

STEP # 1

Unique Speaker Bureau have 2 Classifications of Speakers. Please read through the criteria for these to determine if you qualify for representation by USB and identify your positioning in the categories:-

USB CLASSIFICATIONS	
USB PREMIER SPEAKERS (Across all categories)	USB ASSOCIATE SPEAKERS (Categories include Industry Leaders, MC's & Entertainers)
<p>QUALIFYING CRITERIA</p> <p>Established Full-time Speaker Min Speaker income R500k p/a Established professional brand Provides USB full CV & Bio 2 x HiRes head/shoulder pics 6 x professional testimonials Provides Video footage Professional Marketing collateral Professional Online profile Agrees to USB representative attending presentation to establish level of professionalism Recommended by 3 USB Premier League Speakers Agrees to 'USB Collaboration' model Signs USB 'Memo of Understanding' Agrees to participate in USB Annual Magazine Agrees to 3 x free USB Showcase appearances annually. Delivers a presentation to the USB team in USB Boardroom</p> <p>*Strictly by invitation only</p>	<p>QUALIFYING CRITERIA (At least one of these)</p> <ul style="list-style-type: none"> • Celebrity • TV Presenter • Sports star • Person of Interest • Author <p><i>Or subject matter expert:</i></p> <ul style="list-style-type: none"> • Lecturers • Professors • Economists • Political Commentators • Business Thought Leader <p><i>Or MC's and Entertainers:</i></p> <ul style="list-style-type: none"> • Established MC • Established Celebrity • Established TV Presenter • Established Comedian <p>Well-known brand name Proficient in Public Speaking Professional online profile Agrees to 2 x free USB Showcase appearances per year Agrees to participate in USB Annual Magazine Agrees to USB representative attending a live presentation to establish level of professionalism Presentation to the USB team Sign USB Code of Conduct</p>

Should you believe that you qualify for one of the above classifications, please proceed to completing the form on the next page and return to speaker@uniquespeakerbureau.com together with the additional information requested.

STEP # 2**UNIQUE SPEAKER BUREAU – NEW SPEAKER APPLICATION FORM**

Name	
Business address	
Cell contact number	
Landline contact number	
Email address	
Website address	
Area of expertise / topics	
Titles of presentations	
Academic Qualifications	
Additional Qualifications	
Experience relevant to topic	
Number of paid presentations delivered in past year	
Please provide the names, contact numbers and email add of 3 x corporate clients who have seen you present In the last year.	1. 2. 3.
Average speaker fee for presentations over the past 12 months	R
Fee for one hour presentation	R
Fee for one day MC work	

STEP # 3**USB ASSOCIATE SPEAKER CATEGORY & TOPIC**

Kindly highlight below the categories and topics on which you present, as well as insert the titles of your presentations in the last column:-

CATEGORY	TOPIC	KEYNOTE TITLE
BUSINESS & MANAGEMENT	Business Leadership	
	Business Strategy	
	Business Hero / Champion	
	Business Development	
	Business Thought Leader	
	Business Trends	
	Bus. & Organisational Culture	
	Bus Change / Change Management	
	Customer Service	
	Entrepreneurship	
	Futurist	
	Global Trends	
	Influence	
	Lateral Thinking / Prob. Solving	
	Women Empowerment	
	INDUSTRY SPECIFIC SPEAKERS	Mining
Labour Relations		
FMCG & Retail		
Business in Africa		
Pharmaceutical & Petrochemical		
Finance, Banking & Insurance		
ICT & Technology		
Motor Industry		
Eco & Conservation		
Services Industry		
MOTIVATION, INSPIRATION, ACHIEVEMENT (personal)	Inspirational stories	
	Adventurer	
	Motivation	
PERSONAL & PROFESSIONAL DEVELOPMENT	Communication	
	Courage	
	Body Language	
	Personal Intelligence	
	Emotional Intelligence	
	Employee Engagement	
	Mind Power	

	Psychology of Success
	Business Presentation Skills
	Public Speaking Coaching
	Executive Presence
	Diversity - Culture / Women
	Talent Management
POLITICS & ECONOMICS	Political analyst / commentator
	Economist
	Journalist
SALES, MARKETING & BRANDING	Sales Development
	Marketing trends
	Personal Branding
	Business Branding
	Tele Sales
HEALTH & WELLNESS	Business Productivity
SPORTS	Sports Professional
	Sports Journalist
	Sporting Legend
TECHNOLOGY & SOCIAL MEDIA	Technology Trends
	Innovation
	Social media experts
TEAMBUILDING	Outdoor Adventure Based Teambuilding
	Experiential Learning Experiences
STORY TELLING	Engaging Story Telling - non-fiction
	Story Telling - interpersonal
CELEBRITY	TV Personality
MASTER OF CEREMONY	Master of Ceremony & Conference
	Programme Director
ENTERTAINMENT	Comedian
	DJ
	Mentalist
	Caricaturist
	Event music & entertainment
PROFESSIONAL FACILITATORS	Strategic Planning
	Business Presentation Skills
	Teambuilding
	Labour Law & Legislation
	Sales Training
	Personal Intelligence / Emotional Int
	Personal Power Programme
	Goal setting

AFTER DINNER SPEAKERS	African and Leadership Stories
	Mentalist
	Impromptu Comedy
	Sporting Stories

Once you have completed the above information, please would you be kind enough to send it to speaker@uniquespeakerbureau.com together with the following:-

STEP # 4

- One-page biography including qualifications, experience and background
- 3 x testimonials received from corporate presentations delivered in the past 12 months
- 1 x Hi Res Head and shoulder photograph - colour
- 1 x Hi Res Full body photograph – colour
- Link to www.youtube.com video of a public presentation/s done in the last 12 months
- Link to a 2 minute videoclip positioning yourself as a public speaker with USB

The Unique Speaker Bureau team and qualified representatives meet once a quarter to review applications.

Once the USB team have reviewed the application, potential speakers will be notified in writing of their decision. If you are successful in your application, further information regarding the requirements of being USB Associate Speaker, as well as the Memorandum of Understanding will be forwarded to you for signing.

In addition to this, you will be requested to organise for a USB representative to attend one of your forthcoming presentations, or alternatively, you may be requested to present to the full USB team.

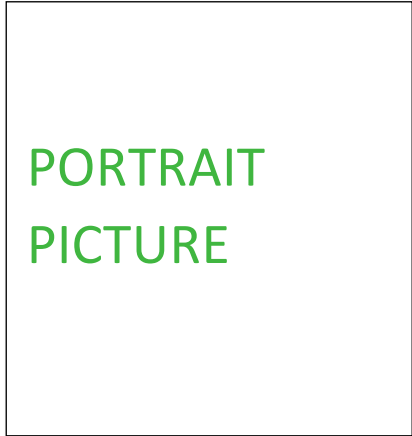
We'd like to take this opportunity of thanking you for your interest in Unique Speaker Bureau and thank you for taking the time to collate the above information.

Thanks & kind regards,

USB MANAGEMENT TEAM

NAME

Introduction



Biography

Area of Expertise and Focus (see USB Speaker Categories as basis)

Recent Talk Topics

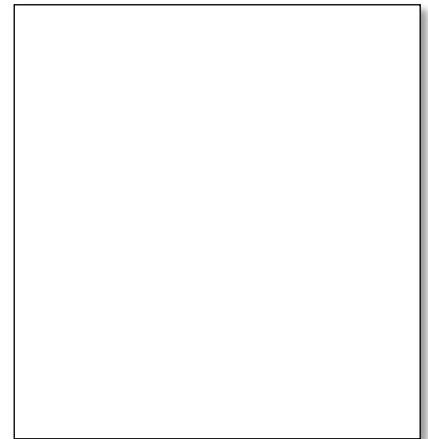
Link to your most recent uTube videoclip/s

2 minutes with

NAME

“I’m often asked or a single para (optional)”

Who am I & what are my areas of expertise?



Why are my presentations of interest or relevance to your audience?

Am I the first in my field; the only person in my field, or one of many?

Positioning your business precisely into my materials

Why use me, and when should you do so?
