Addendum A.1 – Global Speakers Summit Business Model

Submitted By: Elias Kanaris Title: Vice President, GSF

Approved: January 13, 2016

Motion Approved: To accept the document titled GSS Business Model (FINAL-Nov2016) as the recommended business model for the host nation to use for future GSS events.
Objective/purpose of proposal. What will it accomplish? What GSF goal or strategic objective is addressed?
To provide consistency in the way that the Global Speakers Summit is organized and to gain the maximum support from GSF associations, while delivering a positive revenue stream for the GSF. At the 2016 Executive Council meeting held in July, it was approved to move forward with the 2018 GSS upon the approval of a proposal on how the GSS and future GSS's would be structured.
Background, history, research and references:
FINAL GSS Report (compiled by Kristin Arnold, CSP) delivered in July 2015 (supporting document to this proposal); two committee meetings were held in addition to several one one-on-one consultations
Benefits to GSF association members:
If implemented effectively, future GSS events can become a revenue generation tool for the host association and the GSF.
In addition, this event should be the hub for leadership teams to congregate every two years to share best practices.
Additional benefits of implementing this business model will lead to the following:
- Empower speakers who work globally (as well as those who aspire to break into global markets) and represent a critical segment of associations membership by creating connection opportunities while inspiring and educating speakers.
- Create awareness of the value of professional speakers in the host country and other local/regional markets without competing with GSF member associations.
- Provide a positive revenue opportunity for the GSF and the host association. If possible to also provide a revenue opportunity for regional associations and potential partnering organizations, while contributing to a worthwhile cause identified by the host nation and approved by the GSF.
- Engage the meetings industry and economic buyers by bringing international thought leaders to the region to create positive connections for future business opportunities with the meetings (MICE), hospitality and business communities.
- For GSF member associations an opportunity to participate in roundtables and sessions for association leaders, with the objective of sharing best practices (marketing, membership, ethics, governance, alliances, sponsorship, programming, convention, meeting attendance - to name a few); empowering the network, and nurturing collaboration beyond the usual virtual channels.
Potential concerns of this proposal:
All GSF member associations will embrace the GSS, as is currently noted in the GSF Policy and Procedures document and ensure that there are no competing association events within a reasonable time period before and after the GSS (policy #7.1 – Scheduling Events and Global Speakers Summits)
Implementation, including funding needed and general time table:
An RFP for meeting space has gone out and proposals have been received for February 2018 – upon acceptance of this proposal the planning team will move forward to secure venue, form the GSS team, etc.

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Projected income and expenses expected to impact future budgets:
Upwards of US$30,000 of revenue to help the GSF to fund future activities and reduce the dependence of funding from the member associations

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