

*Are you ready to upgrade to the PSA's top membership tier?*



**Your guide to becoming a Fellow of the PSA UK & Ireland**

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# What Fellows say...

*"The fastest acceleration in my business has been since I became a Fellow."*

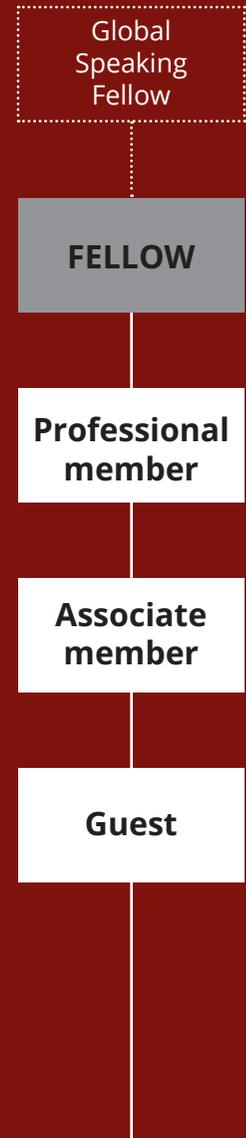
*"It helps to build your brand awareness within an important demographic who can help you, recommend you and where you can reciprocate."*

*"The Fellows forums are gold dust... a great source of inspiration and encouragement. I don't feel so alone."*

*"I like the workshop approach where we have more time to reflect on our businesses. I appreciate having more time to connect with a smaller group of people who are experienced speakers and have proper businesses. More time to work in the sessions, with other Fellows, is invaluable."*

*"Of all the benefits, the Fellows-only events are definitely the biggest draw for me."*

*"Fellowship helps you build your business and grow your reputation."*



# Benefits of Fellowship

When you upgrade to our highest membership level, you retain all the advantages of being a Professional member of the PSA **PLUS** you get all these additional opportunities.

- **Collaboration:** Online and offline events for Fellows only  
Networking, learning and in-depth dialogue with like-minded speakers at an advanced stage in their career
- **Connection:** Facebook and LinkedIn groups exclusively for Fellows
- **Recognition:** Boost your marketing with the FPSA logo and initials after your name
- **Development:** One-to-one with the MD of the Inspirational Speakers' bureau
- **Fulfilment:** Personal satisfaction at having attained the PSA's top membership tier
- **Global reach:** Access to CSP events worldwide  
That's Certified Speaking Professional events at the other Associations who are also members of the Global Speaking Federation (GSF). This currently includes PSA Australia, APSS and the virtual association VSAI.
- **Potential:** Right to apply for the prestigious Global Speaking Fellow designation

# Do you qualify?

The Fellows are a diverse community. Like the PSA's other membership levels, Fellowship is available to professional keynoters, trainers, coaches, consultants and authors – as long as you meet all the criteria detailed throughout this booklet.

Please collate your evidence using the application workbook available from [the psa.co.uk/membership/fellows-criteria](http://the psa.co.uk/membership/fellows-criteria) or [support@the psa.co.uk](mailto:support@the psa.co.uk).

To qualify, you'll need to answer **'Yes'** to these questions:

- Have you been a member of the PSA for one year or more, including at Professional level for at least six months?
- Is your PSA subscription paid up to date?
- Have you had more than five speaking/training clients in the past two years?

People who **don't** qualify for Fellowship:

- You're currently at Associate level
- You speak exclusively for one employer
- You've had any sanctions from the PSA or GSF (Global Speaking Federation) in the past five years



*Your sponsors will verify and validate your application...*

## Find two sponsors

Before you apply, you'll need to find two Fellows who agree to sponsor your application. For example, you might ask Fellows from your local region who know you and your work.

Along with the Admin team, your chosen sponsors will share responsibility for evaluating the evidence you submit against the criteria in this booklet.

For help to find sponsors, please contact [fellows@thepsa.co.uk](mailto:fellows@thepsa.co.uk) and we'll see what we can do.

We're looking to appoint an Upgrade Coordinator who will be your main contact point. Meanwhile, please contact [membership@thepsa.co.uk](mailto:membership@thepsa.co.uk) to register your interest in upgrading, and ask them about the support group for aspiring Fellows.

Please note you can't choose a sponsor who's been a paying client or a paid supplier of yours within the past four years (such as your speaking coach or mentor), as that gives rise to a conflict of interest for them.

## Two routes to Fellowship

Your application will be assessed against benchmarks in three key areas:

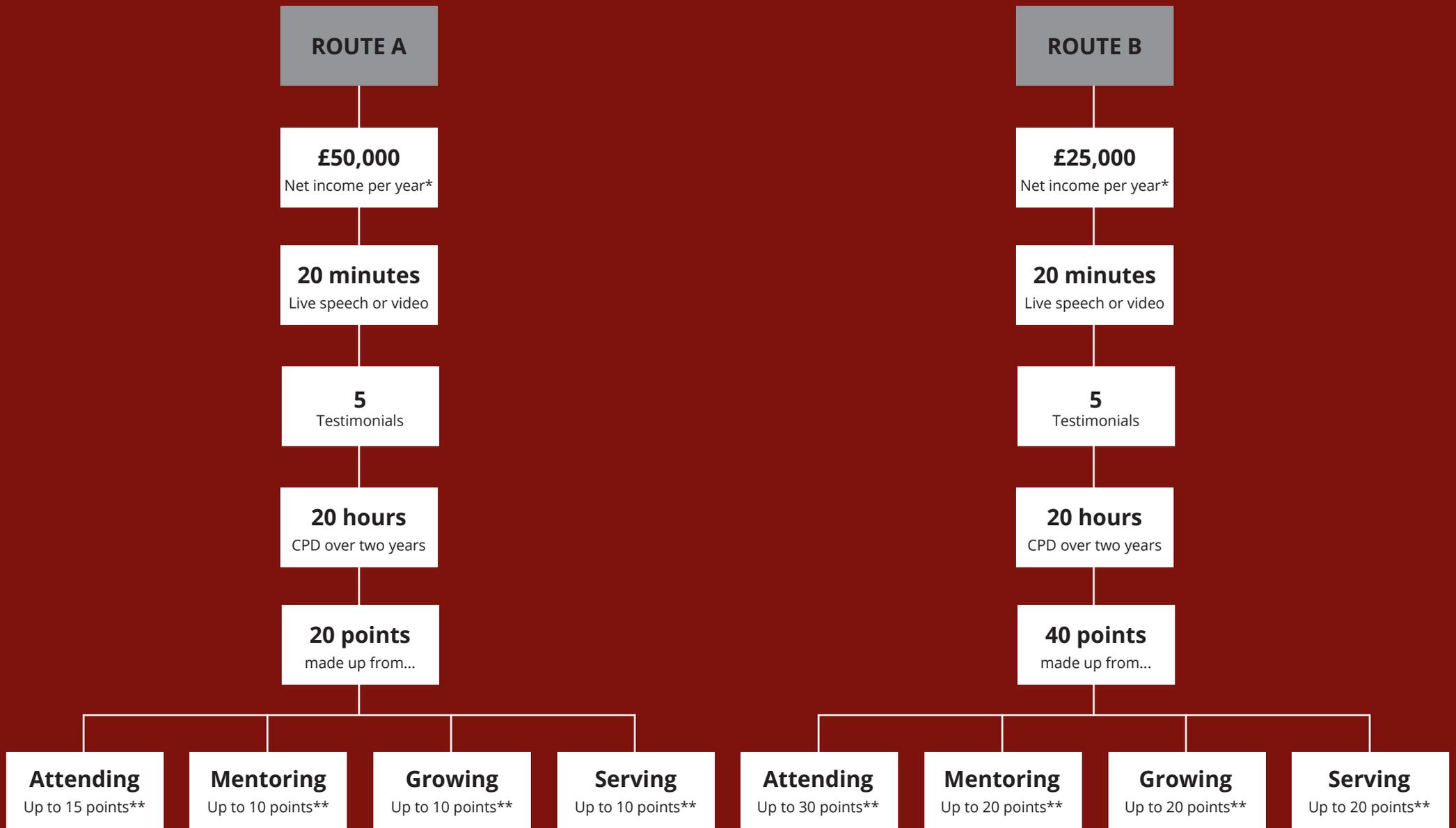
- **Financial** shown by your speaking and speaking-related income
- **Quality** assessed by your speaking/training ability, testimonials, and CPD
- **Support of the PSA** measured by attendance, mentoring, growing and serving

The benchmarks have been set to align with the PSA values of Respect, Excellence and Connection, and are explained in detail later in this booklet.

There are two routes to Fellowship, as shown in the flowcharts on the next page.

Two routes exist because some Fellows are full-time speakers/trainers who charge high-level fees, while others use speaking/training as part of a broader business model, or serve lower-paying clients such as schools, or are in a position where income levels are not a priority. As those speakers/trainers can't meet the higher income benchmark, they need to accrue a higher number of points.

*The following pages explain how you can accrue points in each category...*



\* You must earn at least this amount of net income from speaking and/or speaking-related activities in two of the last four years. You'll find more details on pages 10 and 11. These benchmarks apply from October 2023. Note that the amounts are reviewed annually, and will be updated at least every five years to keep pace with inflation and market relevance.

\*\* These criteria are explained on page 21.

# Prove your income

Your speaking and/or speaking-related income must reach or exceed the Route A or Route B benchmark in at least two of the last four years.

## **What counts as speaking income?**

Speaking income includes fees you earn for delivering content to an audience, whether direct to your own clients or as an associate. These sessions must be over 20 minutes, and to an audience of three people or more.

This could be: Keynote talks, training sessions, masterclasses, breakouts, facilitating mastermind groups such as Vistage, lecturing, teaching, group coaching, and any other learning and development work you provide.

## **What counts as speaking-related income?**

Speaking-related income covers any additional revenue you generate as a result of the above activities PLUS any income that arises directly from unpaid activities you do (such as showcase presentations, webinars, video content, podcast episodes, and other broadcast media).

This could include: back-of-room or subsequent sales of products and services such as books and courses, one-to-one or group work with clients, or bookings for ongoing programmes.

## **What's not counted as income?**

The income benchmark relates to speaking and speaking-related work. It does NOT include:

- VAT
- Travel and expenses

## **How to prove your income**

There are three ways to show how much you've earned from speaking and speaking-related activities over two of the last four years. One of your sponsors will check this. Obviously, the Fellow who does this important job will treat your financial information with utmost confidentiality.

- Complete the application workbook listing details of your speaking/speaking-related work. Include client contact details (with their permission), so some of them can be spot-checked by your sponsor
- If you use Xero or similar for your online bookkeeping, you may choose to create a bespoke report then arrange a video call with your sponsor and share the relevant screens so they can see your income breakdown
- While being conscious of competitor-sensitivity and GDPR, you might choose to supply two years of invoices to be checked and totalled by your sponsor

Remember that VAT, travel and expenses don't count towards your total income, so you'll have to deduct these from whichever form of evidence you provide.



*Strong speaking skills are crucial...*

# Demonstrate your speaking ability

Fellows are typically more experienced than the average Professional member, and should provide evidence they can engage an audience and deliver valuable content in a professional way. Both your sponsors will therefore evaluate you speaking or training, live or on video.

## What speeches or training sessions count?

- Unedited video recording OR live speech
- Delivered within the past 12 months
- Lasting at least 20 minutes
- Audience of three people or more

Your sponsors will assess your speech/session to decide if it's Fellow-worthy. To get a 'yes', you'll need both of them to score you at least 4 out of 5 in each of these categories:

- **Bookability** (your topic, impact and outcome)
- **Content** (your script and visual aids)
- **Delivery** (your stagecraft and/or use of technology)
- **Engagement** (your storytelling skills, data-sharing, and/or audience activities)
- **Professionalism** (please see page 26 for more details)

If the two sponsors disagree on whether your speaking ability is good enough for Fellowship, they'll discuss it between themselves. If they fail to reach agreement, your submission will be reviewed by a third Fellow who will act as adjudicator. Please note your sponsors won't give you feedback unless you ask for it.



*Testimonials validate your impact..*

# Collect five testimonials

You should submit at least **five** testimonials from paid speaking or training clients, within the past **four** years, where you had an audience of **three** people or more.

These testimonials should include what the client says about:

- Your presentation delivery
- Your professional service
- Their willingness to rebook or recommend you (or evidence of repeat bookings)

Testimonials can be in writing or on video.

You can send your sponsor existing testimonials, such as from LinkedIn or your website, or you can gather new ones.

For each testimonial, you'll need to provide supporting information that gives details about the context, client and event, as shown on the next page...

Please include the following information about each testimonial:

- Date/s delivered
- Description of work e.g. Title of talk / Details of training
- Size of audience
- Duration of talk or training session / programme
- Fee paid

To prove that, you could share your online bookkeeping screen/s or send copy invoices to your sponsor

- Client name
- Client contact details (with their permission)

This is so your sponsor can contact some or all of them to confirm the information that's been provided

There's a sheet in the application workbook where you can collate this information.



*Achieve excellence through ongoing learning...*

# Show continuing professional development (CPD)

Fellows exhibit the highest possible standards in the speaking profession. You therefore need to demonstrate that you've undertaken at least 20 hours of CPD over the last two years. This could include:

## Speaking CPD

- Attending speaking courses online or on-site
- Attending Global Speaking Federation (GSF) events, such as the Global Speaking Summit (GSS) and events hosted by other GSF Associations, such as CAPS or PSASA
- Learning on the CAPS Academy
- Being mentored or coached about speaking

## Business CPD

You can also include each hour of CPD you've spent in the last two years to improve your general business capabilities or enhance your professional expertise. A mindset, marketing or management course might count, for example, but a flower-arranging course probably wouldn't (unless that's your topic, or your business is flower arranging and you use speaking or training to support that). This will be assessed on a case-by-case basis by your sponsor.

## **Masterminding**

Being in a formal, structured mastermind group can count towards your CPD points. Please see page 27 for details.

## **Free CPD**

Up to five of the 20 hours can be unpaid CPD.

This might include time you spend learning on the PSA Speaker Hub, watching YouTube and TED talks, reading books and newsletters, and listening to podcasts – including those created by PSA members.

## **Proving CPD**

You should provide a learning log showing the CPD you've done, along with receipts and supplier contact details (with their permission), so your sponsor can do spot-checks.

There's a sheet in the application workbook where you can collate this information.



*Support the PSA community...*

# Accrue points for supporting the PSA

Fellows support other members and help strengthen our Association. Here's how to collect points through your PSA involvement...

## ATTENDING

**1 point** for each PSA regional or virtual event you attended in the past two years

**2 points** for each April Impact! event you attended in the past two years

**3 points** for each October SBS event you attended in the past two years

## MENTORING

**1 point** for each hour you mentored a PSA member (unpaid) in the past two years

## GROWING

**2 points** for each PSA member you introduced in the past two years who joined

## SERVING

**5 points** for each year you've served as a Board member, RP, VP, or at a national level such as Speaker Competition Coordinator or Upgrade Coordinator

**3 points** for each year you've served in a regional role e.g. as a Committee member

Please check the flowcharts on page 9 to see the maximum points you can attain in each category. Remember, you need to accrue at least 20 points if you're applying under Route A or 40 points if you're applying under Route B.

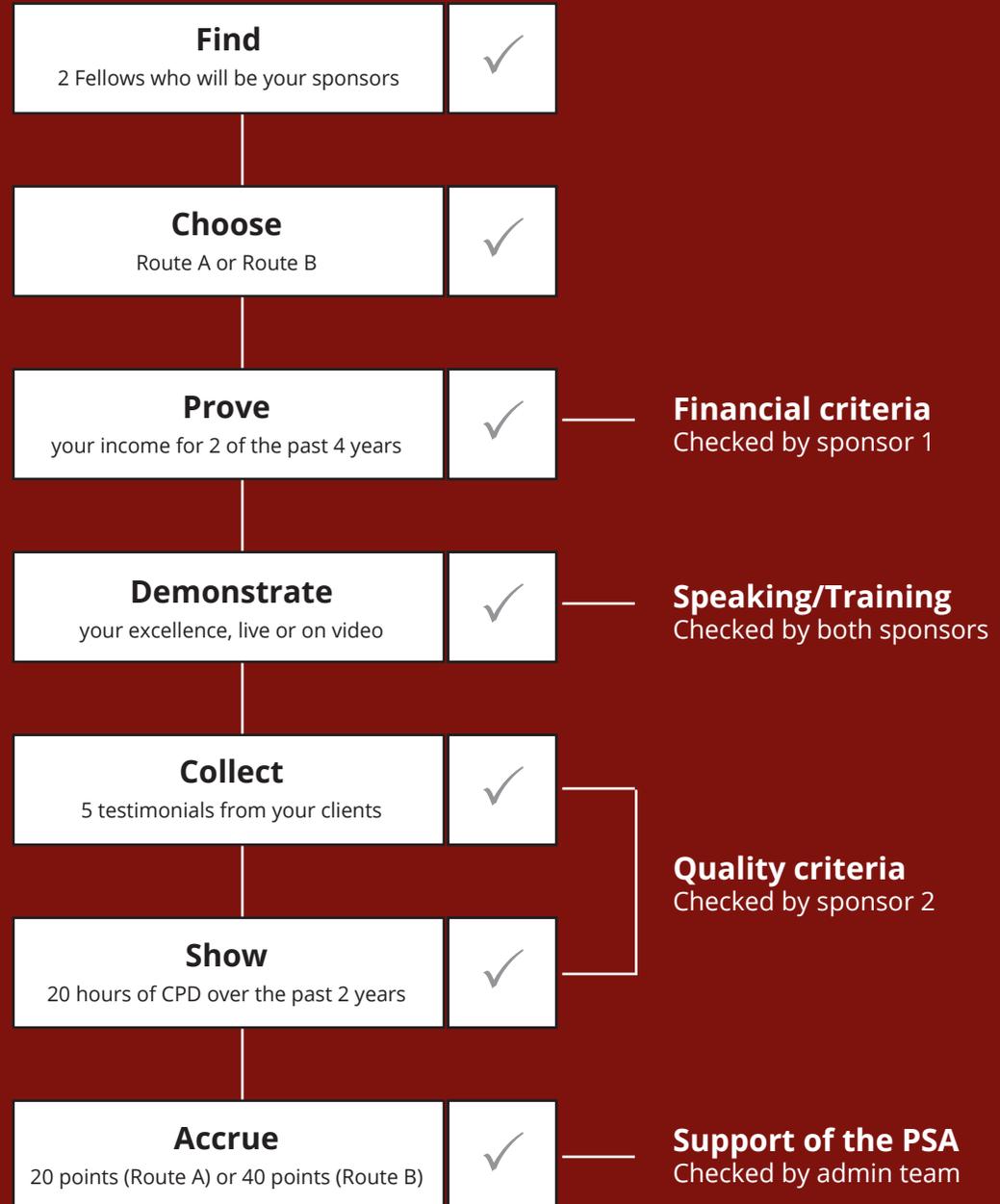


*Next steps...*

# CHECKLIST

You should gather all the evidence detailed on the previous pages before you apply online.

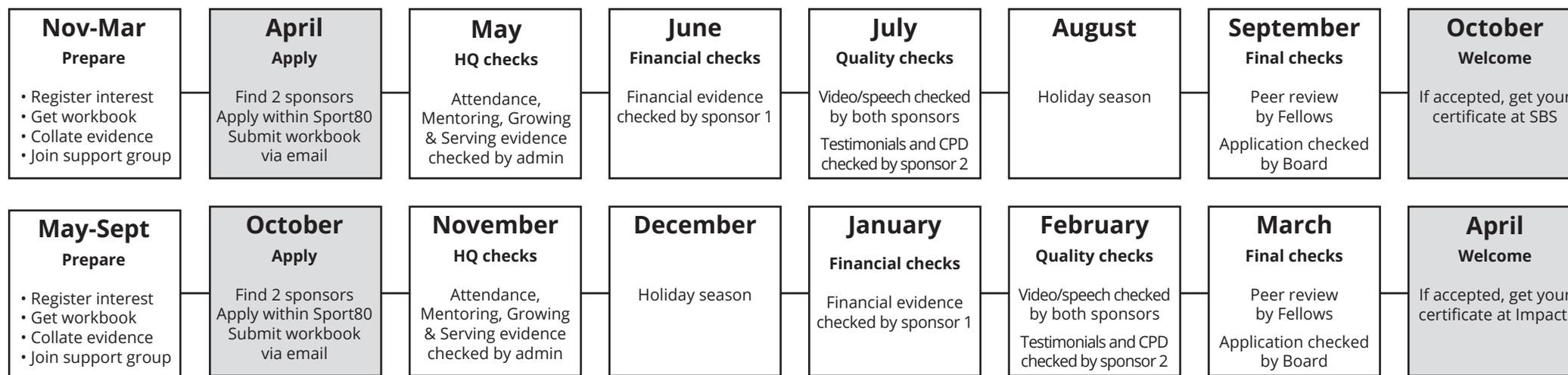
Here's a summary...



# TIMELINE

- Step 1:** Check that you qualify (see page 5)
- Step 2:** Read this document thoroughly, to understand the requirements
- Step 3:** Register your interest in upgrading, by emailing [membership@thepsa.co.uk](mailto:membership@thepsa.co.uk)\*
- Step 4:** Get your application workbook from [thepsa.co.uk/membership/fellows-criteria](http://thepsa.co.uk/membership/fellows-criteria) or from [support@thepsa.co.uk](mailto:support@thepsa.co.uk)
- Step 5:** Collate your evidence and total your points using the spreadsheets
- Step 6:** Join an upgrade support group to help you prepare (optional)
- Step 7:** When you're ready, find two Fellows who agree to sponsor your application
- Step 8:** Log into your Sport80 profile and apply to upgrade. Pay the £100 admin fee for processing your application
- Step 9:** Send your completed workbook to [membership@thepsa.co.uk](mailto:membership@thepsa.co.uk)\*. They will forward your application to the admin team and your two sponsors. They will also help keep track of progress and be your main contact point
- Step 10:** To ensure thorough evaluation of applicants, the evidence you submit is checked by your sponsors and the PSA admin team

To give you an idea, here are the typical timelines working backwards from our national events. Note that you can apply anytime, and the process can be quicker than shown.





*Your questions answered...*

# FAQs: Video/Speech

## **What do I need to know about the speech?**

Both sponsors will assess you speaking or training, on stage or on screen.

The keynote or training session you submit should show your best work, and include content that demonstrates your current area of expertise.

To provide context, you should explain who the audience is and the objective of the session. It should be a real event, not one that's been set up with a staged audience.

At least 75% should be you talking – the rest can be other elements such as brief interviews or audience interaction. Because of this requirement, being the MC or part of a panel probably wouldn't qualify.

## **Can I submit a talk I deliver at a PSA region?**

Yes. Your sponsors can assess your keynote, masterclass or showcase live at any PSA region, including the virtual region. This might be easier than inviting them to observe you at a client event.

## **Can I submit a video recording?**

Yes, you can send MP4 files or links to YouTube or Vimeo.

Your video should be a complete talk, so an edited showreel of your 'best bits' interspersed with audience reactions wouldn't be acceptable.

It can be shot from different camera angles, but the audio track should be continuous, apart from edits to cut out any audience participation activities.

It doesn't need to be professionally filmed, but you should be well lit and easy to hear.

## **Can I send a longer video?**

20 minutes is enough for your sponsors to judge the standard of your speaking/training. However, you can send a longer video and indicate which segment you want your sponsors to view.

## **Can I submit a TEDx talk?**

No, since even the longest TEDx talk is less than 20 minutes.

## **Why might my speech/video disqualify me?**

You will be assessed against the criteria shown on page 13. In addition...

Fellows should be totally professional, so any references you mention should be properly cited, and there should be no typos on your slides.

If you're reading from a teleprompter or notes, it wouldn't demonstrate speaking eloquence so probably wouldn't be good enough.

If you tell stories that are not your own original material, or your slides include copyright images without proper credit or permission, that tells us you're not following our Code of Ethics and your application will be rejected this time round.

# FAQs: General

## **When does the 'year' start for the income criteria?**

You need to earn the minimum level for Route A or Route B for at least two of the past four years. This can be two calendar years, two periods of 12 months that align with your accounting year, or two matching periods of 12 months running up to your application date.

## **Can I upgrade to Fellowship and enter the Professional Speaker competition in the same six-month period?**

Sorry, no. The risk is that, if your upgrade is accepted, a Fellow could then be the winner of the Professional-level competition.

## **Does being a host or guest on YouTube/Vimeo, TV, radio or a podcast count towards speaker income?**

No. Unpaid broadcast media doesn't count as speaker income, but paid work you win as a result of these activities counts as speaker-related income.

## **Does one-to-one coaching count as income?**

Sometimes. It's a subtle distinction as explained on page 10.

One-to-one coaching counts as speaker-related income when you have won the work as a result of a speaking event. One-to-one coaching doesn't count when you've won it through other marketing.

Group coaching counts, when your audience comprises three people or more.

## **Does speaking at a PSA event count as attending?**

Yes.

## **Does attending meetings of the PSA Virtual region count towards attendance?**

Yes.

## **What type of mastermind groups count towards CPD?**

For a mastermind group to count towards your CPD, it must be formally structured.

For example, it should:

- Meet regularly and consistently
- Have a clear purpose
- Follow an agreed process for the sessions
- Maintain an appropriate balance between challenge and support
- Have a candid and confidential culture

Also, your mastermind group members should:

- Contribute ideas / input to benefit other members
- Gain from input / ideas from other group members
- Conduct themselves in a professional and respectful manner

## **Do I have to reapply after, say, five years, or if my income drops?**

No. Once you're a Fellow, you remain a Fellow as long as you keep paying Fellow-level membership fees and comply with the Code of Ethics.

# FAQs: Continued

## **How do I prove my support of the PSA through attendance, mentoring, growing and serving?**

Download and complete the application workbook at [the-psa.co.uk/membership/fellows-criteria](https://the-psa.co.uk/membership/fellows-criteria).

- Attendance: Prepare a list of dates for all the PSA events you've attended in the past two years.
- Mentoring: Write dates and details of unpaid mentoring you've given to PSA members in the past two years.
- Growing: List PSA members you've introduced who went on to join in the past two years.
- Serving: Detail any PSA national and regional roles you've ever undertaken.

When you're ready, send the completed workbook to [membership@the-psa.co.uk](mailto:membership@the-psa.co.uk) who will forward it to the admin team and your sponsors to check.

## **I've been granted Honorary Fellowship. Do I need to do anything?**

Congratulations!

Please contact [membership@the-psa.co.uk](mailto:membership@the-psa.co.uk) to arrange your Honorary Fellowship. Please don't try to upgrade your Sport80 profile yourself as the admin team will take care of everything.

## **I'm a returning Fellow – how do I rejoin?**

If you want to rejoin at Fellow level after you've temporarily downgraded your membership or left the PSA, your upgrade can't be done within Sport80. To rejoin the Fellows' community, please read the criteria (for information), then email [membership@the-psa.co.uk](mailto:membership@the-psa.co.uk), confirming two things in writing:

- That you meet the minimum financial requirement (please see page 9)
- That you agree to comply with the Code of Ethics at [the-psa.co.uk/code-of-ethics](https://the-psa.co.uk/code-of-ethics)

As we already know you, returning Fellows won't have to prove your income or speaking ability, collate 'support' points, or pay the £100 admin fee. After the standard peer and Board review, the admin team will advise you about your acceptance and update your Sport80 profile for you.

## **I'm a CSP at another GSF Association. Can I join the PSA at Fellow level?**

As a CSP, you have already shown you exceed the financial and quality requirements for Fellowship. All CSPs can join the Fellows-only Facebook and LinkedIn groups, and attend Fellows-only events, without becoming a Fellow.

If you'd like to become a Fellow as well as a CSP, and you're already a member of another GSF Association, you get 50% off your Fellow-level membership fees. Note that acceptance as a Fellow assumes your 'home' association membership is in good standing.

## FAQs: Continued

### **Is Fellowship a qualification?**

No, Fellowship is a membership level.

If you want to achieve a qualification, you can apply for CSP at the GSF's conferring Associations, here: [globalspeakersfederation.net/speaking-certifications](http://globalspeakersfederation.net/speaking-certifications).

### **Anything else I need to know?**

Fellows represent the highest level of professional integrity.

As such, it would violate our ethical standards if you fabricate information on the workbook or falsify invoices in order to meet the financial benchmarks. Similarly, it would be unethical to ask someone to pay you to speak and then returning their fee, just so they look like a paying client.

If this becomes apparent, you will be investigated by the ethics committee and your Fellowship may be revoked.

## Jargonbuster

As a Professional member of the PSA, you're probably already familiar with all the initialisms used in this booklet.

For clarity, here's a list:

**APSS:** Association of Professional Speakers Singapore

**CAPS:** Canadian Association of Professional Speakers

**CSP:** Certified Speaking Professional

**PSA:** Professional Speaking Association UK & Ireland

**PSAA:** Professional Speaking Association Australia

**PSASA:** Professional Speaking Association Southern Africa

**GSF:** Global Speaking Federation

**GSS:** Global Speaking Summit (run by the GSF)

**Impact!:** Spring convention (run by PSA in April)

**RP:** Regional President

**SBS:** Speaking Business Summit (run by PSA in October)

**Sport80:** The PSA's membership system

**VP:** Vice President

**VSAI:** Virtual Speaking Association International

# How to apply

1. Download the application workbook at [the-psa.co.uk/membership/fellows-criteria](https://the-psa.co.uk/membership/fellows-criteria)
2. Send your completed workbook and other evidence to [membership@the-psa.co.uk](mailto:membership@the-psa.co.uk)
3. Login to Sport80, view your profile, and follow the instructions: [the-psa.sport80.com](https://the-psa.sport80.com)

## Application fee

There is a non-refundable fee of £100 to pay when you apply. This covers the admin cost of processing your application.

Once accepted, your annual membership fees will automatically increase to Fellow level.

*We look forward to welcoming you as part of the Fellows' community.*