

# **VSAI CSP (Certified Speaking Professional) Requirements**

## **Checklist: to qualify for accreditation as a CSP:**

1. A financial member of VSAI for a minimum of 6 months prior to applying. Members will also need to maintain their membership with VSAI to maintain their CSP Designation.
2. Earned a minimum of the average annual salary of your country as determined by the World Bank's GNI Data in any 5 of the past 8 years prior to applying, or the equivalent earnings attributed to your country.
3. Attended minimum 6 VSAI events (convention / conference / virtual summit) in the 12 months preceding the application.
4. Given a minimum number of 25 professional presentations (5 per year). Each presentation must have a minimum of 6 attendees and must be a paid presentation with a minimum fee of € 600.
5. If a speaker earns at least the average annual salary of their country, as determined by the World Bank's GNI Data, in a minimum of 5 non-consecutive years within the past 8 years, they can apply for CSP once they reach this target. This is provided they have been a paying VSAI member for at least 6 months and have attended at least 6 VSAI events.
6. Meet an assessed standard of speaking ability by providing a full-length, unedited video (30–45 min video with intro/context slide) of yourself delivering a paid/income-producing presentation to a live or virtual audience. The video must be of one of the paid/income-producing presentations being counted in the application.

### **Contents of Intro / Context Slide**

- Who was the presentation for?
  - When was it given?
  - Who is the audience?
  - If necessary, where is the clip in your video – beginning, end, middle?
  - What was before it that you reference that might not make sense?"
7. Non-English videos submitted will need to include an English transcript.
  8. Provide testimonials from at least 10 different clients which form part of the application, along with their contact details, allowing for random audits to verify the authenticity of the testimonials.
  9. Meet an assessed standard of your professionalism and expertise, as evidenced in sufficient submitted electronic examples (or links) of marketing materials, products or other materials.
  10. In the last five years, have spoken at a GSF-affiliated Speaker's Convention, OR volunteered as a GSF-affiliated Speaker's Convention organizing committee member, OR mentored other speakers in a GSF-affiliated association.

### **Things to note**

- You can include, in your income, presentations which meet all the criteria but which were made prior to you becoming a member of VSAI. But you cannot lodge an application until you have been a member of VSAI for 6 months.
- Speaking related income (SRI) is defined later in this document – please make sure you read it. The onus is on you to provide clear evidence that income being used in calculations was generated at a speaking event, part of the purpose of which was to sell products or services. The evidence may be subject to full or partial audit. Evidence might be, for example, a copy of a completed order form for your products with the date of the presentation printed on it. Income must be directly related to a speaking event and supported by dated evidence of transaction.

### **What you need to provide us with**

In order to be assessed, please provide us with:

- ✓ The fully completed and signed application form and income spreadsheet\* included with this document
- ✓ A duly executed and witnessed statutory declaration, in the form provided with these documents, attesting to the accuracy of the criteria mentioned
- ✓ The completed Release of Information Authority form provided with these documents
- ✓ The unedited video (minimum 30 minutes) referred to above
- ✓ The professional and expertise materials referred to above
- ✓ Full payment of the application fee

*\*For each session, you'll need to list the date, client name, client contact details, session title, audience size, and the type of work you delivered (Keynote, Other Speaking, Training, Virtual, MC Work, or Speaking-Related Income). You'll also enter the fee you earned and the total revenue for that engagement. In short, every presentation (A minimum of 25 professional presentations (5 per year)) must be captured accurately in this sheet, with each activity correctly categorised so your application can be verified without delays.*

### **The application fee**

A non-refundable fee of €400 is payable and must be received and cleared before the assessment process can begin. Please contact VSAI office about payment methods.

Applicants are encouraged to apply to their home association, which is defined by where they reside.

- If an applicant resides in a country where the CSP is conferred, they should be directed to apply for the CSP through the awarding body in that country.
- If the CSP trademark in an applicant's country of residence is owned by another association, the applicant should be directed to apply through the trademark holder\*.

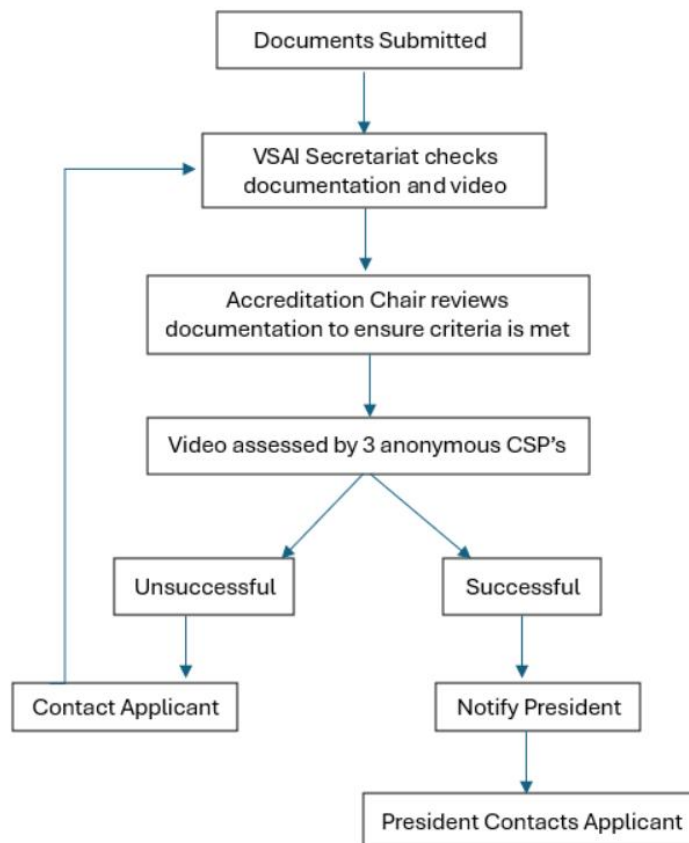
## **How your application will be assessed**

Once you have lodged all of your documents and paid the fee, your application will be assessed as follows:

1. The VSAI Secretariat will check all the documents for completeness and forward them to the International Accreditation Chair.
2. The International Accreditation Chair reviews the documents, ensuring criteria are met.
3. The International Accreditation Chair sends the video to 3 current CSP's for assessment; reviewers to sign confidentiality/bias statement.
4. If everything is approved, the International Accreditation Chair notifies the Secretariat that the application is successful
5. The VSAI Secretariat then notifies the VSAI President who will call the applicant with the good news

If the application is not successful for any reason, the International Accreditation Chair will:

- Advise the Secretariat accordingly
- Contact the applicant and advise them of the fact and the reasons why the application was not successful



### **Please note:**

1. The identity of the CSPs who are assessing your video remain confidential at all times, to preserve the integrity of the process.
2. The identity of the International Accreditation Chair is not confidential, in order to provide transparency and accountability to the process. The International Accreditation Chair is appointed by the Board. The International Accreditation Chair is not involved in assessing the video, only in ensuring that the other documentation meets the criteria. No one other than the International Accreditation Chair and the auditor (if necessary) will see the financial information that you provide.
3. An external auditor may contact clients from your list to verify the details. The auditor may also choose to ask for further details if he or she deems it necessary. You will need to provide sufficient details for the engagement to be verified by telephone or email. If a particular engagement cannot be verified, due to (for example) the organisation having closed, or key people no longer being available, you may be asked to provide evidence of bank deposits to verify the engagement.
4. During the assessment process, no member of VSAI will see your client list. The International Accreditation Chair may, if there is a query, seek your permission to see the list for purposes of clarification only.
5. The identity of the auditor remains confidential at all times. The agency which is used is not a member of VSAI, nor do they have any affiliation with any member.
6. Any application from an applicant who has had an adverse finding against them in an ethics investigation in the period covered by the application will not be accepted.

## **Key Definitions**

For the purpose of international standards, definitions are as close as possible to the accepted international definitions used by the Global Speakers Federation.

### **Keynote**

The main speech at a meeting, conference or convention or the speech in one of the featured spots at an event. The keynote sets the tone of a convention and carries out the theme. The keynote often is connected with prime time, such as a meal function, or delivered to open or close an event, and is given to the entire convention in the main room.

The essential factor which sets a keynote apart from other presentations is that it is delivered as a *plenary session* – that is, all of the attendees, not part of the attendees.

Additional notes to assist applicants:

1. A keynote will have a minimum audience size of 6 people. It will nearly always be presented from a stage or platform.
2. A keynote *IS NOT* a training presentation.
3. A keynote *IS NOT* a breakout session.

4. An event which employs a speaker to give a keynote presentation will nearly always have a printed program which will show the speaker as the keynote presenter.
5. A keynote is nearly always part of a larger program which involves other activities and other presenters.
6. A keynote is typically 30 – 90 minutes in duration.
7. A keynote can contain audience interaction, but at least 75% of the presentation must be the speaker presenting their own original material.
8. A keynote is not a sales pitch to a prospective client.
9. A keynote may be presented to a public audience who have paid to attend the event.

### Speaking Related Income

Speaking related income is income which is generated *AT* a speaking event from the sale of products or services.

The purpose of speaking at the event must have been fully or partially to sell products or services. Some examples are as follows:

- It can be sales of the speaker's books and products *at* an event.
- It can be income from a coaching program which is sold *at* an event.
- It can be income from a consulting program which is sold *at* an event.
- It can be a product or service that you sell as part of your business.

Income must be directly related to a speaking event and supported by dated evidence of transaction.

**Example 1.** If a speaker gives a presentation and makes back of the room sales of books or products, then that income can be counted – even if the speaker was not paid a fee for the presentation itself.

**Example 2.** If a speaker gives a presentation and provides an order form for sales of books or products, the sales generated by people handing in the order form at the event.

It is up to the speaker to provide the evidence in their application that the sales occurred in relation to this event, this could be by providing the credit card transaction receipts showing the date of the transaction together with a dated order form.

**Example 3.** If a speaker gives a presentation and provides an order form for sales of a coaching or consulting program, the sales generated by people handing in the order form at the event can be counted. It is up to the speaker to provide the evidence in their application that the sales occurred – this could be by providing the credit card transaction receipts showing the date of the transaction together with a dated order form.

*Note: This is the only type of coaching or consulting income which can be counted towards accreditation.*

The assessors may ask for further evidence of income being generated at an event.

Sales of products or services generated in any way other than at a speaking event (including

website sales) cannot be counted towards accreditation.

## Speaking

A presentation in which a minimum of 75% of the content is delivered live by the speaker using the spoken word. The balance may be audience participation, video, group discussion, audio, or similar.

## Training

A presentation which meets the definition of speaking but may be a training workshop for the purpose of imparting a particular skill or understanding. The emphasis is on a minimum of 75% of the content originating with the presenter.

## Facilitation

*Note: The definition of facilitation has become very broad in recent years and for some people includes training presentations. For the purpose of CSP applications, the definition of facilitation is as follows:*

Facilitation is where the leader (*the presenter - applicant*) provides process and direction to a group for the purpose of the group reaching a conclusion or direction which they will pursue. The majority of the input is from the participants, with the emphasis on the facilitator providing **process, not content**.

Examples would be facilitating for a strategic planning session, or a de-briefing session, or a retreat, or a staff meeting or a specific problem-solving session. The presenter will have been booked mainly to provide a process, not to provide content.

*Note: Facilitating, under this definition cannot be counted towards the income threshold.*

## Emceeing (Master of Ceremonies)

An emcee leads the flow and rhythm of an event by guiding transitions, introducing speakers, managing timing, and maintaining audience energy. The primary responsibility is programme stewardship rather than delivering original content. While emceeing requires clarity, presence, and strong platform professionalism, less than 25% of the stage time typically involves substantive instructional or thought-leadership material.

## Presentations delivered remotely using technology

For the purpose of accreditation, presentations delivered using technology can be counted if they meet all of the other relevant requirements and definitions **and** the following guidelines:

- Online Presentation - A webinar or web-based presentation, seminar, or workshop that is transmitted **online** over the internet via Zoom, Teams or another online program.

As technology advances and develops, an applicant wishing to use a type of technology not listed here, should apply in advance of submitting their application, for the presentation to be counted towards accreditation.

The minimum audience size for a technology-based presentation to be counted towards accreditation is 6. Evidence of the audience number must be provided.

The minimum income generated by participant fees or Session Related Income (SRI) must meet the minimum fees required for the designation being applied for.

### **Speaker Business Income Model**

An overview (in 200 words or less) of the area and industry the speaker works in.

### **Right of Review**

Applicants who wish to appeal a CSP application decision may submit a written request to the VSAI Secretariat within 30 days. A Review Panel of three Certified Speaking Professionals, not involved in the original assessment, will review the appeal. The final decision rests with the VSAI President.