



# How to Earn Toastmasters Elite Accredited Speaker Designation

*A Special Webinar hosted by*  
**District 53 Toastmasters**

Thursday, July 2, 2015



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Speaking Coach for all levels  
Speak And Market Like A Pro™

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## WHO IS ELIGIBLE

A potential applicant must meet the following requirements before applying:

- ▶ Be a current Toastmasters member in good standing
- ▶ Have earned one of the following education awards, or higher:
  - Able Toastmaster, Advanced Toastmaster Bronze or Advanced Communicator Bronze
- ▶ Have given a minimum of 25 speaking engagements to non-Toastmasters audiences within the past three years

Please note that international officers or directors, candidates for international officer or director, region advisors and applicants for region advisor are not eligible to participate in the Accredited Speaker Program.

## HOW TO APPLY

Applications must be received at Toastmasters World Headquarters by February 1. To be accepted, applications must include the following:

1. A list of 25 speaking engagements to non-Toastmasters audiences within the past three years (from date of application).
  - ▶ Presentations must be a minimum of 20 minutes in length
  - ▶ 15 of the 25 must be paid speaking engagements
  - ▶ A minimum of 20 people must be in attendance at each speaking engagement
4. A non-refundable Level 1 application fee of \$100
  - ▶ If an applicant is advanced to Level 2, there is an additional, non-refundable \$150 fee.
  - ▶ Applicants who fail to pass Level 2 may reapply and present again at the International Convention. Repeat Level 2 applicants need not submit another recorded presentation but must submit an additional \$150 non-refundable fee for each attempt. The number of times a candidate may try to pass Level 2 is limited to three, after which the applicant must re-apply at Level 1.

See the full Program Rules for complete details.

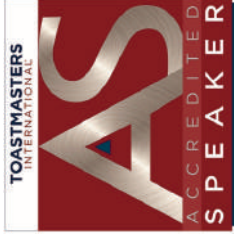
## VIDEO PRESENTATION

The video presentation you submit with your application must meet the following requirements:

- ▶ 20- to 45-minutes in length (not including introduction)
- ▶ Spoken in English
- ▶ Recorded before a live, non-Toastmasters audience

### Guidelines

- ▶ Use a professional-quality recording method.
  - Recordings that have either poor audio or video quality will not be considered
- ▶ Include the person who introduces you and your speech.
  - This does not count toward the 20- to 45-minute time limit
  - Presentations without a professional introduction will not be considered
- ▶ Ensure your presentation has a clearly defined opening, body and closing.



## Toastmasters International Accredited Speakers Program Progress Tracking and Achievement Chart

Name

Club/District

### *Are You Good Enough to Be Pro?*

The Toastmasters International Accredited Speaker Program is designed for professional speakers who combine expert knowledge in a particular subject with mastery of the spoken word, making them sought-after experts in their respective fields, helping you stand out from the competition by offering greater status, visibility and credibility.

The Accredited Speaker Program recognizes those Toastmasters members who have achieved a level of proficiency that enables them to be paid, professional speakers.

Program candidates progress through two levels of evaluation and are judged by a panel of professional speakers, where you must demonstrate your speaking abilities before a live audience. It is a rigorous, yet worthwhile process. Every candidate can pass. Since the program's inception in 1981, 66 members have earned this esteemed designation.

Courtesy of Sheryl Roush, DTM, PDG, AS  
Version: June 22, 2015

| ACTION ITEMS  | DATE COMPLETED |
|---|----------------|
| <p>Set the goal to earn your Accredited Speaker designation</p> <p><a href="http://www.toastmasters.org/Resources/Contests/Accredited-Speaker">http://www.toastmasters.org/Resources/Contests/Accredited-Speaker</a><br/><a href="http://accreditedspeakers.com">http://accreditedspeakers.com</a></p> <p>Print business cards, design a speakers website, post videos, etc. (highly suggested)</p> <p>Earned Advanced Toastmaster, "ATM" (an older educational title)</p> <p>Earned Advanced Communicator Bronze, "ACB"</p> <p>Earned Advanced Communicator Silver, "ACS"</p> <p>Earned Advanced Communicator Gold, "ACG" (recommended)</p> <p>Download the AS Application (PDF)</p> <p>Download the AS Rules (PDF)</p> <p>Download the AS Next Steps (PDF)</p> <p>Download the AS Recommendation Form (PDF)</p> <p>Ask a Mentor, <a href="http://accreditedspeakers.com/AS_Mentorship.html">http://accreditedspeakers.com/AS_Mentorship.html</a></p> <p>Start a spreadsheet/list of ALL of your speaking engagements as far back as you can (suggested)</p> <p>Presented 25+ speaking engagements, 20 minutes+ to non-TMs audiences within the past 3 years</p> <p>Presented at least 15 of those engagements for pay, and to 20+ people in the audience</p> <p>Professionally video tape with quality sound your presentation, un-edited 25-45 minutes, plus intro</p> <p>Ask your AS Mentor for feedback on the video (delivery, content, energy, appropriateness)</p> <p>Get written Letters of Recommendation from every engagement (5 will be done on-line with App)</p> <p>Submit Level 1 application between January 1 and February 1, with fees (submit early!)</p> <p>Email <a href="mailto:SherylRoush.com">SherylRoush.com</a> for the sample Judge's Ballot Form</p> <p>Pass the Application process</p> <p>Pass Level 1 Judging</p> <p>Prepare for Level 2 Judging</p> <p>Register to attend the International Convention (at your own expense)</p> <p>Pass Level 2 Judging</p> <p>Become an Accredited Speaker!</p> |                |



# Toastmasters International Accredited Speakers Program Speaking Engagement Tracking

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Name

Club/District

**SPEAKING ENGAGEMENTS**

Create a similar chart listing ALL your speaking engagements OUTSIDE of Toastmasters.

When submitting your Application, consider posting those engagements of your highest speaking fees (these are not to include product sales, consulting, etc.) and varied clients.

**AS Application requirements:**

- 25 speaking engagements given outside of Toastmasters within the past 3 years
- Presentations must be a minimum of 20 minutes in length
- Monetary compensation must be received for 15 of the 25 engagements
- A minimum of 20 people (non-TMs) must be in attendance at each speaking engagement



*Learn everything YOU need to know about becoming a PAID Speaker...  
and earning Toastmasters elite professional designation of Accredited Speaker!*

## **How to Become an Accredited Speaker**

A full-day event - the day before the Las Vegas International Convention opens - On-site at Caesars Palace!

**Explore how to maximize your Toastmasters membership to  
SPEAK MORE, BE PUBLISHED, GET PAID ... and HAVE FUN!**

*Discover insights, tips, and real-life strategies from fellow members who have done it - and doing it!*

*Proven professional speakers, trainers, consultants, coaches and authors help you shorten your  
learning and earning curve... and at a fraction of what they invested to learn it!*

### **PRESENTATIONS & PANELS INCLUDE:**

**Platform Skills, The Business of the Business, Publishing and More!**

#### **MORNING SESSION**

- Getting started as a professional speaker and the AS process
- Earning your Accredited Speaker designation from Toastmasters
- Maximizing your Toastmasters Manuals (and triple-dipping)
- Securing speaking engagements outside of your Club

#### **AFTERNOON SESSION**

- Transforming from Free to PAID speaking and setting your fees
- Adding Humor and Storytelling to your presentations
- Designing marketing materials you need to get noticed and hired
- Speaking internationally - connecting with diverse audiences
- Staying healthy when you're on the road, fitness and eating
- Benefiting from attending/joining the National Speakers Association (NSA),  
and the Canadian Association of Professional Speakers (CAPS)

### **Accredited Speakers presenting include:**

Dilip Abayasekara, DTM, AS, Past Int'l President  
Johnny Campbell, DTM, AS  
Barbara Khozam, ACS, ALB, AS  
John Kinde, DTM, AS  
Dana LaMon, DTM, AS,  
and World Champion of Public Speaking  
Denise Marek, ATMG, AS  
Terry Mayfield, ACG, ALS, AS  
Tammy Miller, DTM, PID, AS  
Sheryl Roush, DTM, PDG, AS  
Rochelle Rice, ATMS, AS  
Peter Barron Stark, DTM, AS, CSP  
Karen Twichell, ACS, AS

***Limited Seating for this Special Event!***

**Early Bird Full-Day Rate: \$139 USD** Register today! <http://bit.ly/accsp2015>

For more information about this event: [accreditedspeakers.com/VegasSeminar.htm](http://accreditedspeakers.com/VegasSeminar.htm)

Toastmasters AS Program details: [toastmasters.org/Resources/Contests/Accredited-Speaker](http://toastmasters.org/Resources/Contests/Accredited-Speaker)

**Tuesday, August 11, 8:30am - 4:30pm • Caesars Palace, Las Vegas, Nevada**

This event is approved of by Toastmasters International.

