



SHAKE IT OUT

SPOT
TALKS

Celebrating 10 years of inspiration

Do you have something to say?

Applications open

Do you have a perspective on something that you'd like others to hear? Is there an idea you're burning to share? Is there something you think people working in financial hardship should hear?

And do you want to learn how to deliver your message so that people *really* hear it?

That's why we created **SPOT Talks**.

What is a Spot Talk?

SPOT talks are a platform for ideas and change, and you're invited to give one.

An FCA SPOT talk is typically a 7 to 9-minute talk on our conference stage. We're looking for seven brave speakers to be professionally mentored to deliver their talks to a packed conference audience.

But you can't use notes or slides. It's just you, a microphone and a spotlight. We film and edit the talks so you can share your talk afterwards to amplify your reach.

Whether you're a seasoned speaker or new to public speaking, you will be supported with professional speaker and narrative coaching from Jon Yeo. Jon is the licensee of TEDxMelbourne and a past national president of Professional Speakers Australia. He'll help you have an impact, manage your nerves and create a compelling talk on the day. This highly sought after professional speaker development program will teach you skills you'll be able to use in your day-to-day work.

The theme this year is ***Shake it Out***.

For us, this means having the courage to move on from old attitudes and practises and embrace the new. It's also about adopting techniques that help us to relieve tension in our

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lives and workplaces – a bit like giving your body a good old wiggle or shake to de-stress and relax.

We all have big dreams and aspirations. We want to make change and ensure that the people we support don't get into financial strife in the first place. You understand the systems in play, the core aspects that make it work (or not) and what we could do to improve. We want to hear your insights and experience. We want to hear real ideas and solutions that break the mould.

Let's shake things out.

What we'll ask of you

First up, you will need to cover all your own costs to get to the FCA conference in Adelaide. You will need to be at the conference on day two, Thursday May 29 from 9 am to 10.30 am and on Tuesday May 27, for a compulsory rehearsal.

If you're selected, you'll write dot points, then drafts and then a final speech. You'll work with Jon Yeo to refine your ideas and words multiple times between February and May. Come conference time, you'll know each word intimately and be able to tell your story without notes. (Yes, you'll have to practise – a lot).

You'll also be required to attend three group sessions with your fellow speakers. These online sessions will run for two hours in February, March, April and May.

You need to put in at least 20 hours of work over the months. Busy people are often brilliant at managing their time but we also ask you to be realistic. If you have a significant project or something else that's likely to put major demands on your time, we recommend delaying your application for another year.

Application process

Applications will be open between **December 16, 2024** and **January 15, 2025**. You submit 'your pitch' through our [online form](#). Jon might come back and offer suggestions for



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you to explore and resubmit before he decides which people to take to the next stage. So please respond thoughtfully and promptly if you are keen to do a talk. We'll let you know if you are successful by mid-February. There's an information session on

The best SPOT Talks come from a place of deep passion. So, what are you passionate about? Please write down your passion(s), link it to the theme and read the instructions on each question. If you have multiple ideas, you can submit a couple of pitches, one per form.

Three little tests before you submit

1. Tell someone about your idea. Try saying it in 30 seconds to distil your ideas into a single strong idea. If your idea can go in a dozen directions, work out what is most important, and focus on that.
2. Is it relevant to financial counsellors? We're an audience of financial counsellors, and our work centres on people in financial hardship, so the talks most likely to be selected will be those relevant to our world.
3. Is it a SPOT Talk? We follow the TED format, which differs from a lecture. Watching some TED talks is the best way to get the hang of it. Watch a couple of SPOT talks from previous conferences, [2023 Spot Talks](#) and [2024 Spot Talks](#). You'll see that they each have a very clear theme. So, if your idea has many aspects, simplify it to a strong theme with a few strong points.

Want to know more?

Watch the [highlights of the information evening](#) we held in February 2022 to hear more about what's involved in giving a Spot talk, meet our mentor and hear from a former Spot talker.

You can also [contact us](#) for further information.