planning:** As the Incoming National President, I am pleased to report that much of the conference setup is already well underway, with headline speakers confirmed. I look forward to mentoring the incoming Membership Director, confident that they will bring valuable new energy and perspective to the role.

# Denise Fay

Marketing Director

[denise.fay@thepsa.co.uk](mailto:denise.fay@thepsa.co.uk)



**My primary responsibility is**

## **Strategic**

- Implement a marketing strategy for the PSA to promote regular and special events to members, focusing on ticket sales.
- Implement a marketing strategy to acquire and retain members at all levels.
- Advise the head office team and Board on matters relating to marketing and branding.
- Develop guidelines and ideas to promote the PSA externally.
- Plan a marketing calendar to ensure lead times for the wide range of PSA events are long enough and do not overlap more than is necessary.
- Develop a brand strategy to develop and manage all aspects of PSA branding.

## **Operational**

- Liaise with the head office team, including assistance in implementing the marketing
- strategy.
- Work with the Regions Director to disseminate marketing materials and strategy to
- Regional Presidents.
- Work closely with other Board members and PSA volunteers to ensure consistency of
- policy and tone across marketing, communication and online materials.
- Provide feedback on the results of PSA marketing activities and make recommendations
- on refinements or changes needed for future campaigns.

- Advise on using the PSA membership data to better target marketing communications.
- Advise on appropriate tools and services the PSA should consider investing in to
- enhance marketing activity.

2024 has been a full on year, with several key focus areas for me and my role. It should be noted that much of my time has been spent in a Marketing Manager role rather than a Marketing Director role with hands on, nearly daily, operational support to the two resources that we have in Marketing – copywriter Emily Patton and website support Sass Adams.

Prior to me coming on board as Marketing Director, there were two directors in the marketing space – Marketing Director and Communications Director. These two roles have merged into my current role as Marketing Director.

In addition, our Operations Director, Sarah Beth Reynolds previously had a more active and hands on role in marketing and marketing communications. This included planning and co-ordinating with our external suppliers.

When I came on board, this level of planning and managing became more my remit than SBs. Thankfully, we both worked really well together to ensure all bases were covered and we had regular conversations weekly.

As anyone who has ever managed people know, your time is well spent on managing relationships, overseeing tasks, reviewing and advising on tasks.

To say the role has been more operational than strategic would be a fair statement.

However, we have achieved a lot operationally, if not strategically. The primary focus has been on our national events – Impact! 2024 and Speaking Business Summit 2024. My goal was to elevate the marketing communications – both in terms of written communication and tone of voice as well as graphics.

## **Impact 2024**

The central message for the event was: If you want to #BeTheImpact! and #StandOut in your Speaking Business in 2024, then you need to get yourself to Impact!.

I created and managed a communications plan for 12 weeks leading to the event.

We used a number of Promotional Channels in the plan which included social media. Social media has traditionally taken a back seat in PSA comms, so we spent time creating graphics for social media – the Facebook group, Facebook page, LinkedIn and Instagram.

This year, we sent an Impact! only email from me rather than a generic PSA email. I wrote 11 of them in a fun, conversational tone. I added in a bit more personality and brainstormed ideas with Emily, our copywriter.

The dedicated website for Impact! was created and populated with content and all the information was sent to RPs through Alastair, the Director of Regions.

We created a report of our marketing activities for Impact as tracking performance will become more important to the PSA. It's important to review marketing activities.

This year, ticket sales were at an all time record high number for Impact! 2024.

## **Speaking Business Summit**

Chantal Cornelius, National President has created an amazing schedule for Speaking Business Summit 2024. This means there is way more to promote which is great. This year, there was the Standout sessions, Meet the Maestros rather than Ask the Experts, Professional Members Day, Bring a Buddy Scheme, Showreel Session as well as the Fringe activities.

This is in addition to creating graphics for all speakers, a two page sheet with copy to help them promote their involvement in Speaking Business Summit.

We have created graphics for all speakers which are currently being shared and scheduled on our own socials with copy so that our socials are full of why you should attend the premier event for professional speakers.

Similar to Impact, there is a dedicated website created for Summit which was created by Nathan and populated by Emily and Sass.

We continued the weekly emails for conference to be sent out by one person rather than a generic PSA email. All emails are coming from Chantal as National President.

It's been a busy summer and we'll review activities and track progress at the end of the event.

### **The Website**

The website continues to be a tool to promote the PSA. While built on WordPress, it is heavily structured and doesn't allow for much flexibility. It is updated regularly with new content, such as blogs, award winners, duplicated photos removed, the fellow page, ethics, AGM and governance, all the new director roles.

### **Other projects in 2023/2024**

- Interviewed for new the membership director role
- Wrote and created a Sponsorship promotional pdf for Speaking Business Summit 2023
- Wrote survey emails post Speaking Business Summit 2023
- Created a 25 year PSA logo
- Attended all board meetings, bar one.

## **Work in Progress**

### **Email newsletter**

The Podium – The PSA's Weekly Pulse is a new format of a newsletter that will be sent out weekly, the aim of which is to give value as well as informing you of upcoming events in a new format.

I've created the structure, the logo and content and it's over with email maestro Nathan Littleton for designing it up. Thank you to Nathan for your help with this. Initially we'll continue with Mailchimp but will move to Bob, our new platform when it is well and truly operational.

### **The website**

While we have copious amounts of photos, there are too little which shows the vitality and support offered. I'm hoping to change that with photos from this years Speaking Business Summit, to inject more energy into the website.

There still remains pages missing from the old site that isn't on the new site, in particular membership table and benefits, this is on to do list.

### **Regional Marketing Support**

I started working on a blueprint with Hazel last year and due to time constraints and more operational support needed, we never finished it. This will be done in time for the new intake of RPs.

However, I spoke to the RPs in February and offered support, with an open-door policy when they needed and wanted it.

## **Looking Ahead:**

### **Marketing Strategy**

As we progress, my goal remains clear: to enhance the visibility of the PSA and create a more strategic approach to marketing. I have put plans in place to promote the annual events – Impact and SBS so there is a framework for moving forward with next years event marketing.

### **Membership Drive**

Yvonne Emery, our new Learning & Development Director has created a Customer Value Journey for new members. It's an exciting new element to the PSA that I really welcome. Using Yvonne's document, I can create marketing tactics and mini-strategies to market the PSA at each stage of the member journey.

### **Marketing Communications**

While I continue to elevate the PSA to reflect our values, branding guidelines and tone of voice will be created so that as an organisation we can be more consistent across all communications.

I'd like to thank everyone who shared or liked a PSA post on social, anyone who engaged with our communications to extend its reach. The more we do that, the more we can reach organically. Thanks to the other marketing folk I've reached out to during the year, conversations that will help guide strategy and tactics in the year to come. Thanks to Sarah Beth, Hazel, Emily and Sass for all their efforts in marketing the PSA this year. Thanks to all the RPs and their teams for promoting PSA on a regional level.

Please feel free to contact me at [denise.fay@thepsa.co.uk](mailto:denise.fay@thepsa.co.uk) to discuss ideas, share thoughts or offers of assistance. I'm here to serve the PSA.

Take care & thanks,

Denise Fay  
Marketing Director  
PSA UK & Ireland

# Yvonne Emery

Learning & Development Director

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## My role in the PSA

My primary responsibility is to provide Learning and Development opportunities to all members of the PSA UK and Ireland, at Regional Events, through online learning, and through other developmental courses in line with our joint goals of creating and running Speaking Businesses in all its forms.

I joined the Board in May 2024 and have been working on a number of initiatives to be launched at the Speaking Business Summit in October.

## Over the last few months:

- As Curator of the Speaker HUB I have been assessing the content and this is now being worked on to add Subtitles, an audio version and a written version to provide for different learning styles.
- Created an onboarding document for all Board Directors as we have had a significant number of new Directors over the last few months.
- Liaised with CAPS, the Canadian Association of Professional Speakers in order to Affiliate with their Academy of learning so that this content can be accessed by all members and non-members in the UK and Ireland.
- Assisted in creating the new Speaker Competitions, providing the current timeline and working through the implications of having 2, and potentially 3 competitions during the year.
- Creating courses on How to Run a Speaking Business for new Associates; Associates wanting to upgrade to Professional; Professionals needing to grow their businesses; Professionals who are on track to become Fellows over the next 6 months to 24 months.
- Creating a Showreel Session to be held at the Speaking Business Summit in October for members to capture some raw footage of them being welcomed onto the stage; speaking for a short while to capture animation; being given a standing ovation; all of which can be used in the creation of their showreels.

## Over the next year I will be focussing on:

- HUB 2.0 which will add significant content to the Speakers Hub, for which I will be reaching out to Members to provide videos, webinars and interview style content.
- Implementing a customer journey for everyone within the PSA UK and Ireland, so that we can all see clearly what progression through the PSA might be for us.
- Establishing Mastermind groups



- Establishing a Mentorship programme to include both 1-2-1 mentoring and group mentoring on specific topics.
- Running the courses created, with the assistance of other trainers/facilitators over 6 month periods. Further information to be given at SBS.
- Working with members to establish learning and development requirements.
- Introducing further learning opportunities for members to develop their Speaking Businesses.

Thank you to Joanne Lockwood and William Buist for their assistance with getting all these initiatives off the ground, and to Chantal Cornelius for the introduction to the CAPS team.

Thank you also to Derek Cheshire – Speaker Hub Content Manager - who has been providing sterling technical support in the development of the HUB.

# Marina Ibrahim

Diversity, Equity & Inclusion Director  
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## My primary responsibility

This role is a broad and collaborative one that works alongside our board members and all PSA members to identify, develop and communicate DE&I policy and strategy across the organisation.

This role collaborates extensively with our board members and all PSA members and

- Focuses on identifying, developing, and communicating ED&I policies and strategies across the organisation.
- Aims to clarify the meaning of Equity, Diversity and Inclusion to members and external stakeholders.
- Ensures external stakeholders are aware of our ongoing commitment to ED&I in all our activities, from our values and ethics to our marketing, communication, and events.
- Mission objective: To establish the PSA community as a place of belonging.
- Seeks to ensure the association is a welcoming space where differences are not just accepted but celebrated.
- This will ensure our members and external stakeholders understand what we mean by Diversity, Equity and Inclusion throughout the association.
- The role also ensures our external stakeholders are aware of our continuous commitment to DE&I throughout everything we do, from our values and ethics to our marketing, communication and events.

My mission is a simple one: to make sure the PSA community is synonymous with belonging, to ensure it represents a membership association where everyone has a place and difference is embraced and welcomed.

## Projects since May 2024:

Projects I've initiated/started working on since joining the board in May 2024 include:

- Mapping the PSA Membership Journey of Belonging: This project is a collaboration with all stakeholders to enhance the sense of belonging across our membership.
- Developing an EDI Toolkit: We are creating resources for all stakeholders to foster awareness, proactive attitudes, and actions that promote inclusive and welcoming behaviours at events and within the speaking business.

- Improving Venue Accessibility and Health & Safety: An ongoing responsibility involves collaborating with SB to enhance venue accessibility and health & safety standards. We have noted past instances where venues did not meet our inclusivity and access needs. To address this, we are taking proactive steps to ensure future venues are fully accessible and inclusive. We will also mandate that Regional Presidents verify these provisions before confirming venue bookings, guaranteeing that our association remains welcoming and inclusive for everyone.
- Diversity Outreach: Our aim is to attract and welcome members from a diverse range of backgrounds, reinforcing the PSA as an inclusive association enriched by its diversity.

# Mike Pagan

PSA Foundation Director

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## PSA Foundation Report 2024

I am delighted to present the PSA Foundation Report for 2024, reflecting on our achievements and outlining our plans for the future. As the Foundation Director, I've witnessed the impact of our collective efforts in supporting speakers facing various challenges, including well-being, health, and business hardship. This year has been exceptional, marked by record-breaking fundraising successes and the continued expansion of our support network.

### Achievements in 2024

Our successes this year have been driven by several key initiatives. The *Magnificent 7* package was instrumental in boosting our fundraising efforts, with complimentary contributions from Alan Stevens and Phil M. Jones playing pivotal roles. These contributions helped us set new records for funds raised.

Another standout initiative from the SBS 2023 convention was the introduction of the prize draw, where members could purchase raffle tickets for a chance to win prizes ranging from £10's to £100's in value. This initiative not only raised significant funds but also fostered a spirit of generosity within our community. It was particularly heartening to see members paying it forward by purchasing tickets I could distribute to those in attendance with foundation support.

### Enhanced Fundraising Tactics

In 2024, we also built on the innovative approaches introduced in previous years. The success of book exchanges continued, promoting knowledge sharing and camaraderie within our community. Additionally, we expanded our network of wellbeing and Foundation ambassadors in larger regions, reinforcing our support network across the board.

In the background, we are developing a micro-site for the Foundation, which will be attached to the main PSA website. This micro-site will allow members to apply online for support, introductions, and connections via the Foundation. It will also clearly outline eligibility criteria, ensuring that only those who meet our membership standards can apply. This initiative aims to streamline the process and maintain the integrity and confidentiality of our support.

## **Looking Ahead**

My collaboration with the Learning and Development Director, Yvonne, will be crucial as we look to the future. Together, we plan to develop and support programmes Yvonne is passionate about delivering. These initiatives will enhance the value we offer to our members while also serving as an additional source of fundraising for the Foundation.

The commitment to supporting speakers facing financial hardship remains unwavering. This year, we handled nearly 20 confidential applications, providing support for challenges ranging from financial uncertainties to severe ill health.

## **Gratitude and Acknowledgements**

I want to extend my deepest thanks to everyone who has contributed to our success this year. From those who buy tickets - raise their hands in auction or provide the auction prizes - you are all stars - thank you!

I am also grateful to my team of volunteers who have helped with the SBS activities last year and have stood up again this year to help more.

## **Conclusion**

As we move forward into 2024 and beyond, my goal remains clear: to enhance the PSA Foundation's visibility and accessibility to all members. Our collective efforts shape the foundation of our support network, demonstrating that "It's good to talk." I encourage you to reach out, share, and engage in conversations that can HELP - Do not be scared to Ask!!

Please feel free to contact me at [foundation@thepsa.co.uk](mailto:foundation@thepsa.co.uk) to discuss ideas, share thoughts, or seek assistance. Let us continue to build a community that thrives on collaboration, compassion, and growth.

Thank you.

Warm regards,

**Mike Pagan**  
PSA Foundation Director

# Nathan Littleton

Immediate Past National President

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## My role in the PSA

- Support and provide a sounding board to the current National President where required.
- Be a part of the planning team for the PSA's national conferences, Impact! in April and the Speaking Business Summit in October.

## Projects I've worked on in 2023/24

- Part of the planning team for this year's Speaking Business Summit.
- Part of the planning team for this year's Spring conference.
- Supported the incoming National President on the early planning stages for next year's Speaking Business Summit.
- Interviewed candidates and recruited for the roles of Membership Director, Finance Director and Commercial Director.
- Was part of the team working on sourcing the technical partner for the BOB digital project, and am currently leading the email communications aspect of this.
- Worked with the Membership Director and current PSAEs to reform the future PSAE nomination and selection process.
- Created the new Podium newsletter format for members.
- Visited or spoke at several regional events.
- Participated in GSF Leader to Leader calls to share best practices.
- Acted as moderator for the PSA Members Only Facebook group.
- General director and board issues as they arise.
- Attended board meetings throughout the year, in person and virtually.

## A note to say thank you

This year's Speaking Business Summit marks the end of my time on the PSA board. I've held numerous rewarding roles on the board over the last five years and have enjoyed that time

immensely, particularly as your National President in 2022-23. I hope I've played some small part in you taking value from the PSA and growing your speaking business, and would like to say a huge thank you for the support you've given me during this time.

# Sara Beth Reynolds

## Membership and Event Operations

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## My role in the PSA

My role in the PSA has changed following last year's AGM. Until July/August 2024 I supported the Chair of the Board, board members, regional presidents and volunteers with day-to-day coordination and administration of PSA activities together with a small team of the below people:

- Hazel Pearson regional and member support (mmc team)

With support from:

- Anny Roper (mmc conference support team)
- Sandra Dodd (mmc conference support team)
- Emma Kearny (mmc events team)
- Sarah Moore (mmc events team)

Wider PSA core team suppliers:

- Edward Kay (Tall Projects, Digital)
- Pippa Prichard (Xeinadin Accountants: Accounts)
- Steve Phillips (Xeinadin Accountants: Accounts)
- Emily Patton (Scrap Paper, Copy writing and marketing)
- Sass Adams (Sass Adams Socials, website and marketing)
- Ida Soderholtz (Spark Suite, Gsuite Management)
- Karen Finnon (Karen Finnon PA, previous Secretariat)
- Josie Harrison (Spark Suite, current Secretariat)

We work closely with the board, finance team, Regional Presidents and volunteers to ensure we deliver efficient services to the members.

It was a pleasure to receive the Spirit of Joy Award in 2023 on behalf of the operations team and an honour as an individual to receive the Beverly Babb Award for Extraordinary Service, 2024 from the Global Speakers Federation.



# Projects we've worked on in 2023/2024

We have supported all of the projects that each of the directors have been working on. Just some of the larger projects include:

- Speaking Business Summit 2023 held in Solihull, Birmingham
- Impact! Conference 2024 held in London
- Continuation of updates to the website
- Attended monthly board meetings with the directors of the board, in person and provide ongoing support for these meetings
- Continuation of work and support for the usage of trello as a management tool for the board and team inline with the PSA Strategy
- We have attended multiple meetings with suppliers of the proposed membership platform software both before and after suppliers were appointed.
- Review of telephone and online web chat suppliers to enhance member and user experience, including assistance with migration to two different providers. ● Ongoing support to the Foundation and those it serves
- Work with the team and event venues to ensure they are providing welcoming, accessible spaces for our events and delegates
- Contributed to the PSA's birthday party
- Setup and ongoing support for the PSA All aBoard! sessions
- Various newsletter, marketing and communications initiatives
- Member referral scheme
- Various new member benefits
- Continuation of setup and management of new member days and 'Why the PSA' events
- Creating, managing and supporting the regional, Fellow and national events and conferences
- Addition of all regional events to the website a quarter in advance to enable early bookings. These have been pending
- Work to migrate from previous event booking software (Events Frame) to Eventbrite following the closure of the platform with no notice.
- Supported the recruitment process of new board members and volunteer roles
- Supported the recruitment process and onboarding of new team members to enhance our marketing, social media and secretariat work.
- Liaison and support for new digital initiatives and website updates
- Support with technology upgrades to support the PSA's growth
- Support with payment improvements and fee increase work
- Support with upgrading the integrations between our websites, payment processors and membership database for improved operational efficiency.
- Supporting the board and volunteers with numerous other operational and digital tasks.
- Along with the day-to-day member and regional activities.

## Looking Ahead

The team has had an extraordinarily busy year. Our thanks are expressed to all the board, regional presidents and volunteers for all their hard work and commitment to the Association and also to all team members who have gone above and beyond on many occasions. We also extend gratitude to our colleagues at the Global Speakers Federation who we continue to work closely with.

Further to meetings with Joanne Lockwood, William Buist and the PSA Board the relationship between Sara Beth Reynolds and Hazel Pearson (and mmc team members) has begun a migration process from our previous roles to that focused on Events and Member/Regional Support, bound by stricter availability of hours of support and a new partnership focus.

It has always been our privilege to serve the PSA Members, Board, Regional Presidents (past and present) and we look forward to continuing working together in our new format for years to come.

Working with the team, board and volunteers we will continue to do what we can to support our Regional Presidents, board and most importantly the members inline with the PSA 2030 Strategic Plan.