NATIONAL SPEAKERS ASSOCIATION

NSA INFLUENCE 2020

2020 AGENDA

THE LIVE EVENT | AUGUST 1 – 3

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WELCOME TO #INFLUENCE2020

THANK YOU FOR MAKING THE TIME TO INVEST IN YOUR BUSINESS A PRIORITY AND JOINING US FOR INFLUENCE 2020! While this year's event looks much different than years past, we're confident this will be time well spent, and can't wait to hear of your following success.

When the global pandemic began to dramatically impact the events industry and all our businesses, one of the first things we did was come together to discuss how we can reimagine INFLUENCE to bring the greatest value to you as an attendee. We've already heard rave reviews on the value delivered from the virtual breakouts and are excited for you to experience THE MAIN EVENT over August 1-3, 2020.

Thank you to our co-chairs Sylvie di Giusto, CSP, and Bill Stainton, CSP, CPAE, for working so closely with the NSA team to ensure this year's conference delivered just as much, if not more, value to attendees during this time when it's needed the most.

We encourage you to not just listen and participate, but to truly commit to implementing what you learn over this weekend into your business and craft. The content has been curated and customized to help you THRIVE, whether that's in front of a camera (read: computer screen) or in front of a live audience.

Here's to becoming better speakers and running better businesses.

Mary Lue Peck
National Speakers Association
CEO

Anna Liotta, CSP
National Speakers Association
2019-2020 NSA Board President

LETTER FROM THE

INFLUENCE 2020 CO-CHAIRS

WELCOME TO INFLUENCE 2020, right here in beautiful [insert name of room you are in]! There has never been a more important time to invest in your professional development, and we congratulate you for being among the forward-thinking speakers who take your profession, your business, and your clients seriously enough to be here.

Times of disruption and upheaval have a way of separating the wheat from the chaff, the professional from the hobbyist. When you registered for INFLUENCE 2020, you made a statement. You made a statement that you are in this for the long haul, that you are committed to being among the best in the speaking business, and that you are committed to providing increased value to your clients—now, when they need you the most.

As your co-chairs, along with President Anna Liotta, CSP and the entire staff led by Mary Lue Peck, we made a commitment as well. Anna's "mission statement" for her presidency was to provide "ridiculous value" to our members. We've worked hard to honor that commitment—beginning with the nearly 30 breakout sessions that we started rolling out on May 4th (and that are available to you through September 3rd), and culminating with this, the main event!

Over the next three days, you will experience new ideas, new presenters, and new concepts of what "virtual" can be. Just like the breakouts, we have packed the INFLUENCE "main stage" with immediately relevant programs to help you now, as you re-imagine your speaking business for 2020 and beyond. Some sessions will make you laugh; some may make you uncomfortable; all will make you think.

"Ridiculous value." That's a good goal for us all, as we strive to serve our clients in this singular time. And it's our goal too, as we proudly welcome you to INFLUENCE 2020!

Thank you for joining us!

Sylvie di Giusto, CSP **Bill Stainton, CSP, CPAE**

INFLUENCE 2020 Co-Chairs

PS — Complimentary snacks are available in your refrigerator.

INSTRUCTIONS

HOW TO ACCESS THE LIVE FEED AND RECORDINGS

- **Log into my.nsaspeaker.org**
  - If you don't know your password, use the "forgot your password?" prompt to reset it.
  - If you're still having difficulties, please contact us at MemberServices@NSAspeaker.org
- **Click "INFLUENCE 2020 ACCESS" in the left-hand menu.**
- **Click on the INFLUENCE picture that shows up immediately.**
- **From there, simply click which day, meet the pros, dine around or virtual session you're trying to watch.**

PLEASE NOTE: You need to use **Google Chrome** or **Mozilla Firefox** to watch the live sessions. Either browser can be installed quickly and freely by clicking its name in the previous sentence and clicking the blue download button on either webpage.

HALLWAY CONVERSATIONS

Ask questions, meet other attendees, engage in topical conversations — Don't miss out on maximizing your #INFLUENCE2020 experience with the private Facebook group for registrants! Click here to request access.

SOME THINGS ARE BETTER LIVE — AND SOME THINGS ARE ONLY AVAILABLE LIVE!

Be sure to pay attention to this legend throughout the agenda to know the following:

No icon? This means it's available LIVE and the recordings are available through Sept. 3, 2020 for attendees, then will be available to NSA Digital Vault subscribers after Oct. 1, 2020.

LIVE ONLY

LIVE ONLY — will not be recorded and will not be available in NSA Digital Vault.

LIVE+RECORDED

LIVE + RECORDED — available to ATTENDEES ONLY through Sept. 3, 2020 (not added to NSA Digital Vault).

SCHEDULE

SATURDAY
AUGUST 1, 2020

3pm - 4:30pm EDT

OPENING GENERAL SESSION

Special Presentation
Clint Pulver

NSA Board President Opening Remarks
Anna Liotta, CSP

Sylvie di Giusto, CSP &
Bill Stainton, CSP, CPAE
CO-CHAIRS AND EMCEES

KEYNOTE PRESENTATION

Fear Less, Do More LIVE+RECORDED
Michelle Poler

2020 Master of Influence Award Presentation LIVE+RECORDED
Anna Liotta, CSP

5pm - 6:30pm EDT

TALENT/ NO TALENT SHOW LIVE ONLY

Cassandra Worthy & Drew Tarvin, CSP
HOSTS AND EMCEES

You've seen The Voice, America's Got Talent, Dancing With the Stars, and American Idol. But now a NEW performance experience is coming to our #INFLUENCE2020 screens... The NSA Talent / No Talent Show!

A specially curated swath of your fellow members will each showcase an impressive, quirky, unexpected, fun, outrageous, or even terribly executed "talent." Each act is 60 seconds or less. They're not competing for prizes or exposure, but performing solely for your entertainment (Okay and to be seen by hundreds of their peers).

Our co-hosts for the TALENT / NO TALENT show are humorists Cassandra Worthy and Drew Tarvin. They will set up, comment on, and sometimes even assist our member performers during this highly entertaining (fingers crossed) show.

SCHEDULE

SUNDAY
AUGUST 2, 2020

11am - 12:30pm EDT

GENERAL SESSION

Special Presentation

KEYNOTE PRESENTATION

How To Turn This Setback Into An Incredible Comeback!

Dr. Willie Jolley, CSP, CPAE

Sylvie di Giusto, CSP &
Bill Stainton, CSP, CPAE

CO-CHAIRS AND EMCEES

CSP® (Certified Speaking Professional)™ Ceremony

Sharon Weinstein, CSP

KEYNOTE INTERVIEW

Hustle and Heart

Claude Silver &
Lenora Billings-Harris, CSP, CPAE

12:30pm - 1pm EDT

BREAK

1pm - 2:20pm EDT

MEET THE PROS

LIVE ONLY

Roster of experts relevant to the speaking industry right now! Choose three pros who cover topics you'd like to discuss. Each pro will present for about 5 minutes, then leave about 15 minutes for Q&A.

Descriptions and links are located in the INFLUENCE 2020 folder in NSA OnDemand. CLICK HERE for instructions on accessing NSA OnDemand.

CLICK HERE TO VIEW PROS

SCHEDULE

SUNDAY
AUGUST 2, 2020

2:20pm - 4pm EDT

DIGITAL DINE AROUNDS LIVE ONLY

Have you ever wished you could share a meal with one of NSA's luminaries? This year, you can! We're hosting Digital Dine Arounds where you can sit down for a casual "meal time conversation" with NSA's Board Members, Past Presidents, Cavett Award Recipients, CPAE winners, and more.

Descriptions and links are located in the INFLUENCE 2020 folder in NSA OnDemand.
CLICK HERE for instructions on accessing NSA OnDemand.

CLICK HERE TO VIEW HOSTS

4pm - 4:30pm EDT

BREAK

4:30pm - 6:30pm EDT

GENERAL SESSION

Special Presentation
Ravi Hutheesing

Sylvie di Giusto, CSP &
Bill Stainton, CSP, CPAE
CO-CHAIRS AND EMCEES

KEYNOTE PRESENTATION
How to Persuade and Get Paid
Phil M Jones, CSP

Incoming Global Speakers Federation (GSF) President Remarks
John B. Molidor, PhD, CSP

KEYNOTE PRESENTATION
What Makes You Unforgettable and Expands Your Impact and Influence
Lisa Nichols LIVE ONLY

KEYNOTE PRESENTATION
The Curiosity Factor LIVE ONLY
Andrew Davis

SCHEDULE

MONDAY
AUGUST 3, 2020

11am - 1pm EDT

CLOSING GENERAL SESSION

Opening Special Presentation
Ben Wolff

Sylvie di Giusto, CSP &
Bill Stainton, CSP, CPAE
CO-CHAIRS AND EMCEES

KEYNOTE PRESENTATION

Don't Trust Your Gut: Breaking Bias to Make Better Decisions
Tony Chatman, CSP

Outgoing NSA Board President Remarks
Anna Liotta, CSP

Incoming NSA Board Chair Remarks
Barry Banther, CSP

KEYNOTE PRESENTATION

How I Unintentionally Became One of the World's Most Impactful Teachers While Influencing Over a Billion People
Chris Ulmer

Closing Special Presentation
Ben Wolff

1pm - 6:30pm EDT

BREAK

SCHEDULE CONT.

MONDAY
AUGUST 3, 2020

CONGRATULATIONS
TO OUR CSP CLASS OF 2020

Samuel Jones, PhD, CSP
David Rendall, CSP
Allison Shapira, CSP

Bob Phibbs, CSP
Michaela Merk, PhD, CSP
Alan Mallory, CSP
Darren Ford, CSP
Brett Pyle, CSP
Cara Silletto, MBA, CSP

Michel Poulaert, CSP
April Callis-Birchmeier, CSP
John Edwards, CSP
John Iannarelli, CSP
Jennifer Pharr Davis, CSP
Paul Reilly, CSP

Felipe Gomez, CSP
Mike Foster, CSP
Maria Church, PhD, CSP
Justin Patton, CSP
Merle Heckman, CSP
Mona Vogele, CSP

Ryan Jenkins, CSP
Rolf Schmiel, CSP
Cynthia Zhai, CSP
Marc Pitman, CSP
Jan Spence, CSP
Traci Brown, CSP

VIRTUAL BREAKOUT SESSIONS

DID YOU MISS OR WANT TO REVISIT A SESSION?

All past virtual breakout sessions are available in **NSA OnDemand! Login to your MyNSA Account then click on INFLUENCE 2020.**

Recordings are available until September 3, 2020.

THE COMPLETE GUIDE TO GOING VIRTUAL
BY CHRIS WEST

VIRTUAL PRESENTATION PLATFORMS
BY BRIAN FANZO

SPEAKER BIG BACK ENDS
BY MICHELLE VILLALOBOS, CSP

EXACTLY WHAT TO SAY NOW
BY PHIL M JONES, CSP

SIMPLE TACTICS FOR SHORT TERM SURVIVAL
BY CRYSTAL WASHINGTON, CSP

BE DRAMATICALLY MORE INTERACTIVE VIRTUALLY
BY TAMI EVANS, CSP & BRIAN WALTER, CSP, CPAE

VIRTUAL BREAKOUT SESSIONS

DID YOU MISS OR WANT TO REVISIT A SESSION?

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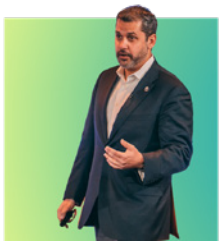
MONETIZATION AUTOMATION
BY RORY VADEN, CSP, CPAE

CAREER STABILITY THROUGH CONTINUOUS CHANGE
BY JOE CALLOWAY, CSP, CPAE

PRODUCING REVENUE RIGHT AWAY IN TURBULENT TIMES: 3 INSIDER PERSPECTIVES
BY JASON DORSEY, DENISE DORSEY, AND RANDY GAGE, CPAE



CREATE BREAKTHROUGH CONFERENCE EXPERIENCES WITH AMAZON ALEXA, GOOGLE ASSISTANT, CHATBOTS AND ROBOTS
BY DOUG DEVITRE, CSP

HOW TO RECRUIT AND LEAD AN OUTSOURCED TEAM (NOW AND IN THE NEW NORMAL)
BY JANE ANDERSON, CSP

VIRTUAL SOLUTIONS: CONTENT, CONNECTION AND COLLABORATION
BY STEPHEN SHAPIRO, CSP, CPAE & KOSTYA KIMLAT

VIRTUAL BREAKOUT SESSIONS

DID YOU MISS OR WANT TO REVISIT A SESSION?

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Recordings are available until Sept. 3, 2020.

UTILIZING THE STORYBRAND FRAMEWORK TO CONVERT MORE CLIENTS LIVE+RECORDED

BY DONALD MILLER

EVENT INDUSTRY TRENDS

BY MICHAEL DOMINGUEZ & SARAH MICHEL, CSP

WHAT'S YOUR NEXT BIG IDEA?

BY MARK LEVY

THE VIRTUAL SUMMITS PLAYBOOK

BY JAMES TAYLOR

HOW TO SCALE YOUR BUSINESS BY TURNING YOUR SIGNATURE TALK INTO A PROFITABLE DIGITAL COURSE

BY AMY PORTERFIELD

FIVE STORIES EVERY PROFITABLE SPEAKER NEEDS

BY ANDY HENRIQUEZ

VIRTUAL BREAKOUT SESSIONS

DID YOU MISS OR WANT TO REVISIT A SESSION?

All past virtual breakout sessions are available in **NSA OnDemand! Login to your MyNSA Account then click on INFLUENCE 2020.**

Recordings are available until Sept. 3, 2020.

WIN CORPORATE CLIENTS
BY ANGELIQUE REWERS

SPEAKER BLIND SPOTS THAT CAN COST YOU YOUR BUSINESS
BY KELLY CHARLES-COLLINS, ESQ & SHIRLEY DAVIS, PhD, CSP

NAVIGATING LIFE IN A WORLD OF NEW NORMALS
BY BERTICE BERRY, PhD

NEXT-LEVEL VIRTUAL
BY DAN THURMON, CSP, CPAE

THE FIVE DECISIONS OF SUCCESSFUL THOUGHT LEADERS | PART 1
BY LISA O'NEILL & COL FINK

THE FIVE DECISIONS OF SUCCESSFUL THOUGHT LEADERS | PART 2
BY LISA O'NEILL & COL FINK

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