


Dan Poynter's
Speaking Internationally
 Giving the World a Piece of Your Mind



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Make a Difference
 And a Living by
 Creating a Global
 Speaking Business






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Why Was I Asked to Speak on Speaking Internationally?

- ☛ Fly 9,000 kms/Week (6,000 miles)
- ☛ Board a plane every 2.5 days.
- ☛ 17 Round-the-world speaking itineraries in 3 years.
 - ☛ Away from the US 40% of the year
- ☛ 52 countries and the North Pole so far
- ☛ Have spoken at every international convention and nearly every chapter, worldwide
- ☛ Named International Ambassador by the Global Speakers Federation, twice.

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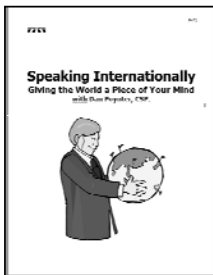
Speaking on Books and Aviation

Come with me

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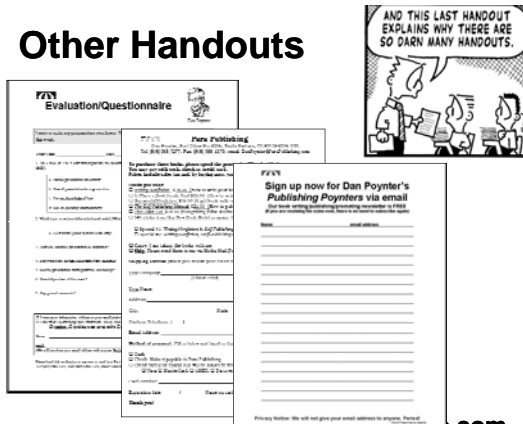
What is in the Handout?



- ☛ Slides
 - ☛ I've found audiences want the sides
 - ☛ Take notes on a separate sheet
 - ☛ Lots of detail so you will take fewer notes.
 - ☛ "Surprise slides" not included
 - ☛ Some slides moved
 - ☛ Recent update
 - ☛ Handout done 2 weeks ago

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Other Handouts



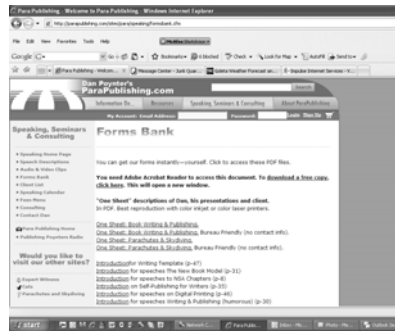
AND THIS LAST HANDOUT EXPLAINS WHY THERE ARE SO DARN MANY HANDOUTS.

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When you run out of Handouts

☛ Handout is also available free from the Forms Bank at <http://ParaPub.com>

- ☛ Send them to your web site
- ☛ Self-serve



Global Speakers



- ☛ Global Speakers Federation (GSF)
 - ☛ Was IFFPS
 - ☛ A grouping of international associations
- ☛ Global Speakers Network (GSN)
 - ☛ A grouping of individual speakers who speak in other countries
- ☛ Global Speakers Summit (GSS)
 - ☛ Event held every two years
 - ☛ Singapore, Dubai, Cape Town.

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Have You Spoken in Two Other Countries?



Join the GSN and get

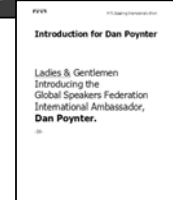
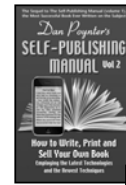
- ☛ GSN member-only networking events at national conventions
- ☛ GSN *News Brief*, packed with international speaking tips and information
- ☛ Dedicated Web site with resource links for the global speaker
- ☛ Exclusive electronic networking directory
- ☛ GSN only Forum/listserv

To see if you qualify, go to <http://www.iffps.org/gbf.html>

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Sharing at GSN Meetings

- ☛ Branding yourself
 - ☛ Books
 - ☛ Name at top
 - ☛ Introductions
 - ☛ Shorten



Approach



“When contacting speakers for help in getting gigs in their country, start by offering your help in getting gigs for them in your own country.”

--Ed Rigsbee and Lindsay Adams discussing business in Dubai.

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How to Find Speakers in Other Countries

- ☛ Visit speaking association sites in
 - ☛ Australia, Canada, New Zealand, Singapore, Malaysia, South Africa, France, Germany, The Netherlands, US and UK/Ireland.
 - ☛ See URL list on next slide
- ☛ Locate speakers on *your* subject
- ☛ Email offering to help them speak in *your* country
 - ☛ Just share your calendar
- ☛ Inquire as to possibilities in *their* area

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Conventions

- ☛ Make Google searches for
 - ☛ Conventions in other countries like the ones you speak for at home

I search for writers conferences

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GSF Speaking Association URLs

- ☛ l'Association Française des Conférenciers Professionnels (AFCP)
 - ☛ <http://www.association-conferenciers.com/>
- ☛ Asian Professional Speakers/Singapore (APS/S)
 - ☛ <http://www.asiaspeakers.org/apss/>
- ☛ Canadian Association of Professional Speakers (CAPS)
 - ☛ <http://canadianspeakers.org/>
- ☛ German Speakers Association (GSA)
 - ☛ <http://www.germanspeakers-association.de/>
- ☛ Malaysian Professional Speakers (MAPS)
 - ☛ <http://www.maps.org.my/>
- ☛ National Speakers Association/US (NSA)
 - ☛ <http://www.NSAspeaker.org>



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More Associations

- ☛ National Speakers Association/Australia (NSAA)
 - ☛ <http://www.nationalspeakers.asn.au/>
- ☛ PSA/Holland (PSA/H)
 - ☛ <http://www.psaholland.org/>
- ☛ PSA/Middle East (PSA/ME)
 - ☛ <http://www.PSAme.org>
- ☛ NSA/New Zealand (NSA/NZ)
 - ☛ <http://www.nationalspeakers.org.nz/>
- ☛ PSA/Southern Africa (PSA/SA)
 - ☛ <http://www.psasouthernafrica.co.za>



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Go on the Offensive



"If you want more speaking business, ask for it."
 --Joe Sherren,
 GSF president, 2007-2008.

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Find (GSN) Speakers Who Already Speak Internationally



<http://bureau.espeakers.com/ifps/>

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Where in the World



- ☛ Find other GSN members traveling to the same area
 - ☛ Share speaking leads
 - ☛ List your international stops
 - ☛ So they can find you

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

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Attend Speaking Conventions

- 🔍 Search for delegates and speakers who speak on your subject
 - 🔍 Make connections.
 - 🔍 Offer to speak at conventions
 - 🔍 Netherlands – March
 - 🔍 Australia --- April
 - 🔍 South Africa --- April
 - 🔍 Singapore --- May
 - 🔍 Malaysia --- May
 - 🔍 US --- July
 - 🔍 Germany --- September
 - 🔍 France --- October
 - 🔍 UK --- November
 - 🔍 Canada --- December
 - 🔍 See websites for chapters

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Attend Speaking Conventions

“By attending other countries' conventions, anyone who wants to work internationally can save hundreds of thousands of dollars and years of time by tapping into the knowledge of trailblazers who have already made that investment of time and money.”



--From both Stef du Plessis & Anthony Morris at the PSA/SA convention in Johannesburg.

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When Traveling

- 🔍 Offer to speak to monthly meetings of associations and chapters
 - 🔍 In your country and other countries
 - 🔍 On a *speaking* topic, not your usual topic.
 - 🔍 Get known, get seen, get heard.

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Form a Targeted Mastermind Group

- 🔍 Focused on your speaking topic
- 🔍 Worldwide
 - 🔍 Not competing
 - 🔍 Geographically separated
 - 🔍 Spirit of Cavett Robert: Raise the consciousness on your subject and you raise the tide.
- 🔍 Learn from each other
- 🔍 Arrange speeches for each other
 - 🔍 Conspirators not competitors



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Use Social Networking

- 🔍 Blogs, forums, Twitter, LinkedIn, etc.
 - 🔍 <http://www.google.com/alerts>
 - 🔍 Find the speakers on your subject
 - 🔍 Find agents on your subject
 - 🔍 Get known to audiences on your subject
 - 🔍 Build relationships online



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Do Not Start a Blog



- 🔍 Your blog will take time to build
- 🔍 Contribute to other blogs in your subject area
 - 🔍 They already have the readers
 - 🔍 Sign your posts with your name and URL
- 🔍 Find blogs on your subject through
 - 🔍 <http://www.google.com/alerts>
 - 🔍 Google searches

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Meeting Planners & Bureaus

- 📌 Tell them when you will be in their area
- 📌 Provide a window
- 📌 Helps them focus on a time frame

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Adjusting Fees



"If there is resistance to your fee, offer to split the net."

--Patricia Fripp

- 📌 Include your airfare in speaking fee
 - 📌 Your proposal will be evaluated on a level playing field
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Free Newsletter on Books

- 📖 Goes to 41,000+ authors, publishers & speakers
- 📖 Full of tips & resources
- 📖 They forward it to colleagues.
- 📖 Circulation grows by 200/week
- 📖 Sign up at ParaPub.com
- 📖 (You can't beat FREE)



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Free Newsletter on Speaking

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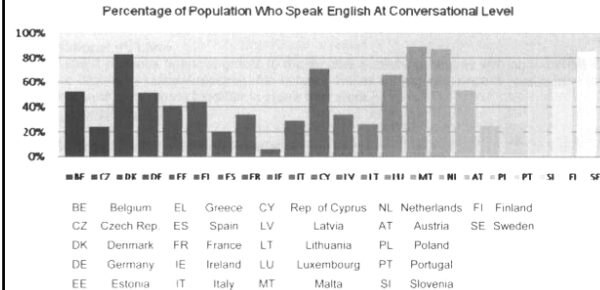


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The Language of Professional Speaking is English

- 📌 English is the 1st or 2nd language
- 📌 Speaking Federation Members
 - 📌 Australia
 - 📌 Canada
 - 📌 Germany
 - 📌 Malaysia
 - 📌 New Zealand
 - 📌 Singapore
 - 📌 South Africa
 - 📌 The Netherlands
 - 📌 United Kingdom
 - 📌 United States

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50% or more: Belgium, Denmark, Germany, Cyprus, Ireland, Netherlands, Luxembourg, Malta, Austria, Slovenia, Finland, Sweden.

Plus: Singapore, Malaysia, and others.

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Speaking to an ESL Audience

- 🗣️ Slow down
- 🗣️ Speak clearly
 - 🗣️ Adopt a Hollywood accent
 - 🗣️ Use local references & terms they will understand
- 🗣️ Change measurements to metric from English
- 🗣️ Convert prices to local currency to they do not have to calculate the exchange rates.
- 🗣️ Test jokes ahead of time

- 🗣️ Professional speakers want to make sure each member of the audience understands the message
 - 🗣️ If you aren't communicating your message, you aren't earning your money as a speaker

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Don't

- 🗣️ Tell jokes on other countries or people
 - 🗣️ OK to include humour on your own country
- 🗣️ Mention politics, religion, etc.
 - 🗣️ Yours or theirs
- 🗣️ Mention how faithful you are
 - 🗣️ Religion is a private matter
- 🗣️ Use group work.
 - 🗣️ They came to hear from you

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Working With Your Interpreter

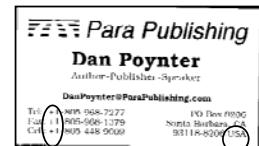


- 🗣️ Discuss speech with interpreter
 - 🗣️ Provide handout
- 🗣️ Terms
 - 🗣️ Interpreters convert print
 - 🗣️ Translators convert voice

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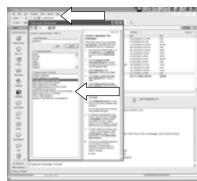
Start by *Looking* International

- 🗣️ Website, business card, etc.
- 🗣️ Add Country to address
- 🗣️ Add + and country code to telephone & fax numbers



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Your Signature (.sig) at the end of your email messages



Speaking in Singapore; Cape Town Next.
When I am traveling, my messages and answers tend to be short.
Thank you for your understanding.

Dan Poynter, Author (120+ books), Publisher (since 1969), Speaker (CSP).
Para Publishing, PO Box 8206, Santa Barbara, CA 93118-8206 USA.
Bus: +1-805-968-7277, Mob: +1-805-448-9069.
DanPoynter@ParaPublishing.com, <http://ParaPublishing.com>

Let people know you travel and speak
Drive eyeballs to your website
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Summary

- 🗣️ Find foreign speakers on your subject
 - 🗣️ Association web sites
 - 🗣️ Attend speaking conventions
 - 🗣️ Google searches
 - 🗣️ Social networking
- 🗣️ Form a Mastermind group of speakers on your subject.
 - 🗣️ Trade speaking leads
- 🗣️ Get known internationally

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Room Setup



- ☛ Screen position
 - ☛ To stage left
 - ☛ Notes in lower stage-right corner
 - ☛ Rear projection
 - ☛ Laser dot is absorbed
- ☛ Classroom style v theater style, rounds.
 - ☛ Table to write on
 - ☛ Closer to screen

Notes in B pt type down here

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Carrying Your Show



- ☛ Professional speakers have to travel to their audiences.
 - ☛ Take only the essentials
 - ☛ Low-weight, low-volume

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Travel - Luggage



- ☛ Two bags
 - ☛ Wheels. Balanced.
 - ☛ Drag, do not carry.
 - ☛ Dimensions: 9 x 14 x 22" or 23 x 40 x 56 cm
- ☛ Do not check bags
 - ☛ Save time at both ends
 - ☛ Keep attaché case with computer and projector with you at all times
 - ☛ Avoid loss and (someone else's) rough handling
 - ☛ Easier to switch flights

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Remember



"There are two kinds of luggage:
Carryon and Lost"
--Ed Rigsbee

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Carryon Allowances



- ☛ How large, how heavy, and how many bags and other articles?
- ☛ It depends on the airline
- ☛ For a list of allowances, see <http://boardingarea.com/blogs/flyingwithfish/2009/06/28/carry-on-weight-baggage-limit-chart-for-65-world-airlines/>

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Travel - Packing



- ☛ Place clothes, etc. in clear plastic (Ziploc) bags

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Identify Luggage

- ☛ Mark bags with ID ribbons. Put on handle too.
- ☛ For benefit of OTHER person.
- ☛ Dark airports. They will be unpacking at home before they realize they switched bags.



Locking Your Bag

- ☛ Use plastic cinch-ties
 - ☛ Get the heavy ties
 - ☛ Do not cinch them tight
- ☛ Carry a pair of nail clippers in an outside pocket of the suitcase
 - ☛ You should be able to get 8 to 12 uses out of each tie



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Photograph Documents & Bags

- ☛ Photos of
 - ☛ Luggage
 - ☛ Passport
 - ☛ Medical cards
 - ☛ Drivers license



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Travel - Flying



- ☛ Security. Do not wear metal.
 - ☛ Plastic belt buckle, reading glasses, pen, etc.
 - ☛ Put watch, change, etc. in carryon bag for scanning

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Label Items in Your Bag

- ☛ 12,000 laptops lost in U.S. Airports each week
 - ☛ Most are left at Security checkpoints.
 - ☛ Only 33 percent of travelers ever recover the lost devices.
- ☛ Label your laptop
 - ☛ Provide your full contact information, including your *mobile* number, so that if the device is found, airport personnel will be able to notify you with a public address announcement.
- ☛ Label the liquid/gels bag



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Label the Liquid/Gel Bag



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Immigration & Customs

- ☛ Declare anything you are not sure of.
 - ☛ Do not "lie on an official form".

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Immigration Short Lines

- ☛ US: Global Entry
http://www.cbp.gov/xp/cgov/travel/trusted_traveler/global_entry/
- ☛ US/Canada: NEXUS
http://www.cbp.gov/xp/cgov/travel/trusted_traveler/global_entry/
- ☛ Singapore
- ☛ The Netherlands
- ☛ Iris Scans



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Favor One Airline & Partners

- ☛ Build points for preferences & rewards
 - ☛ Upgrades, boarding preference, etc.
- ☛ Partner airlines
 - ☛ Get miles
 - ☛ e.g. Fly US Air or Singapore Air and get United miles

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Airline Alliances

- ☛ Star Alliance: United Airlines, Lufthansa, SAS, Air Canada, Varig, Thai Airways, All Nippon Airways, Air New Zealand, Singapore Airlines, Mexicana Airlines Austrian Airlines.
- ☛ One World: American Airlines, British Airways, Canadian Airlines, Cathay Pacific, Finnair, Iberia, Qantas, Japan Airlines.
- ☛ See
<http://www.time.com/time/asia/money/1999/three/airline.alliances.html>

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Highest Airline Status



- ☛ Invitation only for the airlines' most valuable customers
- ☛ No published membership criteria
 - ☛ United Airlines Global Services
 - ☛ American Airlines Concierge Key
 - ☛ Delta (no name)
- ☛ Earlier upgrades, airport escort service, special telephone number, first in line for meal choice, Early boarding, etc.

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Round-the-World Itineraries





Budget Airlines for Short Flights

- ☛ Europe
 - ☛ RyanAir
- ☛ Asia
 - ☛ Air Asia
 - ☛ Tiger
- ☛ Find more:
 - ☛ <http://www.flybudget.com/>
 - ☛ <http://www.asiatravel.com/>
 - ☛ <http://www.skyscanner.net/>

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When Should you be Most Alert in-flight?

- ☛ Pilot error is a far more likely cause of an airplane crash than mechanical failure or bad weather conditions
- ☛ 70% of serious accidents occur during
 - ☛ Takeoff
 - ☛ Landing
- ☛ Wear your shoes and wrap until airborne
 - ☛ Wear clothing made of natural fibers
 - ☛ Synthetic fabrics could literally melt onto your skin if exposed to the intense heat of an onboard fire.

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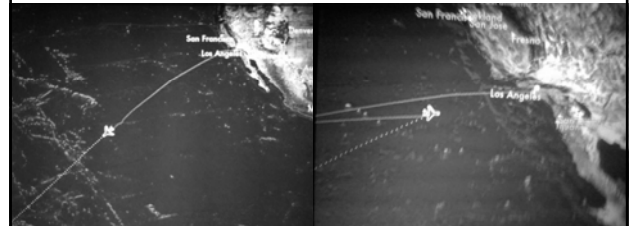


Arrive Several Days Before You Speak

- ☛ 7- day airfare
- ☛ Discover local references
- ☛ Jet lag
 - ☛ Vacation first
 - ☛ Speak last

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Your Plane Could be Late



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Travel - Wellness

- ☛ Colds
 - ☛ Airborne Tablets
- ☛ Jet lag pills



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Do not Drink Coffee or Tea

- ☛ Bottled water not used
- ☛ Water from the plane's tanks
 - ☛ Not Monitored
 - ☛ Contains bacteria
 - ☛ Not heated for more than a split second
 - ☛ Boiling temperature of water at 8,000'/2,338 m (cabin pressure)
 - ☛ 197.5 F degrees
 - ☛ 91.9 C degrees

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Would you like a slice of lime?

“Even in advanced countries, many slices of lemon and lime contain E. Coli bacteria.”
--Larry Ohlhauser, MD
CAPS, Edmonton.



Travel - Sleeping

- 📌 Melatonin
- 📌 Valerian. 600 mg.
 - 📌 Nature's Plus #7354
- 📌 Eyeshades
- 📌 Ear plugs
- 📌 Noise-cancelling headsets
 - 📌 Bose. On-the-ears & Over-the-ears
 - 📌 Sony ear plugs. In-the-ears.
 - 📌 Audio on or just noise-cancelling

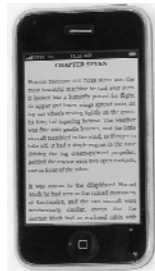


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Communications

Stay in touch with clients and office

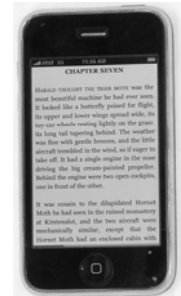
- 📌 Mobile phone
- 📌 PDA: iPhone, Pocket PC, Blackberry, Palm
 - 📌 Email & text messages
 - 📌 Web searches
 - 📌 Addresses
 - 📌 Calendar
 - 📌 Read books
 - 📌 (Also has a cell phone) ☺
- 📌 Computer: Email, PowerPoint, etc.



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iPhone & iPod Touch Apps

- 📌 Skype
- 📌 Currency
- 📌 ATM Finder
- 📌 Amazon Kindle for iPhone (book reader)
- 📌 Bump
- 📌 Tips & Tricks
- 📌 Camera Genius
- 📌 Google



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More Apps for the Traveler

Audiobooks
Book Player
Google Earth
iHUD
ATM Hunter
Currency
iTip
MemoryInfo
FREE Wi-Fi
WifiTrak
Nightstand
Units

Seat Guide
Gate Maps
Nav Clock
AirMileCalc
Airport
Status
FitPlan
Travelocity
Emergency
Kayak
Rocket Taxi
Translator
Travel Help!

Clock
Speech timer
Alarm clock



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Travel - Hotels



- 📌 Stay near airport terminal
 - 📌 Van over for early flights (minimize traffic & weather)
 - 📌 Less expensive than downtown hotels
- 📌 Favor chains and cheaper affiliates
- 📌 Book online at hotel sites to get points, upgrades, late checkout, etc.
 - 📌 In class, request ride back to hotel.
 - 📌 Save cab fare.
- 📌 Keep records on hotel, vans, etc for next visit.

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Book Hotel Online for Two



- ☛ Often the price includes amenities for two, including breakfast.
- ☛ Invite prospects for breakfast meetings.
- ☛ Nice atmosphere and no cost.

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Keep Points in one Hotel Chain



- ☛ Build hotel status faster
- ☛ Compare *total* pricing
 - ☛ “Expensive” hotel might have free Internet, free breakfast, free (light) supper and free drinks in Club Room.

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Marriott Parent and Affiliate Hotels



- ☛ **Marriott:** Fairfield Inn, Renaissance Hotels, Courtyard, Residence Inn, Springhill Suites & TownePlace Suites.
- ☛ **Hilton:** Hampton Inn, Doubletree, Conrad Hotels, Homewood Suites & Embassy Suites
- ☛ **Hyatt:** (All have Hyatt in their name)
- ☛ **Radisson:** Country Inns, Park Inn, Park Plaza & Regent Int’l Hotels.
- ☛ **Starwood:** Westin, Sheraton, Four Points, St. Regis, Luxury Collection.

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More Parent and Affiliate Hotels


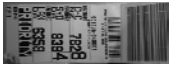


- ☛ **Holiday Inn:** Intercontinental, Crowne Plaza & Staybridge Suites.
- ☛ **Choice Hotels:** Clarion, Comfort, Quality, Sleep Inn, MainStay Suites, EconoLodge, Rodeway Inn.
- ☛ **Millennium:** Copthorne
- ☛ **ACCOR:** Accor/Mecure, Sofitel, Novotel, Adagio, Pullman, AllSeasons, etc.

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Tidying up Your Clothes

- ☛ Wrinkles
 - ☛ Steam in shower
 - ☛ Use hair dryer
- ☛ Lint
 - ☛ Lint roller
 - ☛ Airline bag tag

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Visas and Vaccinations

Countries at risk for yellow fever and having reported at least one outbreak, 1985-1997

Normally, only Yellow Fever

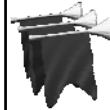
http://www.staralliance.com/en/travellers/tools_services/health_visa_form.html

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Please Tell Others About This Program

See Program Details on the Website



Coming Attractions

- 📢 On my next visits, programmes on
 - 📢 Book Writing, Publishing & Promoting
 - 📢 PowerPoint Tips & Tricks
 - 📢 Titling Your Speeches
 - 📢 Speaking Disasters
 - 📢 Speaking Internationally
 - 📢 Speakaholism (humour)

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Your Motivation

- 📢 Get good at home first
 - 📢 Speaking internationally is a business expansion not a substitute for speaking at home.



“If you are having trouble getting local work, why do you think it will be easier or smarter to get work half-way around the world?”

--Mike Podolinsky, Singapore.

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For More Information



- 📢 Resources and links for the international speaker
 - 📢 Tips you will want to print out
 - 📢 Websites you will want to bookmark. See <http://iffps.org/gsn/member/resources.html>

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To Get More Engagements

- 📢 Resolve to do 5 things each day
 - 📢 Telephone calls
 - 📢 Email
 - 📢 Social networking, per site.
 - 📢 Research online



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Wrap-up--Summary

- 📢 Find foreign speakers on your subject
 - 📢 Association web sites
 - 📢 Attend speaking conventions
 - 📢 Google searches
 - 📢 Social networking
- 📢 Form a Mastermind group of speakers on your subject.
 - 📢 Trade speaking leads
- 📢 Get known internationally

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3

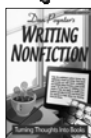


Questions

While we are finishing up and taking questions, please take a moment to tell me how you liked today's presentation, by

- ☛ Filling out the *Evaluation Form/Questionnaire*


and

- ☛ Sign up for the FREE *Publishing Poynters* ezine

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Make a
Difference
And a
Living by
Creating a
Global
Speaking
Business



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Where Will We Meet Next?

It is up to you


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My name is
Dan Poynter



and



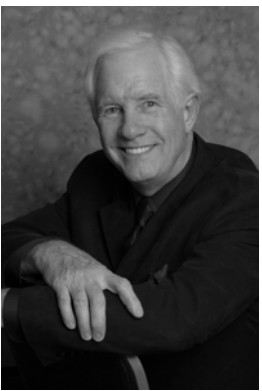
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