

SPEAKER

PLATFORM MECHANICS

Tune up Your Skills

HEALTHY CHOICES

Quick, Easy and Simple

WHAT MAKES YOU UNIQUE?

NSA FOUNDATION SCHOLARSHIP WINNERS

HOW TO SAY "THANK YOU"

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Les Brown

Motivating People to Change Their Lives

WELCOME TO MY WORLD

A snapshot into the lives of the people who hire us

Happy Endings

A child's world of make-believe can help adults deal with the harsh realities in today's world. Fairies, for example, instill hope and inspiration, and remind people—including speakers—they have the power to make a difference. Fantasy-theme illustrator and film producer Robert Gould represents faerie artists, and produces Faerieworld events, which attract more than 30,000 attendees annually. Here, Judi Moreo, CSP, chats with Gould about selecting speakers for magical results.

Judi Moreo: How do you select speakers?

Robert Gould: We book guest speakers, artists, musicians and performers whose work complements the theme of each event. We seek out artists who are professional, cooperative, accountable, and deliver beyond expectations. They must be team players who accept they are part of a total experience and not the sole focus.

Do you book speakers and artists more than once?

There are certain iconic places, people and experiences that our guests want to revisit. Audiences are excited and comforted when they know what to expect.

What qualities should a speaker possess?

Speakers must have unconditional passion and commitment to excellence. When you hear a speaker like Tony Robbins say “live with passion,” it is ubiquitous advice that continues to be true. The missing component often is

physically embodying that quality and having the fortitude to stick to it.

How can speakers manifest their visions?

There are three essential qualities to manifestation: to be in service, surrender, and sacrifice to your vision. Speakers should have the courage to release all expectations, be willing to give up things in their lives in order to deliver their message, and do so without any guarantee that they will be rewarded for their actions.

I have never talked to a successful person whose success was based solely on strategy. Be adventurous and open to what the universe has in store for you, not what you want the universe to deliver to you.

Are live performances still relevant in today's high-tech world?

Yes, people still want genuine contact with other people, and hunger to share experiences. The more we move through the world with devices in our hands and filter our lives through pixels, the more we will feel alone and hollow.

How do you generate excitement with social media?

If you have a compelling, inspirational and insightful story, social media can introduce people to that experience. Look at Twitter. People find value and make a choice to follow other people based on 140 characters. It's a good place for speakers to test a story's appeal.

How can a speaker be successful?

The magician Siegfried offered this great advice to Lance Burton when Lance went



from doing a 15-minute act to full show:

“Study your audience. Understand them. Your audience will tell you everything you need to know. Learn from the people you serve. Give to your audience unconditionally ... whether it's four people or 40,000.”



For more than 30 years, Robert Gould has been involved with the development, creation and production of art and story for all media. In 1999, Gould

created Imaginosis, a transmedia arts company that represents visual artists and writers, and Imaginosis Publishing. He also founded Faerieworlds, and is a producer of the Faerieworlds Festival, an annual musical and theatrical event. Visit www.imaginosis.com.



Judi Moreo, CSP, is an award-winning speaker, president of Turning Point International, and the author of nine books, including You Are More Than

Enough: Every Woman's Guide to Purpose, Passion, and Power, and its companion, Achievement Journal. She is the current president of the NSA-LV chapter. Visit www.judimoreo.com.