



# 8 CORE COMPETENCIES

## **001. Professional Awareness**

001.01 Professional Speakers Australia  
[Who We Are, Our Constitution & Culture]

## **002. Professional Relationships**

002.01 Networking With Other Speakers  
002.02 Hosting Your Own Events  
002.03 Program Planners  
002.04 Speaking Internationally  
002.05 Professionals Serving Speakers  
002.06 The Media

## **003. Topic Development**

003.01 Topic Development - Selection  
003.02 Topic Development - Expertise  
003.03 Topic Development - Tailoring  
003.04 Topic Development - Customising  
Topics and Presentation / Performance  
Content  
003.05 Topic Development - Cutting Edge  
of Topic Development

## **004. Platform Mechanics**

004.01 Room Set-Up  
004.02 Stage Set-Up  
004.03 Equipment Setup  
004.04 Introductions

## **005. Presenting & Performing**

005.01 Mechanics & Styles inc.Tools  
005.02 Working With Audiences  
005.03 Special Audiences  
005.04 Speakers' Role  
005.05 Staying Abreast [Trends & Content]

## **006. Authorship & Development**

006.01 Making the "Rollout" Decision  
006.02 Writing Manuscripts and Scripts  
006.03 Writing Techniques  
006.04 Publishing Industry Professionals  
006.05 Negotiating Royalties and Fees  
006.06 Copyrights and Registrations

## **007. Sales & Marketing**

007.01 Techniques for Sales and Marketing  
Contacts  
007.02 Sales Strategies  
007.03 Marketing Strategies inc. Social Media  
007.04 Designing Brochures and Promotional  
Material  
007.05 Market Penetration  
007.06 Developing a Celebrity Image  
007.07 Selling and Marketing Product  
007.08 Client and Customer Service

## **008. Managing the Business**

008.01 Organising the Speakers Business  
008.02 Selecting and Working with Staff  
008.03 Scheduling Programs and Record  
Maintenance  
008.04 Contracting and Arranging for Services  
008.05 Managing Money  
008.06 Office Equipment and Technology  
008.07 Dealing with Suppliers  
008.08 Inventory Management  
008.09 Business Travel