



## Why Hire a CSP?

### What does “CSP” mean?

The Certified Speaking Professional designation is the speaking profession's international measure of professional platform skill. Established in 1980 by the U.S.-based National Speakers Association\*, this designation is only bestowed upon speakers who have earned it by meeting strict criteria. Therefore, the letters “CSP” following a speaker’s name indicate a speaking professional with proven experience who understands what is required and knows how to deliver client satisfaction.

### What Are the Benefits of Hiring a CSP?

First and foremost, it will make your job easier! The success of your meeting will be judged largely on the caliber and professionalism of the presenter(s) you select. When you choose speakers with "CSP" after their names, you are assured an accomplished professional who will focus, enhance, and elevate the purpose of your meeting. A CSP's presentation will be highly relevant to your attendees and will offer them information and insights they can immediately apply to their professional lives. A CSP brings a proven track record of continued professional speaking experience and expertise.

### What Advantages Does a CSP Bring to Your Conference, Workshop, or Seminar?

A CSP brings a proven track record of continuing speaking experience and expertise. CSPs are committed to ongoing education, outstanding service and ethical behavior. CSPs offer wide varieties of approaches, topics and styles. Only you can determine which speaker will best fit your needs. A Certified Speaking Professional provides a solid place with which to begin your search.

### What Are the Requirements for Earning the CSP Designation?

CSPs must document a track record that proves expertise, impeccable ethics, exceptional client service, and commitment to ongoing education. CSP designees must also serve a minimum number of clients within five years and present a minimum of 250 speaking engagements within that same five-year period. Ratings from satisfied clients also play a significant part in choosing those who will receive the title.

### How Many CSPs Are There?

Fewer than 8% of professional speakers have earned this professional designation.

*\*The U.S.-based National Speakers Association (NSA) is the leading organization for professional speakers. Since 1973, NSA and its ten affiliated global chapters around the world have provided its 5000+ members with the resources and education designed to advance the talents, ethics, and business acumen of its members and of the speaking profession.*



## Comments from People Who Regularly Hire Speakers

"CSP is an insurance policy toward the meeting planner's success. The CSP designation is a qualifier in the mind of the astute planner."

- *Brad Plumb, North American Speakers Bureau, Inc.*

"I am a CMP (Certified Meeting Professional). I believe strongly in designations. It says you are committed to the profession. When I have equal speakers, I will take the CSP first over the non-CSP. Yes, CSP does make a difference in selecting speakers."

- *Betty E. Garrett, CMP, Garrett Speakers International*

"You know they (CSPs) have achieved a certain discipline that puts them in a category all their own; they have passed the test of longevity; they have proven themselves. It makes a difference today and will continue to make a difference in the meeting planning industry."

- *Marolyn Wright, Program Resources*

"When I have a choice of a speaker who is a CSP or not, I will select the speaker who is a CSP."

- *Michelle Lemmons, International Speakers Bureau, Inc.*

"I always consider the CSP designation the hallmark of professional excellence. The CSPs that we have selected have never disappointed our audiences."

- *Barbara S. Sadek, The Society for Human Resources Management*

"It's truly an indication that a speaker has achieved a higher level of professionalism. It's something we look for first. I reduce my risk by hiring someone with a CSP."

- *William Bess, Mfgs. Representatives of America*