

# **Yvonne Wu is Certified as a Professional Virtual Speaker's Assistant**

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Buffalo, Nov 27, 2011 -- Yvonne, The YP Publishing has been awarded the certification as a Professional Virtual Speaker's Assistant (PVSA) after successfully completing the Professional Virtual Speaker's Assistant Training Program, an intensive training course tailored for virtual assistants who want to specialize in working with speakers. The course covers the practical skills, knowledge, and resources needed to assist and guide authors in all stages of the speaker's journey to more speaking engagements and higher fees.

Name is among a small group of graduates to complete the course and pass the rigorous final exam, earning her a spot in an exclusive online directory of speaker's assistants ([www.SpeakersAssistants.com](http://www.SpeakersAssistants.com)).

Services the speaker's assistant can perform for the speaker: Inventory Speaker's Source Material

Get Permissions for Material Not Owned by the Speaker

Coordinate the Trademark and IP Protection Process

Create Multi-Media Presentations - PowerPoints, Webinars, Streaming Videos

Create Handouts

Submit Articles

Handle the Marketing and Sales Process

Understand and Research the Target Audience and Competition

Coordinate the Speaker's Web Site and Media Kit - One sheet, bios, images, press releases, testimonials

Work with Speaker Prospects

Produce Blogs, Newsletters and Coordinate Social Networking

Manage Lead Generation and Outreach - Media, email campaigns

Work with Speakers Bureaus

Work with Meeting Planners

Manage Speaker Contracts

Set Up Travel - airlines, hotels, ground transport

Coordinate the Physical Logistics of the Speech - meeting room set up, pre-event coordination, day of the event

Work with Technology - microphones, computers

Coordinate Videotaping and the Speaker's Demo Video - videos and podcasts

Set up Administrative Office Procedures  
Handle the Speaker Database of Clients and Prospects  
Manage the Speaker's Calendar  
Manage Industry Certifications (CSP/NSA)  
Manage the Speaker's Products and Fulfillment  
Create and Coordinate a Virtual Product Launch  
Sell Products at Events

**For more informaion,please visit:**

<http://virtualspeakersassistant.com/>

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