

Division G VP PR Training



VP Public Relations

Roman Smolak, DTM
Speaking From Experience
Advanced TM Club

July 15th, 2020

COT 1

Survey Results - Expectations

- To get a better understanding of the role requirements, goals and mandate.
- Learn what other clubs are doing, and share our best practices.
- Best PR tools to get new members.
- Hear about your experience in this role. What worked well for you and challenges.
- Know how virtual meetings have been going for other clubs and what PR strategies can be implemented in a virtual world.
- Practical and simple tips/suggestions or reference sources.

What is Public Relations?

What is a Brand?

What is a Logo?

What is a Tagline?

What is Marketing?

What is Public Relations?

“...a strategic communication process that builds mutually beneficial relationships between organizations and their public.”

What is TM Brand Personality?



DEDICATED

HELPFUL

EMPOWERING

Brand Promise



Empowering individuals through personal and professional development

Club Brand Promise



Club



PR Goals?

- ▶ Your responsibility is to generate positive awareness of the Toastmasters brand for the purpose of attracting and retaining members.
- ▶ It requires keeping the public (external audience) and members (internal audience) informed about club or district activities through effective communication channels.
- ▶ Successful public relations will build membership and gain public recognition.

Club Experience

- ▶ Quality meetings
- ▶ Excellent evaluations
- ▶ Supportive environment
- ▶ Fun meetings
- ▶ Post meeting coffee - social

Guest Expectations



SFEAT
Club

Club

Experience

- ▶ Increase confidence
- ▶ Socialize – interpersonal development
- ▶ Watch videos of speakers
- ▶ Grow listening skills
- ▶ Improve the community
- ▶ Develop website and technical skills
- ▶ Lift your family
- ▶ Share personal stories
- ▶ Practice influence & persuasion
- ▶ Expand networking

Guest

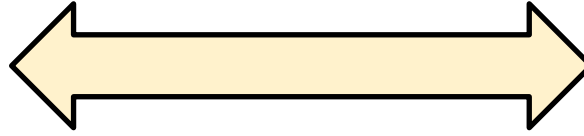
Expectations

- ▶ Communication Training
- ▶ Access to coach/mentor
- ▶ Expert material
- ▶ Proven learning process
- ▶ Positive journey
- ▶ Avoid discomfort
- ▶ Be accepted
- ▶ Improve \$ and career
- ▶ Explore creative skills
- ▶ Engage in higher purpose

Club



Experience

- 
- ▶ Increase confidence
 - ▶ Socialize & personal development
 - ▶ Watch videos of speakers
 - ▶ Grow listening skills
 - ▶ Improve the community
 - ▶ Develop website and technical skills
 - ▶ Live your ambition
 - ▶ Share personal stories
 - ▶ Practice influence & persuasion
 - ▶ Expand networking



Guest

Expectations

- 
- 
- ▶ Communication Training
 - ▶ Access to coach/mentor
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Value Proposition

WiiFM

1 WHAT IS A **BRAND**?

A brand is an exclusive and desirable idea embodied in products, places, services, people and experiences.

2 WHAT IS A **BRAND STRATEGY**?

The plan that identifies and describes short- and long-term objectives, key brand initiatives, tactics and measures of success. The Toastmasters brand strategy determines what, when, where, why, how and to whom we plan on communicating our brand messaging.

3 WHAT IS **BRAND POSITIONING**?

The deliberate application of the Toastmasters brand. The positioning of a brand is what people envision when they think of a brand. It should be distinct and hold unique value.

4 WHAT IS A **POSITIONING STATEMENT**?

The statement used to describe a brand's unique place in the market and drive the brand positioning.

5 WHAT IS A **VALUE PROPOSITION**?

The primary benefit a brand provides to its target audience.

6 WHAT IS A **TAGLINE**?

A phrase that concisely communicates an organization's value proposition to its target audience.

7 WHAT IS A **LOGO**?

A graphic symbol designed to represent a brand.

What is Marketing?

- ▶ Marketing is the business process of identifying, anticipating and satisfying customers' needs and wants.

TM Marketing

- ▶ promotional brochures to use in recruiting members
- ▶ explains the benefits of a club, the power of Pathways and the cost-effective nature of **Toastmasters**

PR Guide Committee:

Julia Lawr,
Roman Smolak,
Rishi Sethi,
Grace Archibald
Vipul Jain

DISTRICT 60



2020 PR GUIDE

Dear VP of Public Relations,

You have the exciting role of making the world aware of your club and what it's about! PR is critical to a healthy club, especially those looking to grow their membership base. Moreover, the VP of PR helps shape the way your club is organized and communicates with its current members. To help you hit the ground running, District 60 has put together a list of best practices so you know what to do!

Have a question? Email District 60's Director of PR here: prm@toastmasters60.com

District 60

CHANNELS

ADMIN & WEBSITE

Use [FreeToastHost](#) or [EasySpeak](#) to arrange meetings, fill roles, and schedule speeches in "members-only" areas.

Both offer public sections that you can utilize as your website - where you share info such as club details and role descriptions.

GROUP & EVENT WEBSITES

Having a website alone may not garner much attention to your club and its meetings, however, sharing your club and meeting info on [Meetup](#) & [Eventbrite](#) because they are platforms where people go to search for groups and events.

SOCIAL MEDIA

Social Media platforms such as [LinkedIn](#), [Facebook](#), [Twitter](#), [Instagram](#), and countless others are all at your disposal to raise awareness about your club and what its members are up to. Share public speaking & educational videos, club pics, and meeting info.

LOCAL PUBLICATIONS

Community-based directories & advertising platforms such as [Snapt](#), [Flocalpost](#), and local newspapers are also fantastic places to share info about your club.

AT YOUR VENUE

The location where you hold your meetings probably has foot traffic - some of whom may be interested in attending your club's meetings. Make your presence known at your venue with a banner and/or venue newsletters.

EMAIL

Email is a great tool for keeping in touch with current members & guests. [EasySpeak](#) & [FreeToastHost](#) both offer the ability to send mass emails, but a platform like [Mailchimp](#) can help you with email automation and media-rich emails.

TM WEBSITES

[Toastmasters International](#) offers a directory for people to find a club close to them. [District 60's website](#) has an event section where you can publicize social events.

REFERRALS

Friends, family, and colleagues are all fantastic people to invite to your club.

1. ADMIN AND CLUB WEBSITE
2. GROUP & EVENT SITES
3. SOCIAL MEDIA
4. LOCAL PUBLICATIONS
5. AT YOUR VENUE
6. EMAIL
7. TM WEBSITES
8. REFERENCES

TIPS & INFO

1. **CONTENT**
2. **HOW-TOS**
3. **GUESTS > MEMBERS**
4. **VIRTUAL MEETINGS**
5. **REFERENCE LINKS**



ACTIVITIES

CRITICAL ■

GOOD ■

BETTER ■

OPTIMAL ■

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Effort
Breadth
Creativity
Brand Personality

ACTIVITIES

CRITICAL ■

GOOD ■

BETTER ■

OPTIMAL ■

ADMIN & WEBSITE

Use Free Toast Host (FTH) or EasySpeak (ES) to arrange roles, fill agenda roles, and schedule speeches.

Publish basic club info such as address and meeting times on the public-facing side.

List your club's information on Google Maps via [Google My Business](#)

Use FTH or ES as an email tool to your club's members (send out meeting reminders, RSVP requests, role fulfilment, etc.)

Register guest information into FTH or ES and use the platform to encourage them to return to meetings by keeping them informed and up to date.

Speaking From Experience Advanced Toastmasters

Main Menu

Members Only

An advanced club where you can **take your communication & leadership skills to the next level**

Home

Meeting Information /
Directions

Contact Us

Meet Our Members

Club Calendar

Member Login Help

District 60

2020-2021 SFEAT Workshop
Series

Guest Orientation

New Member Orientation


SFEAT Blog

SFEAT Online Meetings

SFEAT Photo Album

*For more information on
Toastmasters International, visit
www.toastmasters.org*

Logins

 **Member Login**

WELCOME to our HOME PAGE

We are a Toastmasters Club committed to helping our members take their
speaking and evaluating skills to the next level
in a fun, friendly, trusting environment.

LEARN, DISCOVER, IMPROVE, GROW



COVID-19 Message

Check our SFEAT Online Meetings folder for Zoom instructions and additional valuable links.

During the COVID-19 outbreak, SFEAT will meet online on the 1st, 3rd, and 5th Wednesday (7 to 9 PM) of every month.

Online Meetings

now on ZOOM

ACTIVITIES

CRITICAL ■

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GOOD ■

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BETTER ■

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OPTIMAL ■

Register guest information into FTH or ES and use the platform to encourage them to return to meetings by keeping them informed and up to date.

ADMIN & WEBSITE

Make any changes to your website using this administration area. Be sure to click the "Save" button at the bottom of the window to save all changes.

Select a Module: Website Settings

Website Settings

Membership Management

Email & Contact Forms

Custom Web Pages

File Manager

Meeting Agenda Settings

Dues Management

Basic Settings

Appearance

Home Page

Social Links

Floater Messages

Access Settings

Administrator Info

Website

The following are the basic club information and configuration settings for getting a website up and running.

NOTE: You should also make sure your club's information is current on the Toastmasters International Website. [Click here to verify the information for your club](#), and if not correct, an officer of the club will need to login to the member area on the TI website and correct it.

Club Name

Speaking From Experience Advanced Toastmasters

i This is the name of your club that will appear in reports and in the banner heading, unless you override it with the Banner Text setting on the Appearance tab.

Description

Toastmasters club # 1818485 - An advanced club for any Toastmaster with at least a CC award. Members are also encouraged to continue to attend their home club meetings. We meet on the 1st, 3rd and 5th Wednesdays of each month at 7:00PM.

This system is designed to minimize duplicate contact information and make access to this club website as easy as possible for each member. Full member information can be obtained by any club officer at the Toastmasters International website. However, you only need to enter each person's name below--e-mail address & phone are optional. *Be sure to save changes on one tab before switching to another tab below.*

Members

Prospects

Guests

Former Members

Friends/Affiliates

Quick Add

New Member Welcome

Custom Groups

Settings

Membership Tools: ☐ ☐

Member Contact Information: *Be sure to SAVE any CHANGES you make below.*

(All)	Name	Email Address	Phone	Officer Role(s) (Maximum of 3)	View/ Edit Profile
<input type="checkbox"/>	NEW			Enter New Info & Click Save	NEW
<input type="checkbox"/>	Daniele Thibodeau, DTM			President	
<input type="checkbox"/>	Andrew Mertens, DTM			VP Education	
<input type="checkbox"/>	Ruben Bastien, ACB, CL			VP Membership	
<input type="checkbox"/>	Roman E Smolak, DTM			VP Public Relations	
<input type="checkbox"/>	Caroline Cliche, CC, CL			Secretary	
<input type="checkbox"/>	Michelle Warren, DTM, CC			Treasurer, Immed. Past Pres.	
<input type="checkbox"/>	Marilyn Garshowitz			Sergeant at Arms	
<input type="checkbox"/>	Albert Chang, DTM			Select Officer Role(s)...	
<input type="checkbox"/>	Brigitte Li, ACB			Select Officer Role(s)...	

How can
you utilize
the guest
list?

ACTIVITIES

CRITICAL ■

GOOD ■

BETTER ■

OPTIMAL ■

GROUP & EVENT WEBSITES

Create a MeetUp page for your club that includes a detailed description of what you offer and why people should attend.

Schedule meetings in meetup.

Optimize the 'findability' of your MeetUp page by associating it with the right TOPICS in your MeetUp's settings (your meetup group > group settings > TOPICS)

Advanced Clubs, request access to Division or Area Meetup pages

Regularly update your Meetup Page with new pictures and event information.

Create an Eventbrite account and list your meetings



eventbrite

ACTIVITIES

CRITICAL ■

GOOD ■

BETTER ■

OPTIMAL ■

SOCIAL MEDIA

Create a LinkedIn page for your club.

Ask all members in your club to follow your page and share posts when they see them.

Share meeting info on your LinkedIn page.

Do what you did for LinkedIn on Facebook.

Post content other than meeting info such as meeting pictures and educational videos related to improving public speaking.

Add Instagram, Twitter and any other social platforms you like

Use a platform such as Hootsuite to schedule and automate your posts to save you time.

ACTIVITIES

CRITICAL ■

GOOD ■

BETTER ■

OPTIMAL ■

LOCAL PUBLICATIONS

Community-based directories & advertising platforms such as [Snapd](#), [Elocalpost](#), and local newspapers are also fantastic places to share info about your club.

Post events and information about your club on Snapd, Elocalpost, and community newspapers.

ACTIVITIES

CRITICAL ■

GOOD ■

BETTER ■

OPTIMAL ■

AT YOUR VENUE

Ensure guests are welcomed, provided with Toastmasters general & registration information.

Invite guests to introduce themselves at the start of a meeting and for feedback at the end.

If a guest expresses interest, invite them to join that day!

Order a club banner from the Toastmasters Store and hang it during meetings.

Post Toastmasters and meeting information on notice boards or in the venue newsletter

ACTIVITIES

CRITICAL ■

GOOD ■

BETTER ■

OPTIMAL ■

EMAIL

Obtain guest emails and register them on FTH or ES.

Send registered guests a confirmation of their scheduled attendance at your meeting

Send out meeting reminders to your past guests inviting them back to meetings.

Send out role descriptions, accolades, educational videos, contest speech videos.

Automate this process using a platform such as [Mailchimp](#).

10,000

- Leads Toastmasters International receives per month

60%

- Did not attend a club meeting

Toastmasters

70%

- Club never replied to them

Typical Response To Guest Request

Who

- Thank you for your interest in the SFEAT - Speaking from Experience Advanced Toastmasters Club!

When

- Our next meeting is July 8th, 7-9 pm and I've attached the meeting details at the end of this email.

Where

- Our meetings are virtual now and we meet on the 1/3/5 Wednesdays of a month.

Why
(Value
Prop)

- The specialty of our club is our high quality Round Robin evaluation where ALL members give verbal feedback on both speaker and their evaluator.

We also have some workshops that our experienced members or guest presenters do, which get the round robin evaluations as well. These are in addition to our regular meetings. These workshops are free and open to guests as well.

Typical Response

What

- In addition, I've enclosed a document (see Appendix I below) that explains the specialty of our club. Please look and let me know if you have any questions.

How

- When you visit us as a guest, we make every effort to get to know you. At the beginning of the meeting, we invite you to introduce yourself by talking about how you heard about us and what brought you here. At the end of the meeting, we again invite you to share what you thought about the meeting.

Invite (Call To Action)

- Please reach out to any of the SFEAT executives with your questions. I look forward to seeing you at our next meeting on July 8th.

Thanks,

Ruben Bastien - VP Membership

SFEAT - Speaking from Experience Advanced Toastmasters Club

ACTIVITIES

CRITICAL ■

GOOD ■

BETTER ■

OPTIMAL ■

TM WEBSITES

List your club info on the [Toastmasters International directory](#) & your club meetings on the [District 60 Website](#).

Add special events to the District 60 Website.

Events

District 60 Toastmasters

Event Calendar

<

>

TODAY

July 2020

View all categories

MONTH

WEEK

MON	TUE	WED	THU	FRI	SAT	SUN
29	30	1	2	3	4	5
<div>6:30 pm</div> <div>Toast'n Relax: Excellence and Beyond Toastmasters</div> <div>7:00 pm Club Success Plan workshop</div>					<div>11:00 am D60-Division C Club Officer Training: President</div> <div>1:00 pm D60-Division C Club Officer Training: Vice President of Education</div>	
6	7	8	9	10	11	12
<div>6:30 pm</div> <div>Division B Club Officer Training - President</div>	<div>6:30 pm</div> <div>Division B Club Officer Training - VP Education</div> <div>6:45 pm Justin Edenbaum & Blossoming Voices present: Just Talk to Me</div>	<div>12:00 pm Build Mental Flexibility to Improve Your Effectiveness - Workshop</div> <div>6:30 pm</div> <div>Division B Club Officer Training - VP Public Relations</div>	<div>6:30 pm</div> <div>Division B Club Officer Training - Secretary</div> <div>8:00 pm</div> <div>Division B Club Officer Training - SAA</div>		<div>1:00 pm D60-Division C Club Officer Training: Secretary</div> <div>2:30 pm D60-Division C Club Officer Training: Treasurer</div>	
13	14	15	16	17	18	19
<div>6:30 pm</div> <div>Division G COT-President</div> <div>7:00 pm Don't Isolate... Connect!</div>	<div>6:30 pm</div> <div>Division G COT-VP Education</div> <div>8:00 pm</div> <div>Division G COT-VP Membership</div>	<div>6:30 pm</div> <div>Division G COT-Treasurer</div> <div>8:00 pm</div> <div>Division G COT-VP Public Relations</div>	<div>6:30 pm</div> <div>Division G COT-Secretary</div> <div>8:00 pm</div> <div>Division G COT-SAA</div>		<div>11:00 am D60-Division C Club Officer Training: President</div> <div>1:00 pm D60-Division C Club Officer Training: Vice President of Education</div>	

60



District 60 Newsletter

Where Leaders Are Made

www.toastmasters60.org



The Gavel - May 2020

10 Tips for Super Online Workshops

June 13, 2020 by Public Relations — [Leave a Comment](#)

At the best of times, delivering a prepared workshop is a daunting project for any Toastmaster. In these Covid-19 related times, Toastmasters face an entirely new challenge – how to create effective training online with challenging technology.

Most techniques we use to connect with participants in classroom sessions are still relevant in the online environment. However, in order to keep

Secrets for Super Evaluations

Are you uncertain how to provide a meaningful, motivational and measured evaluation?



Andrew Mertens, DTM
D60 2019 Evaluation
Champion

Learn the fundamentals for creating and delivering a powerful effective evaluation that will help speakers reach their full potential.

Discover how improving your evaluations can increase your club quality, as speakers become more and more proficient.

Workshop participants will acquire techniques for enhancing their speech evaluations including:

- what to think about while listening to a speech,
- how best to deliver their feedback, and
- how to ensure a successful evaluation.

Participate in this online workshop

Wednesday, May 13th, 2020, 7 to 9 PM

To obtain login details, send your request to: contactusform-1818485@toastmastersclubs.org

Speaking From Experience Advanced Toastmasters

SFEAT Online Seminar Invite

ACTIVITIES

CRITICAL ■

GOOD ■

BETTER ■

OPTIMAL ■

REFERRALS

Ask your members to invite friends, family, and co-workers to meetings.

Ask them to find your club on social media and share your posts.

When a guest registers for a meeting, suggest that they bring a friend, family member, or colleague.

When a guest becomes a member, invite them to bring a friend, family member, or colleague.

Invite members to share your club info at the office verbally or by putting up posters.

REFERRALS

Friends, family, and colleagues are all fantastic people to invite to your club.



CLUB TOASTMASTERS DE ST-LÉONARD

Club No 8519 - Secteur 73 - Division G - District 61

Sur le bord / On the brink

Ce lundi, le Club Toastmasters de St-Léonard se prépare pour une avenir rayonnant. Si vous êtes sur le bord, faites le saut!

This Monday, the St-Leonard Toastmasters Club is getting ready for a brighter future. If you're on the brink, take the plunge!



Venez nous visiter!

Lundi 27 Octobre 2014
19h00 à 21h00

Pierre Coubertin
4755 rue Valéry
Montréal, Québec
H1R 2B6

Pour information:

Pierre Perpall Jr.

Ruben Bastien

www.toastmasters-stleonard.ca



facebook.com/toastmastersnow

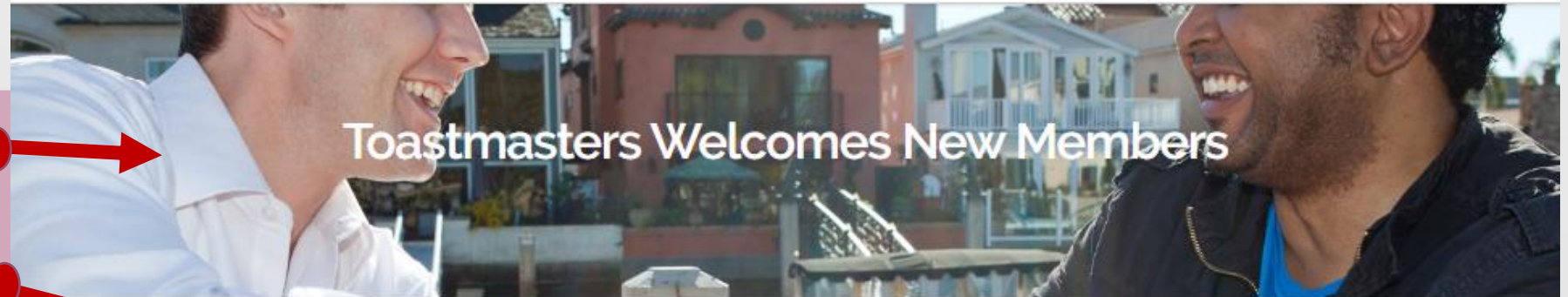


twitter.com/TMStLeonard



Toastmasters International is a nonprofit educational organization that operates clubs worldwide for the purpose of helping members improve their communication, public speaking, and leadership skills. ToastMasters International est une association à but non lucratif dont l'objectif est d'aider ses membres à améliorer leurs compétences en communication et en leadership par la prise de parole en public.

- Connect
- Who we are
- Appeal
- Call to Action
- More info
- Value Prop
- Cost



Toastrasters is a non-profit educational organization, dedicated to building excellence in communication and leadership. Members learn by speaking to groups and working on various projects. These projects help to build critical communication and leadership competencies.

Thinking About Joining? Join Us!

Visitors are welcome at all Toastrasters clubs open to the public. Every club has a Membership officer who will arrange your visit. Find a day and time that best suits your schedule.

[Find a Club Near You](#)

What Happens At a Club Meeting?

Visit a meeting and experience first-hand how it works. Every meeting includes speeches (on a variety of topics), impromptu speaking, and constructive and effective evaluations for all speakers. Click to learn more about a typical club meeting.

Skills Toastrasters Learn:

- Communicate more effectively
- Improve presentation skills
- Increase leadership potential
- Motivate and persuade team members
- Effective listening for evaluations
- High self-confidence
- Become more successful in your career
- Reach your professional and personal goals

What It Costs

Joining Toastrasters is the most cost effective program for personal and professional development with proven results. Annual membership fees varies among clubs, in addition to a one-time registration fee.

[Find a Club Near You](#)

Setting expectations

Online Marketing

Utilizes WordPress Platform



Online Presenters Toastmasters

Skills for Better Webinars & Online Events

- WELCOME
- BLOG
- TIPS & TRICKS
- MEMBERS
- CALENDAR
- VIDEO REPLAYS
- JOIN
- DUES RENEWAL

Welcome

The Online Presenters Toastmasters Club caters to those who give online presentations professionally, or aspire to do so, whether that means public webcasts and live video or internal company video conferences and screen sharing sessions. We welcome experienced Toastmasters with an interest in learning those skills, as well as future Toastmasters with substantial presentation experience ([how to join](#)).

Visit as a Guest

Online Presenters Meeting, July 20, 7:15 PM EDT

RSVP Now!

Or register for any of these upcoming dates.

- [Workshop: Doing Mixed Online/Offline Meetings Right Saturday July 25, 2020 2:00 PM EDT](#)
- [Online Presenters Meeting Monday July 27, 2020 7:15 PM EDT](#)
- [Online Presenters Meeting Monday August 3, 2020 7:15 PM EDT](#)
- [Online Presenters Meeting Monday August 10, 2020 7:15 PM EDT](#)



MEMBER ACCESS

- Member sign up for roles:
 - [Online Presenters Meeting Jul 20](#)
→ [Login/Sign Up](#)
 - [Online Presenters Meeting Jul 27](#)
→ [Login/Sign Up](#)

NEWEST MEMBERS

- Rosena Duncanson (July 2020)
- Susan Hewitt (July 2020)
- Taiana Melo (July 2020)
- Buddy Hodges (July 2020)
- Michael Alexander (June 2020)

LATEST POSTS

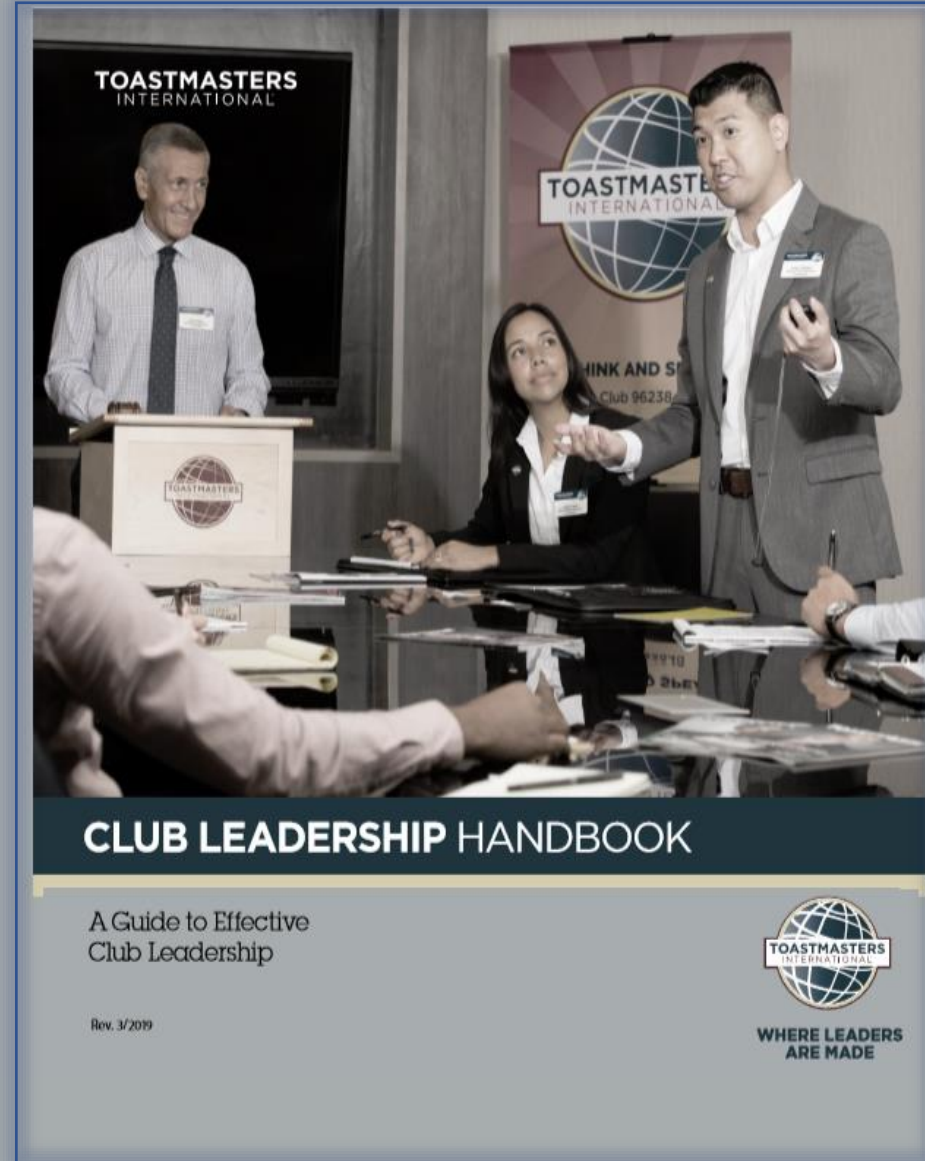
- Videos: Elaine Nieberding, Birgit Starmanns, Marty Sandler – July 13, 2020
- Preliminary Thoughts on Running Online/Offline Meetings
- Join Us for a Workshop on Mixed Online/Offline Meetings, Saturday July 25 @ 2pm EDT

Proudly powered by [WordPress](#) |
Theme: Lectern by [Carr Communications Inc.](#)

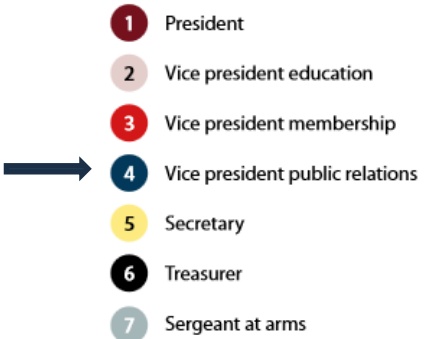
VP PR Role

This version updated 2/2020

Item 1310



CLUB LEADERSHIP ROLES

- 
- 1 President
 - 2 Vice president education
 - 3 Vice president membership
 - 4 Vice president public relations
 - 5 Secretary
 - 6 Treasurer
 - 7 Sergeant at arms

You promote the club, update web content and safeguard the Toastmasters brand identity.

Safeguard the Toastmasters Brand,
Trademarks, and Copyrights

The logo should never be altered in any way.

Avoid all of the following when using the Toastmasters International logo:



Don't change any element of the logo.



Don't change the logo colors.



Don't customize or create logos for clubs and districts.



Don't use any copy, slogans, symbols or images overlapping the logo.



Don't disproportionately scale the logo.



Don't put the logo in perspective.



Don't change the proportion of the logo elements.



Don't put the logo on colors that aren't in the brand palette.



Club Timeline

- 1 President
- 2 Vice president education
- 3 Vice president membership
- 4 Vice president public relations
- 5 Secretary
- 6 Treasurer
- 7 Sergeant at arms

Important Tasks

REGULAR TASKS

- Hold club executive committee meetings to share activities, accomplishments and plans
- Hold meetings with your committees, such as education, membership and public relations committees

JUNE (BEFORE TERM)

Meet with the outgoing club leadership team to coordinate a smooth transfer

Attend first-round club officer training

Complete a Club Success Plan

Purchase supplies from the Toastmasters Online Store

Create a club budget

- 1 Ask club members to serve on committees, such as an education, membership or public relations committee
- 6 Provide the bank with a bank signatory card

JULY

Attend first-round club officer training

2 Determine education goals of each member

2 Ask members to complete a Member Interest Survey (Item 403)

4 Create a media list and publicity kit

6 Finalize the club budget with approval from the club executive committee

AUGUST

Attend first-round club officer training

2 4 Plan and publicize upcoming speech contests

1 3 Send membership dues statements to members

2 Plan how to help each member meet education goals

3 Review the results of the Member Interest Survey (Item 403)

4 Send publicity kits to local media and invite them to attend a meeting

3 Promote the Smedley Award membership-building program

Annual Publicity Calendar

ANNOUNCE DATE	SUBJECT	CONTENT/STATUS	VEHICLE	CONTACT	NEXT STEPS/RESPONSIBLE	DEADLINE	IMPORTANCE
JANUARY	District Conference Friday, January 9	Dates, locations, session speakers, speech contest details.	News release; Pitch to reporters and editors; District website; Social network updates	Quotes for news release: district leader (PHONE NUMBER), keynote speaker (PHONE NUMBER), last year's speech contest winner (PHONE NUMBER).	Me: Draft release. Approve final quotes with interviewees; send final release to district leaders for review/approval. Submit to Jane, editor at Local Newspaper. Coordinate with web editor, Daniel, to upload details of event to website. Include content in Newsletter.	Me:12/27	HIGH
						Journalist: 1/4	
FEBRUARY	Club 50th Anniversary Tuesday, February 17	History of club, information about growth and organization. Quotes from Toastmasters about benefits of program	News release; Social network updates; Club website; Pitch Features editors and reporters	Quotes for news release: Club president, Michelle Lehman (PHONE NUMBER) members Charlotte Reynolds (PHONE NUMBER) and David Gilbert (PHONE NUMBER)	Me: Draft release. Approve final quotes with interviewees; send final release to club president for review/approval. Submit to Cindy, editor at Local Newspaper. Coordinate with Web editor, Marcos, to upload details of event to website. Include content in newsletter.	Me: 2/13	MEDIUM
						Journalist: 2/17	
MARCH	Launch of Youth Leadership Program at local high school Monday, March 23	Details/purpose of program, how to register, quotes from high school principal or counselor, and from a student or parent	News release; Pitch features reporters and editors; insert in community newsletter; Club website; Social network updates	Quotes for news release: principal or counselor (PHONE NUMBER), Youth leadership coordinator (PHONE NUMBER) and student (PHONE NUMBER).	Me: Draft release. Approve final quotes with interviewees; send final release to club president for review/approval. Submit to Cindy, editor at Local Newspaper. Coordinate with Web editor, Marcos, to upload details of event to website. Include content in Newsletter.	Me: 3/13	HIGH
						Journalist: 3/23	

Resources



Vice President Public Relations Resources

<i>Let the World Know</i> (Item 1140)	www.toastmasters.org/1140
Media Center	mediacenter.toastmasters.org
Public Relations	www.toastmasters.org/publicrelations
All About Toastmasters (Item 124)	www.toastmasters.org/124
<i>Distinguished Club Program and Club Success Plan</i> (Item 1111)	www.toastmasters.org/1111
Brand Portal	www.toastmasters.org/logos
Marketing Resources	www.toastmasters.org/marketingresources
Brand	brand@toastmasters.org



VPPR RESPONSIBILITIES

Collaborate
with your club
leaders....



journalists.

• **Be Pers**

cont... give up.

... media takes patience and time. I

- **Collaborate with your club leaders** to discuss your PR plan, activities and initiatives.
- **Monitor status** toward your goals. Report progress, activities and news coverage to club and district leaders by [email](#).

Finding Role Support



WHERE LEADERS ARE MADE

Welcome, Roman



Logout

Find a Club

Start a Club

About

Pathways

Education

Membership

Leadership Central

Resources



EVERY TOASTMASTER'S JO
STARTS WITH A SINGLE SP





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Club Central

Club Officer Tools

Logos, Images and Templates

Speech Contests

Eligibility Assistant

Wow!Factor

District Central

District Leader Tools

Public Relations

The Leader Letter

Legal and Tax Compliance

Distinguished Performance Reports

Region Advisor

Governing Documents

Month-End Closing Dates

Region Realignment 2018

| CLUB OFFICER TOOLS

Club Officer Roles

Club Officer Kit

Club Central Tutorials

Club Officer Tutorials

New Club Resources

Club Officer Resources

Club Management

Membership Building

Distinguished Performance
Reports

Find a Club Advanced Search



A club officer has a very important role within Toastmasters International. The success of a club and its members depend on how well you and your fellow club officers execute your responsibilities. By providing leadership and support, you can foster a positive environment that's conducive to members' personal and professional growth, allowing them to achieve their Toastmasters education program goals.





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Leadership Central

Club Central
Club Officer Tools
Logos, Images and Templates
Speech Contests
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PUBLIC RELATIONS

What is Public Relations?

Public Relations is a strategic communication process that builds mutually beneficial relationships between organizations and their public.

Public Relations Goals in Toastmasters

As the Public Relations Manager (PRM) or Vice President Public Relations (VPPR) your responsibility is to generate positive awareness of the Toastmasters brand for the purpose of attracting and retaining members. It requires keeping the public (external audience) and members (internal audience) informed about club or district activities through effective communication channels and media relations. Good public relations will build membership and



Vice President Public Relations

You promote the club in the local community and notify the media about the club's activities. You update web content and safeguard the Toastmasters brand identity. It's your job to notify the media whenever your club does something newsworthy. As the president public relations, you'll be responsible for writing news releases, creating and distributing fliers, and maintaining the club's presence at various key places on the Web and in the community. Stay current on all new developments via The Leader Letter, Toastmasters magazine and the announcements published on the Toastmasters website and social media sites.

[VIEW TUTORIAL](#)

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HELPFUL RESOURCES



Let the World Know (PDF)
This handbook provides everything you need to know about conducting PR in Toastmasters.

Public Relations Manag Training Webinar Video
This webinar video explair PRM role and provides tip strategies to help districts their target audiences.

Sample News Releases
Give your club or district the recognition it deserves by telling the local community about events, programs and achievements.

Vice President Public Relations Responsibilities
Vice President Public Relations

PRM Communication Pl
Use this spreadsheet to d the roles on your PR team organized and locate resources, templates and examples.

Logos, Images and Templates
Toastmasters-branded

Brand Photo Contest
Enter the monthly brand photo contest for a chance to win a



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in their district.



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57 Pages



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PRM Communication Plan

Use this spreadsheet to define the roles on your PR team, stay organized and locate resources, templates and examples.

Logos, Images and Templates

Toastmasters-branded

Public Relations Manager Training Webinar Slides

This webinar slideshow explains the PRM role and provides tips and strategies to help districts reach their target audiences.

Public Relations Manager Responsibilities

Public Relations Managers coordinate active public relations and publicity programs in their district.

Brand Photo Contest


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Summary

- ▶ Public Relations = Relationships
- ▶ Marketing = Develop need
- ▶ Brand Club personality
- ▶ PR responsibility Generate positive awareness
- ▶ PR Role
 1. Promote the club,
 2. Update web content,
 3. Safeguard the Toastmasters brand identity
- ▶ Publicize the club Channels
- ▶ Resources Leadership Handbook, TM website – PR links

How will you determine if this training session was a success?

- Guests will come if I do what I learned. (3)
 - If I get an idea, or am able to provide another club with an idea.
 - Motivated and armed with the knowledge to make an impact at my club.
 - Depth and breath of subject practicality and simplicity of information
 - Knowledge gained from training to perform on the job.
- 
- Currently, not entirely sure where to begin.
 - Will determine that based on key takeaways.(2)
 - Probably discuss it during my next meeting with the execs.