



MINUTES OF BOARD MEETING

25th August 2025 In Person Meeting

Board of Directors attending

Yvonne Emery **(YE)** – Chair
Michelle Mills-Porter **(MMP)** – National President
Phil Ingle **(PI)** – Finance Director
Alastair Greener **(AG)** – National Vice President
Denise Fay **(DF)** - Marketing Director
Mike Pagan **(MP)** – Foundation Director
Leon Bamforth **(LB)** - Membership Director (joining meeting later)
Patrick Mercie **(PM)** - Commercial Director
Olga Gaidane **(OG)** - Director of Regions

Apologies

Jackie Barrie **(JB)** – on behalf of the Fellows

Notes
1. WELCOME YE welcomed everyone to the meeting
2. Apologies for Absence There were no apologies for absence
3. Potential Conflicts of Interest to be registered No conflicts of interest were recorded
4. Minutes from Board Meeting on 25th July 2025 Minutes from July to be approved by e-mail
5. Matters arising from the minutes (YE) AG raised the question of magnetic pins for Members and Fellows to be made available for members and had gained a quote for this. Unanimous approval to purchase these in time for SBS25
6. Foundation update (MP) Foundation is recruiting for 2 Chair positions to head up their new Board. 3 applications have been received but interviews have not taken place yet. It is intended that one of the Chairs will attend the main PSA Board meeting bi-monthly or quarterly, but they will still provide a board report on a monthly basis. Sport 80 link – Only the Super Admin will have access to any Foundation information.

It was suggested that there needs to be a list of benefactors to the Foundation.

The process of transferring funds from the Foundation to the PSA to be reviewed.

All Foundation funds have now been transferred out of Metro Bank to the Foundation bank account.

Current Directors for the Foundation are Mike Pagan, Lee Jackson, Peter Roper and Susan Heaton-Wright (Non-Executive Director). The 2 chairs will be added to this to format the board.

Volunteers to assist with Foundation work at SBS25 are still required.

SB and the team are keeping track of how many hours are being used by the Foundation.

7. Finance Update (PI)

The Year End figures include a VAT refund of £4,700

There is 12,000 Euros in the account and also £1,000 in WIZE

Current bank balance of c. £100,000 includes c. £70,000 SBS money and £5,000 sponsorship.

PI has chased up 13 queries which are now down to 3 outstanding.

Significant work has been done to tidy up the outstanding small amounts, so that we are ready to finalise the provision for unpaid debts. This was set at £9,700 last year, but this may now reduce down to around £4,000 to write off.

In the interim statement prepared for the EGM in March 2025, PI estimated a loss of £500. The actual loss for the year will be c. £478.

Membership fees for the year are around £107,000.

January to June made a profit with overheads less than membership fees.

Mike Ogilvie (Accountant) will join both the AGM on 29th September and the Finance Q&As. He stated that this Board have turned around a 10 year problem. We wouldn't have uncovered these issues if we had gone into Sport 80 last year.

8. SBS25 Update (MMP)

MMP requested a list of those who have attended from overseas for the last 5 years so that she can reach out and invite them to SBS25.

MMP requested that all Board assist in commenting and sharing all posts that will be put in the WhatsApp group for ease.

DF to do the 'I'm attending' graphics for people to use.

9. Data Cleansing and transition to Sport 80 (LB)

LB updated us on numbers recognised now in Sport 80 and those still with discrepancies. Ed Kay is currently away, and we can look at this in more detail when he is back.

YE questioned where the 106 new members were as the numbers still seem to be staying the same.

Trello still needs checking to ensure that we have all members paid up and aren't still losing some through not automatically updating.

Discussions took place on SBS26 pricing, and the use of instalment plans and refunds. Further information to be available following reveal at SBS25.

A decision on this has to be made by 5th September 2025.

Sport 80 – Our cut of data was sent over to Sport 80 on 7th August and we are expecting the soft go-live next week.

We will take time to understand the system and then introduce it gradually to members. We will be supported in this by the customer success team.

Expected launch w/c 25th August – this will take us to the live system and then we can test it.

Questions were asked around how SBS26 payments would be taken? How would Regional Presidents get access to their regions? When would training start for RPs and the office team?

A training plan will be worked out as soon as we have gone live and data has been confirmed as correct.

When we are ready for members to be sent the e-mail from Sport 80 we will post this at the top of the weekly event notification.

10. Regions based Commercial Strategy (PM)

PM has had a meeting with Jenny and Steve Erikssen of Event Raptor to see if this can become a member benefit going forward. More information needed.

eSpeakers – PM to meet and discuss how we can use this fully as a member benefit going forward.

PM presented his Commercial Growth Strategy paper for approval.
Vote = unanimous to go ahead.

11. Fellows Upgrade Process (JB)

JB joined us via video link to finish the review of the Fellows Upgrade Process – the following was discussed and agreed.

Point 16 – L&D required for Fellowship to be 20 hours in the past 2 years. This can now be for both speaking L&D time or for business L&D time.

Vote = unanimous

Point 17 – Measuring L&D – logging hours is seen as sufficient.

Point 18 - £100 maintained as the fee for upgrading, and this will be made more obvious on the website at the point of starting to apply.

Point 19 – In order to speed up the process there will be bi-annual windows to upgrade which will conclude prior to Impact and prior to SBS. Dates for this will be provided and timelines published.

Point 20 – In order to sell the benefits of upgrading to Fellow the website copy will be updated and videos from Fellows will be provided along with other collateral.

Vote = unanimous

Point 21 – Downgrading – suggestion that David Hyner (Fellows Rep) is asked to put in a proposal for how this is managed.

Vote carried for voluntary downgrading.

Further discussion required at a later date.

Point 22 – Fellowship fees to remain as they are for now and reviewed along with other fee increase reviews.

Point 23 – GSF (global Speaker Federation) – MP to share our revised upgrading process with Shari Bricks (equivalent of SB to GSF).

Point 24 – How many upgrades should be allowed? 12% to 17% of members is a current reflection.

Point 25 – FAQ's – This has already been drafted. It needs to be branded and updated to the website.

Point 7 – further review – 2 people required to check the speech presented as part of the upgrade process – if they disagree then it goes to an adjudicator.

Vote = unanimous

Point 13 – CSP's joining the PSA as Fellows – CSP's already have access to Fellows meetings and the facebook page. They have already surpassed the requirements for Fellow through their CSP accreditation. They should be asked to also pay Fellow rates to be part of this community. They would be eligible for a 50% payment if they are also a member of another GSF association.

Point 12 – Further discussion took place on what counts as income for Fellowship. This needs to be discussed again within the Fellows community and clarified.

Point 15 – It was agreed that Board members should also receive 5 points per annum that they serve towards Fellowship upgrading.

YE thanked JB for all the work she had put into getting the system clarified and confirmed that this will be launched properly giving access to all members to see the process easily.

12. ADH and DH re ongoing discussion (ADH)

This is a confidential section.

13. Value of membership, events and benchmarking the PSA (PI)

PI raised a discussion around benchmarking the PSA against other membership organisations.

We need to review the value and pricing of some of our regional events – they are the lifeblood of the association and we need to increase value here.

What is our aspiration and what needs to be done in order to get our reality closer to our aspiration for regional events.

We need to be watching our retention rates and other stats in order to have a better understanding of how we are growing the association.

MMP noted that some members think the PSA is only regional and don't see the bigger association as a whole.

We need to be encouraging Speakers to join, not just associates.

Comparisons to other associations need to be made – more work to be done on this.

14. Policy Adoption (YE)

Complaints Process, Grievance procedure and Social Media Policy:
Vote to be adopted. YE to put this on the Board Activity page.

15. Chair items for discussion (YE)

Risk Register with Mal Budd for review and YE will bring this to the Strategy Day in November for further input from all Board Directors.

Governance Review is with Bob Bradley and will be reviewed initially by Yvonne in September. Following a couple of updates and changes this will be presented to the Board for comment.

AGM reports are due by 15th September latest so that they can be collated for the AGM docs to go out 14 days prior to the AGM on 29th September 2025.

Articles and Bylaws – slight updates to be approved – vote by Wednesday 27th August.

16. Awards discussion and votes (YE)

This section is confidential – for reveal at SBS25.

The meeting closed at 3.30PM