



National Speakers Association
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The National Speakers Association's *Certified Speaking Professional (CSP)* Designation

What is CSP?

The Certified Speaking Professional (CSP) designation, established in 1980, is the speaking industry's international measure of speaking experience and skill. CSP is conferred by the National Speakers Association (NSA) and the International Federation for Professional Speakers (IFPS) only on those accomplished speakers who have earned it by meeting strict criteria. 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.

Why Should You Hire a CSP?

It will make your job easier! The success of your meeting will be judged largely on the caliber, professionalism and appropriateness of the topic and presenter(s) you select. Choosing a CSP maximizes your opportunity of providing a speaker with a message that will focus, elevate and enhance the mission of your meeting and stick firmly in the memories, attitudes and action plans of your attendees.

How Many CSPs are there?

Less than 10% of the speakers who belong to the International Federation for Professional Speakers hold this professional designation. In Canada, only 35 people (as of 2007) have been awarded this distinguished honor.

What Benefit Does a CSP Bring to Your Meeting?

A CSP brings a proven track record of continuing speaker experience, expertise and excellence. 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 Criteria?

Every CSP must:

- Maintain membership and subscribe to the Code of Professional Ethics
- Serve a minimum number of different clients within 5 years
- Present a minimum number of professional speaking engagements within this same 5-year period
- Submit testimonial letters from clients served
- Submit professionally prepared promotional materials
- Receive excellent ratings from past clients on professional performance evaluations
- Continue education in the professional speaking field through NSA's many educational programs.

Comments from Those Who Hire Speakers

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 that we look for first. I reduce my risk by hiring someone with a CSP.

William Bess, *Manufacturers Representatives of America*

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

Brad Plumb, *National Speakers Bureau, Inc.*