

Willing to help grow the Fellows' community?



Your guide to sponsoring someone to upgrade to Fellow

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What sponsors say...

"Sponsoring someone to upgrade is gratifying because you're helping them to grow at the same time as supporting the Fellows' community to grow."

"Being a sponsor was easier and took less time than I expected."

"The value in sponsoring an application is in the connection. Learning more about the person and their business, and ensuring the consistency of quality of the Fellowship award."

As a sponsor, you're helping to grow the community of Fellows of which you are a part."

"Every new Fellow benefits from making deeper connections within the Fellows' community, as well as the chance to contribute something new to their fellow Fellows."

"Verifying and validating Fellowship applications is an important and fulfilling role."

Benefits of sponsoring someone to upgrade

Here are just a few of the reasons why you might sponsor someone to upgrade to Fellowship:

- Show your support of the PSA by helping to grow the Fellows' community
- Help maintain high standards within the Fellows' community
- 'Give back' to the community, by supporting a speaker through their upgrade

The sponsorship role is less demanding than you might expect, and the duties are shared between two sponsors and the admin team. We estimate it will take around 2-3 hours each.

Who can be a sponsor?

Any current PSA Fellow can sponsor a Professional member to upgrade. Please note you can't sponsor someone if you've been a paying client or paid supplier of theirs within the past four years (such as their speaking coach), as that gives rise to a conflict of interest for you.

This Sponsor Guide reflects the content of the Applicant Guide which applicants should work through before they contact you.

Does the applicant 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 they meet all the criteria detailed in the Applicant Guide.

They should collate their evidence using the application workbook available from thepsa.co.uk/membership/fellows-criteria or support@thepsa.co.uk.

To qualify:

- The applicant should be a member of the PSA UK&I for one year or more, including at Professional level for at least six months
- Their PSA subscription should be paid up to date
- They should have more than five speaking/training clients in the past two years

The admin team will confirm the applicant qualifies before the sponsors start checking the evidence submitted in the application.

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

- Applicants who are currently at Associate level
- Applicants who speak exclusively for one employer
- Applicants who have had any sanctions from the PSA or GSF (Global Speaking Federation) in the past five years



Sponsors verify and validate the application...

Two sponsors share the role with the admin team

Each applicant needs to find two Fellows who know them and agree to sponsor their application.

Sponsors have an important role to play in checking the evidence that's submitted:

- **Sponsor 1** Checks financial evidence (pages 10 & 11)
- **Sponsor 2** Checks testimonials (pages 15 & 16) and CPD evidence (page 18 & 19)
- **Both sponsors:** Assess submitted video or observe live speech (pages 13 & 26)
- **Admin team:** Check qualification (page 5) and evidence of PSA support (page 21)

The PSA is looking to appoint an Upgrade Coordinator who will support applicants, be their main contact point, and liaise with the sponsors and admin team. Meanwhile, please liaise with applicants via membership@thepsa.co.uk.

Two routes to Fellowship

Applications are assessed against benchmarks in three key areas:

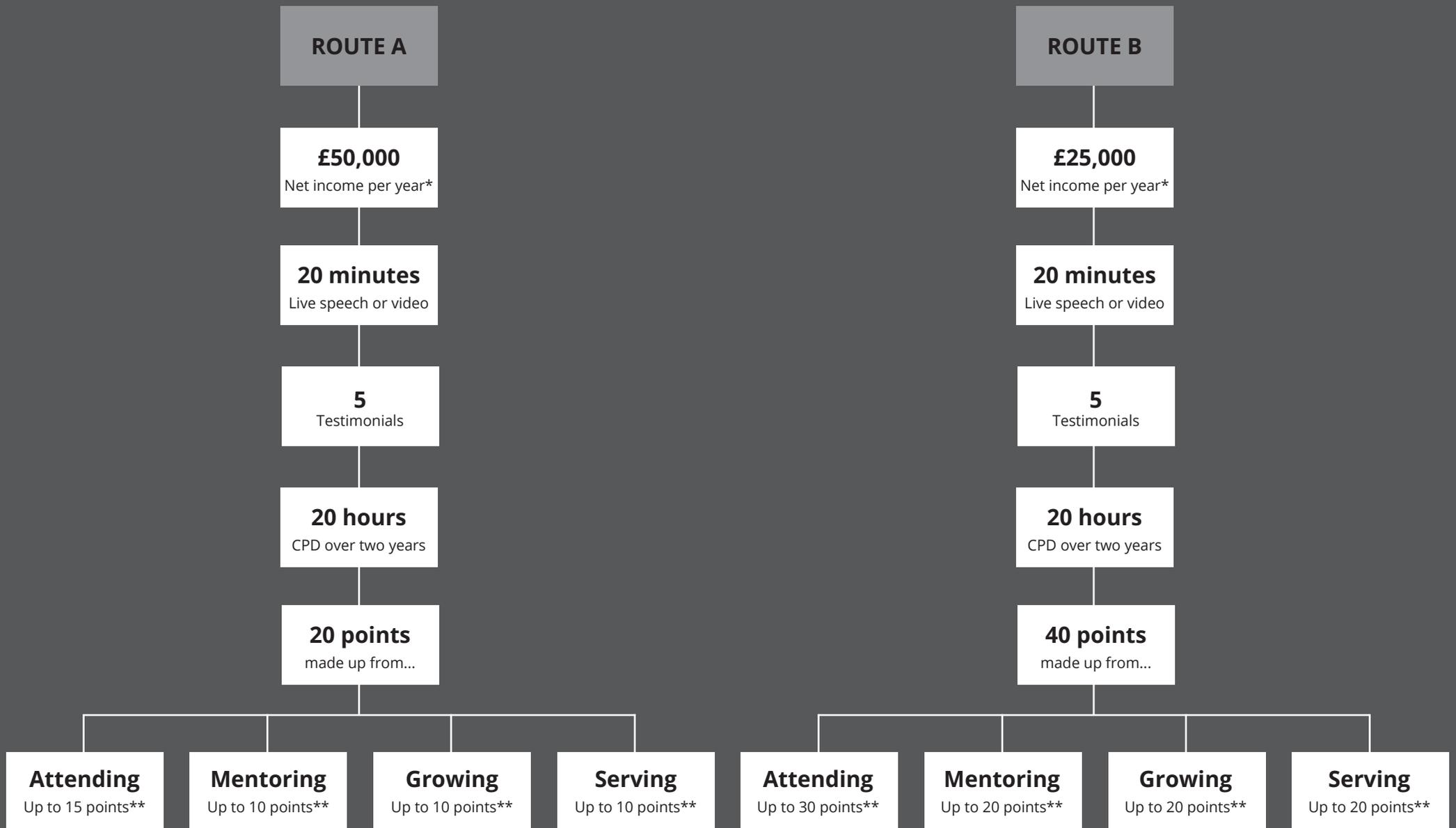
- **Financial** shown by speaking and speaking-related income
- **Quality** assessed by speaking/training ability, testimonials, and CPD
- **Support of the PSA** measured by attendance, mentoring, growing and serving

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 applicants can accrue points in each category...



* The applicant 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.

Sponsor 1: Check income evidence

The applicant's 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 earned for delivering content to an audience, whether direct to their 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 they provide.

What counts as speaking-related income?

Speaking-related income covers any additional revenue generated as a result of the above activities PLUS any income that arises directly from unpaid activities they 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 check their income

There are three ways applicants can show how much they've earned from speaking and speaking-related activities over two of the last four years. Obviously, sponsor 1 who checks this financial information will treat it with utmost confidentiality.

- The applicant can complete the workbook listing details of their speaking/speaking-related work, including client contact details, so some of them can be spot-checked by sponsor 1
- If the applicant uses Xero or similar for their online bookkeeping, they may choose to create a bespoke report then arrange a video call with their sponsor, and share the relevant screens to demonstrate their income breakdown
- While being conscious of competitor-sensitivity and GDPR, they might choose to supply two years of invoices to be checked and totalled by their sponsor

Remember that VAT, travel and expenses don't count towards their total income, so those will have to be deducted from whichever form of evidence is provided.



Strong speaking skills are crucial...

Both sponsors: Assess 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 sponsors will therefore evaluate the applicant 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

You should assess the speech/session to decide if it's Fellow-worthy. To get a 'yes', both sponsors should score the applicant at least 4 out of 5 in each of these categories:

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

If the two sponsors disagree on whether the applicant's speaking ability is good enough for Fellowship, you should discuss it between yourselves. If you fail to reach agreement, the submission will be reviewed by a third Fellow who will act as adjudicator. Note that you don't have to give the applicant any feedback unless they ask for it.



Testimonials validate their impact...

Sponsor 2: Check five testimonials

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

These testimonials should include what the client says about:

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

Testimonials can be in writing or on video.

They can send you existing testimonials, such as from LinkedIn or their website, or they can gather new ones.

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

The applicant should provide 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, the applicant could share their online bookkeeping screen/s with you, or send you copy invoices

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

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

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



Prove excellence through ongoing learning...

Sponsor 2: Check CPD hours

Fellows exhibit the highest possible standards in the speaking profession. Applicants therefore need to demonstrate that they've undertaken at least 20 hours of Continuing Professional Development (CPD) over the last two years. This could include:

Speaking L&D

- 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
- Paying to be mentored or coached about speaking

Business CPD

They can also include each hour of CPD they've spent in the last two years to improve their general business capabilities or enhance their professional expertise. A mindset, marketing or management course might count, for example, but a flower-arranging course probably wouldn't (unless that's their topic, or their business is flower arranging and they use speaking or training to support that). This will be assessed on a case-by-case basis by sponsor 2.

Masterminding

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

Free CPD

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

This includes time the applicant has spent 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

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

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



Demonstrate support of the PSA community...

Admin team: Check points accrued for supporting the PSA

Fellows support other members and help strengthen our Association. Here's how applicants can get points that demonstrate their support of the PSA...

ATTENDING

1 point for each regional or virtual event they attended in the past two years

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

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

MENTORING

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

GROWING

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

SERVING

5 points for each year they'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 they served in a regional role e.g. as a Committee member

The flowcharts on page 9 show the maximum points they can attain in each category. Remember, they need at least 20 points if they're applying under Route A or 40 points if they're applying under Route B.

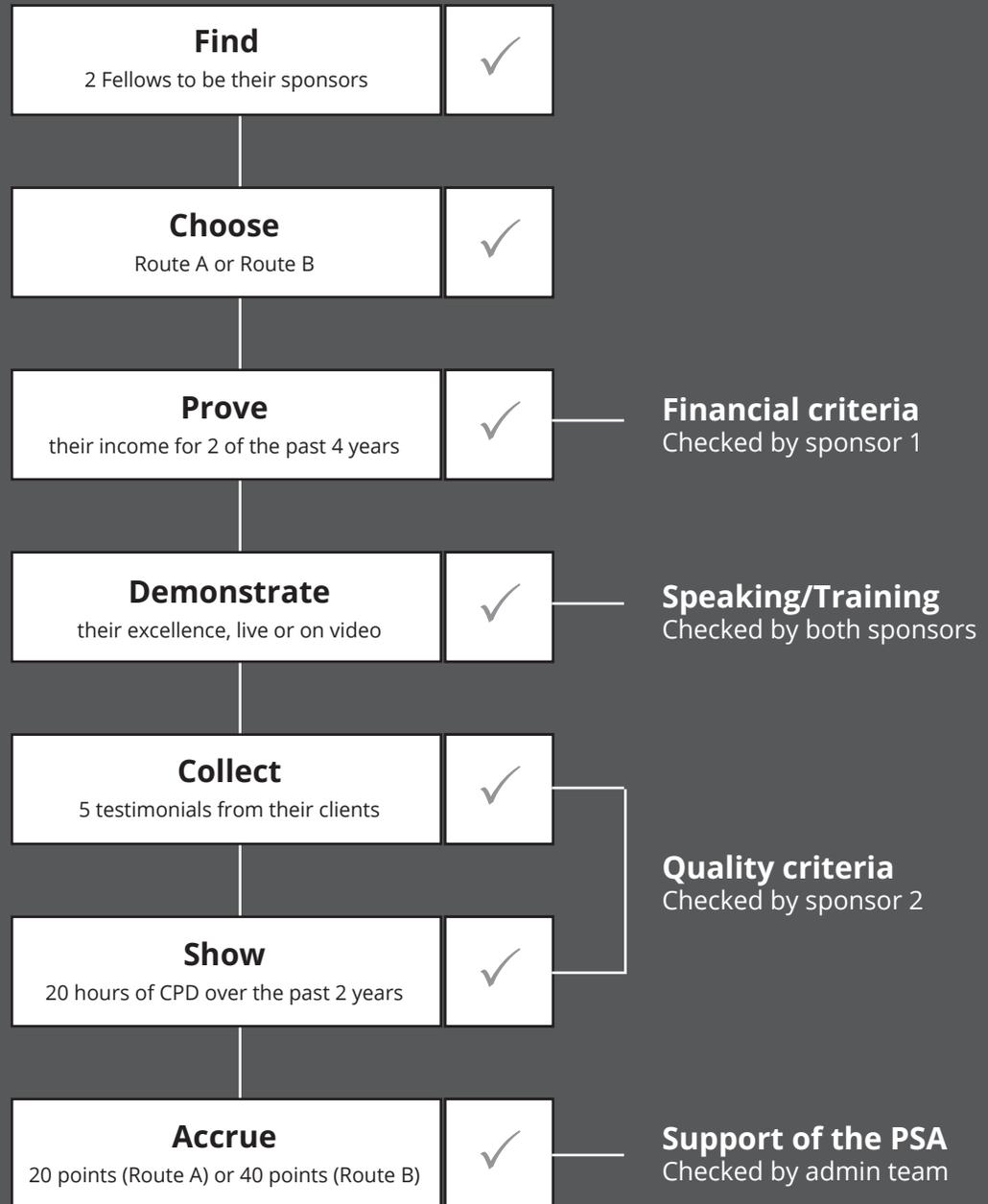


Next steps...

CHECKLIST

Applicants should gather all the evidence detailed on the previous pages before they apply online.

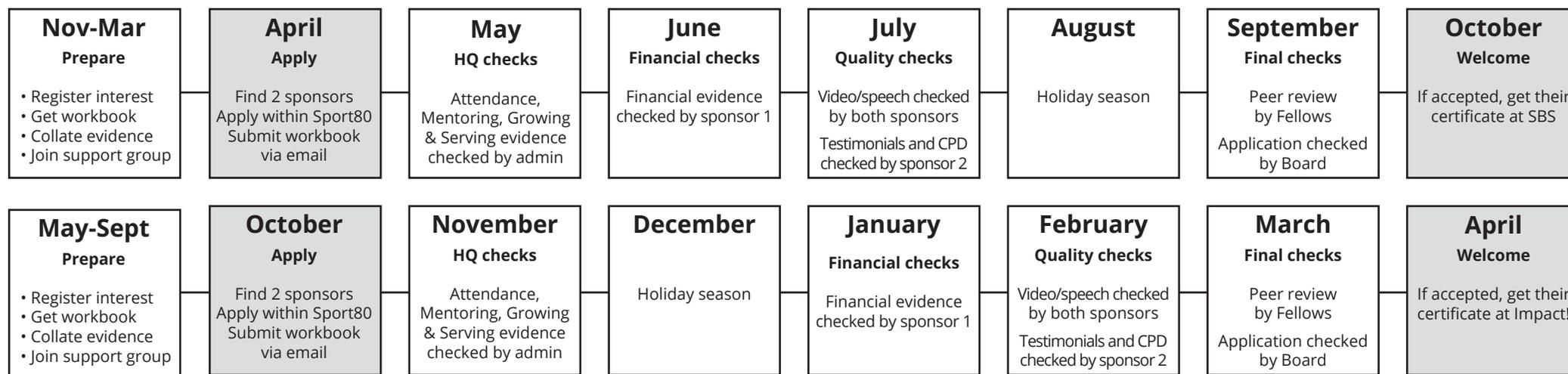
Here's a summary...



TIMELINE

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

To give you an idea, here are the typical timelines working backwards from our national events. Note that members 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 the applicant speaking or training, on stage or on screen.

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

To provide context, they 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 them 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 they submit a talk they deliver at a PSA region?

Yes. Sponsors can assess a keynote, masterclass or showcase delivered live at any PSA region, including the virtual region. This might be easier to arrange than for you to observe them at a client event.

Can I submit a video recording?

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

The video should be a complete talk, so an edited showreel of their '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 the applicant should be well lit and easy to hear.

Can they send a longer video?

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

Can they submit a TEDx talk?

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

Why might their speech/video disqualify them?

You should assess them against the criteria shown on page 13. In addition...

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

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

If they tell stories that are not their own original material, or their slides include copyright images without proper credit or permission, that tells us they are not following the PSA's Code of Ethics and their application should be rejected this time round.

FAQs: General

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

Applicants 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 their accounting year, or two matching periods of 12 months running up to their application date.

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

Sorry, no. The risk is that, if their 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 they 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 they have won the work as a result of a speaking event. One-to-one coaching doesn't count when they've won it through other marketing. Group coaching counts, when their 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 their 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, the 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 they have to reapply after, say, five years, or if their income drops?

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

FAQs: Continued

How do they prove their support of the PSA through attendance, mentoring, growing and serving?

Download and complete the application workbook at the psa.co.uk/membership/fellows-criteria.

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

When they're ready, send the completed workbook to membership@the psa.co.uk who will forward them to the admin team and both sponsors to check.

The applicant has been granted Honorary Fellowship. Do they need to do anything?

Honorary Fellows don't need to apply via the upgrade process.

Instead, they should contact membership@the psa.co.uk to arrange their Honorary Fellowship. They should not try to upgrade their Sport80 profile themselves as the admin team will take care of everything.

Returning Fellows – how do they rejoin?

If someone wants to rejoin at Fellow level after they've temporarily downgraded their membership or left the PSA, the upgrade can't be done within Sport80. To rejoin the Fellows' community, they should read the criteria (for information), then email membership@the psa.co.uk, confirming two things in writing:

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

As we already know them, returning Fellows won't have to prove their 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 them about their acceptance and update their Sport80 profile for them.

CSPs at another GSF Association. Can they join the PSA at Fellow level?

As a CSP, they have already shown they 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 they would like to become a Fellow as well as a CSP, and they are already a member of another GSF Association, they get 50% off your Fellow-level membership fees. Note that acceptance as a Fellow assumes their 'home' association membership is in good standing.

FAQs: Continued

Is Fellowship a qualification?

No, Fellowship is a membership level.

If a member wants to achieve a qualification, they can apply for CSP at the GSF's conferring Associations, here: globalspeakersfederation.net/speaking-certifications.

Anything else applicants need to know?

Fellows represent the highest level of professional integrity.

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

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

Jargonbuster

As a Fellow 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 applicants apply

1. Download the workbook at the psa.co.uk/membership/fellows-criteria
2. Send their completed workbook and other evidence to membership@the psa.co.uk
3. Login to Sport80, view their profile, and follow the instructions: the psa.sport80.com

Application fee

Applicants pay a non-refundable fee of £100. This covers the admin cost of processing the application.

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

Thank you for sponsoring an applicant to join the Fellows' community.