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The Global Speakers Federation *NewsBrief* is a member benefit.
It is sent to GSN members twice each month.

GSF: Serving more than 5,000 professional speakers worldwide.

For membership information and other details,
see the masthead at the end of this newsletter.



A. Speaking News

What is happening in international speaking?

SPEAK IN SOUTHERN AFRICA

The annual conference of the Professional Speakers Association of Southern Africa will be held 29 April through 1 May at the Spier Wine Estate, Western Cape, South Africa. <http://www.spier.co.za/>

See the speaking application at
<http://www.psasouthernafrica.co.za>



THE TOP TEN BUSIEST INTERNATIONAL AIRPORTS



<http://www.laowee.com/index.php/2010/08/the-worlds-top-ten-busiest-international-airport/>

SPEAKING AN AFGANISTAN



Safi Airways, a start-up Afghan airline, ventures where few air carriers dare to go: Its in-flight magazine tells the ugly truth about the place where you're about to land.

In the seat pocket in front of you on Safi, you will find an article on Kabul heroin addicts, photos of bullet-pocked tourist sites and ads for mine-resistant sport-utility vehicles.

The airline provides this insider's tip about one of the city's leading luxury hotels: "The rooms are individually air-conditioned, accessorized with amenities you will find in 4-star hotels abroad, sheets are clean, view from the room is nice, and—after the suicide bombing that took place—security measures have been implemented."

<http://online.wsj.com/article/SB10001424052748704657504575411183679043588.html>

UNITED AIRLINES DIVULGES ON-TIME SECRETS

One way to avoid bag-check fees.



United station managers tackle problems as soon as they occur. They try to have people discuss the problem right then and there—without blame.

United starts boarding 30 minutes before departure—not 27 minutes or 28 minutes. On flights with a high share of business fliers, who tend to avoid checking bags, United

asks for volunteers to plane-check bags. Then, when it begins boarding passengers with lower boarding priority, it insists on checked bags.

United does not charge to check bags plane-side, because timeliness, rather than revenue, takes priority.

Those holding back and boarding last may have their bag checked free.

<http://www.thestreet.com/story/10832569/1/united-airlines-divulges-on-time-secrets.html>



David Warren, inventor of the airline "black box," died recently at 85. The Australian scientist came up with the concept of crash-proof and fireproof devices to record flight-deck conversations and instrument data after a 1953 crash involving the Comet, the world's first commercial passenger jet. He created the first prototype of a "black box" in 1956.

FLIGHT ATTENDANT QUILTS; MAKES DRAMATIC EXIT. Crew members can be affected by air rage



As the JetBlue plane was landing at JFK, a passenger sprung up to get his bag from the overhead bin. Flight attendant Steven Slater instructed the person to remain seated. The passenger defied him. Mr. Slater reached the passenger just as he was pulling down the luggage, which struck Mr. Slater in the head. Slater asked for an apology. Instead, the passenger cursed at him.

Slater grabbed the microphone and said, "To the passenger who called me a M*#@#&% -- F*&% you. I've been in the business 28 years. I've had it. He grabbed two beers, activated, and slid down the emergency inflatable slide, and went home.

Some of the passengers sided with the flight attendant.

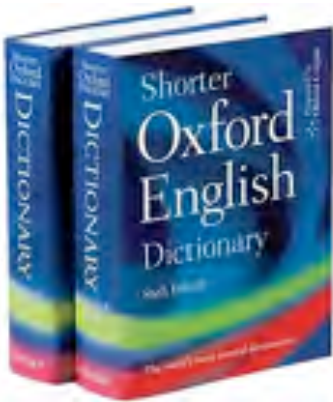
[http://gawker.com/5608503/flight-attendant-uses-inflatable-slide-for-dramatic-job-walk+out?om_rid=Dkji2E&om_mid= BMYUegB8R02 P\\$R&](http://gawker.com/5608503/flight-attendant-uses-inflatable-slide-for-dramatic-job-walk+out?om_rid=Dkji2E&om_mid= BMYUegB8R02 P$R&)

and

http://www.nydailynews.com/news/national/2010/08/09/2010-08-09_talk_about_turbulence_jetblue_flight_attendant_drops_intercom_fbomb_bolts_down_e.html



SECRET VAULT OF WORDS REJECTED BY THE OXFORD ENGLISH DICTIONARY UNCOVERED



Millions of "non words" which failed to make the dictionary lie unused in a vault owned by the Oxford University Press.

"Wurfing" means surfing the internet at work, while "polkadodge" describes the strange little dance two passing people do when they try to avoid each other but move in the same direction, and "nonversation" denotes a pointless chat.

<http://www.telegraph.co.uk/news/newsttopics/howaboutthat/7926646/Secret-vault-of-words-rejected-by-the-Oxford-English-Dictionary-uncovered.html>

BUSINESS REBOUNDS, AIRLINES RECALL PLANES



More people are flying, particularly internationally.

Boeing 747 jumbo jets are being brought out of desert storage as surging bookings spur carriers.

British Airways, Cathay Pacific Airways and United Airlines are returning their largest planes to traffic.

Of the 112 jumbos mothballed since the start of last year, 72 have been recalled.

<http://www.bloomberg.com/news/2010-08-11/cathay-british-airways-recall-jumbo-jets-from-desert-as-traffic-rebounds.html>

US Air Transport Assn. said yesterday that that US airlines' passenger revenue rose 20% in July compared to the same month in 2009, the 7th consecutive month of revenue growth. US airlines carried about 1% fewer passengers in July compared to the year-ago month but the average price to fly 1 mi. lifted 17%, ATA said.

<http://atwonline.com/airline-finance-data/news/ata-us-airline-passenger-revenue-rises-7th-straight-month-0819>

FRENCH PROFESSIONAL SPEAKERS ASSOCIATION

The AFCP, member of the Global Speakers Federation is proud to announce its Convention in Paris, October 14th and 15th, 2010

WORDS INTO ACTION

Both international and France's top speakers share the stage! In an exceptional venue in the heart of Paris: ESPACE LA ROCHEFOUCAULT



Attend a Gala dinner on the Seine

For information and registration, see:

<http://www.association-conferenciers.com/convention-francaise>

NEW VISUAL BRAND IDENTITY FOR THE NEW UNITED AIRLINES Logo and livery to create a more modern look



The new logo displays the combined company's brand name in capital letters (UNITED) in a custom sans-serif font, joined with the global mark which has represented Continental's brand image since 1991.

Many customers feel the United logo to be more recognizable and pleasing.

http://www.marketwatch.com/story/new-visual-brand-identity-for-the-new-united-airlines-2010-08-11-132700?reflink=MW_news_stmp

B. Tips on Speaking & Travel

Ideas & Resources you can use



WORKING WITH YOUR INTERPRETER

The key to the slowing down is gap-pauses at the end of sentences.
--Warren Evans, Canada.



Many languages have "reverse sentence structure" issues for translators . . . so that they need to hear the entire sentence before they can start repeating yours. They obviously work around this, but a couple of seconds at the end of a sentence can make their life a lot easier, and your presentation seem much more natural to that audience.

You can't do it on every one, of course, or you can sound silly (unless 90% of your audience has headphones on,

in which case they are listening to you anyway), but it's smart to do on the critical stuff. A bigger gap, with a bit of blocking to hide it, at the end of paragraphs can be a huge difference. All this is very hard to do. :-)

PSA/UK PODCAST



The podcast with the latest message from President Peter Roper is now available at

http://www.professionalspeakersassociation.co.uk/?president_message



PERSONAL SECURITY GUIDELINES FOR THE BUSINESS



TRAVELER OVERSEAS

<https://www.osac.gov/Reports/report.cfm?contentID=30030>

SOME MICE PROHIBITED ON COMMERCIAL AIRLINERS

Electronic devices capable of transmitting an electrical signal may not be used on airliners in most countries. Cordless mice use Bluetooth technology to enable the mouse to communicate with the computer. Therefore the use of cordless mice is not permitted.



Please forward this newsletter to your colleagues who speak internationally.

Show them this GSN membership benefit.
They will thank you for your thoughtfulness.

C. Fellow Speakers in Action

Watching other speakers work can be a great education. Your *NewsBrief* will feature one (usually humor) speaker each month. Watch, learn and enjoy.



HOW TO USE HUMOR LIKE WINSTON CHURCHILL

--TJ Walker

A screenshot of a YouTube video player. The video title is "How to use humor like Winston Churchill presentation training media traini". The channel name is "MediaTraining" with 111 videos and a "Subscribe" button. The video player shows a man in a dark suit and blue tie, speaking in an office setting. The video progress bar shows 0:24 / 1:14. The resolution is 360p. The YouTube logo and search, browse, and upload buttons are visible at the top.

<http://www.youtube.com/watch?v=OSti2V9ppFg>



D. Overheard

What our fellow speakers and others are saying



He who would travel happily must travel light.
--Antoine de Saint-Exupery



"Do the hard jobs first. The easy jobs will take care of themselves."
--Dale Carnegie



"Many first-time speakers are not concerned about the money, they want the notoriety. They soon get smarter and look for the money."
--Dan Poynter, The Book Guy.



"On every sales call, make sure you bring up at least one item the customer shared with you on the previous call. This demonstrates that you listen closely."
--Mark Hunter. mark@thesaleshunter.com

E. PowerPoint Tips & Tricks



Many speakers use multimedia with both keynotes and seminars. Photos, video, art and sounds can enhance understanding of the message by international audiences for whom your language may not be their first.

REVEALING INFOGRAPHICS ONE PORTION AT A TIME

--Dave Paradi, <http://www.thinkoutsidetheslide.com/>

Infographics are a popular way to illustrate information, especially for print publications. When used in presentations, they can sometimes be overwhelming. Use the ideas in this makeover to reveal the portions of the infographic one at a time to keep the focus of your audience.

Top Ten Global Brands

Brand value 2007 in billions US-\$
Percent Change over 2006

Rank	Brand	Brand Value (2007)	Percent Change (2006)
1.	Coca-Cola	65.32	-3%
2.	Microsoft	58.71	+3%
3.	IBM	57.09	+2%
4.	General Electric	61.57	+5%
5.	Nokia	33.70	+12%
6.	Toyota	32.07	+15%
7.	Intel	30.95	-4%
8.	McDonald's	29.40	+7%
9.	Disney	29.21	+5%
10.	Mercedes-Benz	23.57	+8%

Source: Interbrand Photos: Logos by owners of the trademark © grafikinvest.com

<http://www.youtube.com/thinkoutsidetheslide#p/u/1/7xPEXIIJ61I>

F. Calendar



INTERNATIONAL SPEAKING CONVENTIONS AND EVENTS

<http://iffps.org/meetings.html>

Several exciting events are taking place over the next few years. See the referenced web sites for the latest convention details.

Special registration rates: As a member of your national speaking association, you may attend other speaking conventions around the world at member rates.

2010

GERMANY. September 9. Köln

Global Speakers Network meeting. Followed by a dinner. Cologne/Köln. German Speakers Association (GSA). <http://www.english.gsa-convention.org>
<http://www.germanspeakers-association.de/>



GERMANY. September 10-11. Cologne/Köln. German Speakers Association



(GSA) convention. <http://www.english.gsa-convention.org>
<http://www.germanspeakers-association.de/>

<http://www.germanspeakers.org/convention/programm.html>

UNITED KINGDOM. September 30 - October 3. Crowne Plaza, Marlow.



Professional Speakers Association of the UK & Ireland. (PSA/UK) convention. Note, this convention is a month earlier than in the past. Fmi: Sue Cliff, +44 0 0845 3700 504

admin@professionalspeakersassociation.co.uk,
http://www.professionalspeakersassociation.co.uk/events/event_list.asp?cid=1318&show=upcoming

FRANCE. October 14-16. Paris



l'Association Française des Conférenciers Professionnels (AFCP).

<http://www.association-conferenciers.com/>

CANADA. December 5-7. Montreal



Canadian Association of Professional Speakers (CAPS) national convention.

<http://www.CanadianSpeakers.org>

2011

USA. February 18-20. Atlanta.



NSA's only mid-year Conference at the newly constructed Loews Atlanta Hotel in downtown Atlanta, Georgia.

<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

AUSTRALIA. April 1-4. Melbourne. The annual convention of the National Speakers Association/Australia (NSAA).



<http://www.speakersconvention2011.com.au/>

USA. April 1-3. Dallas.



CSP/CPAE Summit.

<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

UNITED KINGDOM. April 9, London.



Professional Speakers Association of the UK & Ireland.
(PSA/UK) Spring Convention. Fmi: Sue Cliff,
admin@professionalspeakersassociation.co.uk, +44 0
0845 3700 504,

http://www.professionalspeakersassociation.co.uk/events/event_list.asp?cid=1318&show=upcoming

THE NETHERLANDS. April 9-12. GSS pre-tours. Noordwÿk.



THE NETHERLANDS. April 13. Noordwÿk.



A Global Speakers Network meeting and other events will be held on April 13th. Noordwÿk, near Amsterdam.
<http://www.globalspeakers.net/summit>

THE NETHERLANDS. April 14, 15 and 16.



Fourth Global Speakers Summit to be held in conjunction with the PSA/Holland annual Convention. Previous Summits were held in Singapore in 2005, Dubai in 2007 and Cape Town in 2009. Noordwÿk, near Amsterdam is just 20 kilometers from Amsterdam and has good connections with Schiphol/Amsterdam-International Airport.

<http://www.globalspeakers.net/summit>

THE NETHERLANDS. April 17-19. GSS post tours. Noordwÿk.

<http://www.globalspeakers.net/summit>

SOUTH AFRICA. APRIL 29 – MAY 1. Cape Town.

Annual convention of the Professional Speakers Association of



Southern Africa. FMI: Nikki Bakker Tel: +27 11 462 9465 Mobile: +27 83 458 6114 Fax: 086 515 0906 (SA only) email: nikki@psasouthernafrica.co.za Web:

<http://www.psasouthernafrica.co.za>

MALAYSIA. May 23-24.



Malaysian Association of Professional Speakers (MAPS) convention. http://www.maps.org.my/events_up.asp

SINGAPORE. May 28.



Asian Professional Speakers-Singapore. Annual convention.

http://www.asiaspeakers.org/apss/component/option,com_joomlaevents/Itemid,83/func,shcatev1/categid,4/

USA. July 30-August 2. Anaheim, CA.



NSA/US Convention.

[Marriott Anaheim](http://www.marriott.com). Location Phone: +1-714-750-8000

<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

GERMANY. GSA Sept 2011. Munich.



(GSA) convention. <http://www.english.gsa-convention.org>

<http://www.germanspeakers-association.de/>



UNITED KINGDOM. October 6-9. Midlands area.

Professional Speakers Association of the UK & Ireland.

(PSA/UK) convention. Fmi: Sue Cliff,

admin@professionalspeakersassociation.co.uk, +44 0 0845 3700 504,

http://www.professionalspeakersassociation.co.uk/events/event_list.asp?cid=1318&show=upcoming

2012

UNITED KINGDOM. April 14, 2012. London Venue.



PSA/UK Spring Convention.

admin@professionalspeakersassociation.co.uk, +44 0 0845
3700 504,

http://www.professionalspeakersassociation.co.uk/events/event_list.asp?cid=986&show=upcoming

USA. July 14-17. Indianapolis.



NSA/US Convention.
Marriott Hotel.

<http://www.mynsa.org/EVENTS/FullCalendar.aspx>

UNITED KINGDOM. October 4-7. LONDON area.



Professional Speakers Association of the UK & Ireland.
(PSA/UK) convention. Fmi: Sue Cliff,

admin@professionalspeakersassociation.co.uk, +44 0 0845
3700 504,

http://www.professionalspeakersassociation.co.uk/events/event_list.asp?cid=1318&show=upcoming



G. Speaking & Travel Humor



Kulula is a low-cost South-African airline that doesn't take itself too seriously. Check out their new livery!

Flight attendant announcement:

"Weather at our destination is 50 degrees with some broken clouds, but we'll try to have them fixed before we arrive.

Thank you, and remember, nobody loves you, or your money, more than Kulula Airlines."

(:

Please forward this newsletter to your colleagues who speak internationally.

Show them this GSN membership benefit.
They will thank you for your thoughtfulness.

H. The Small Print



Organization

GSF is a **federation** of speaking associations from around the world.

GSN is an exclusive **networking** group of professionals who speak internationally.

Join GSN (for those speaking internationally)

<http://WWW.iffps.org/gbf.html>



GSN Member Benefits



GSF Website/Online Resources

<http://www.globalspeakers.net/>



GSF NewsBrief. This newsletter. (GSN members only).

Send newsletter submissions to Dan Poynter.

DanPoynter@ParaPublishing.com



GSF NewsBrief Archive.

See past issue of this newsletter.

<http://www.globalspeakers.net/share/channel/newsbrief>



GSN Forum/Listserv (Members only):

<http://www.globalspeakers.net/network/forum>

YAHOO! GROUPS

Forum/Listserv: Online Discussion Group (GSN members only), Pat Tith, ListMom.

http://finance.groups.yahoo.com/group/Global_Speakers_Network/



GSN LinkedIn Community Group (For those speaking internationally and those wishing to speak in other countries.)

Erwin Van Lun, Moderator.

<http://www.linkedin.com/e/qis/1080047>



Where in the World (find other GSN members when you travel)

<http://www.espeakers.com/witw/>

Global Speakers Federation Leadership

GSF Presidents



2010-2011

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alan@alanstevens.net
Skype: Mediacoach



2011-2012

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JaBarlow@tmius.com



2012-2013

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Immediate Past President. 2009-2010

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Send newsletter submissions to
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Global Speakers Federation

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