

District 51 District Officers Training (DOT) 2008/2009



Benefits of good public relations

- Attract new members
- Keep existing members interest alive by
 - Increasing member's knowledge in Toastmasters/public speaking/leadership
 - Keeping members informed of TI and district events and promotions
 - Recognizing achievements
 - Developing member skills in PR





Public Relations Idea

Special events
Career Fair

Publish events
through
newspaper

Distribute TM
magazine in
public places

Conduct
workshop for
public

New employee
orientation
seminar
(in-house
clubs)

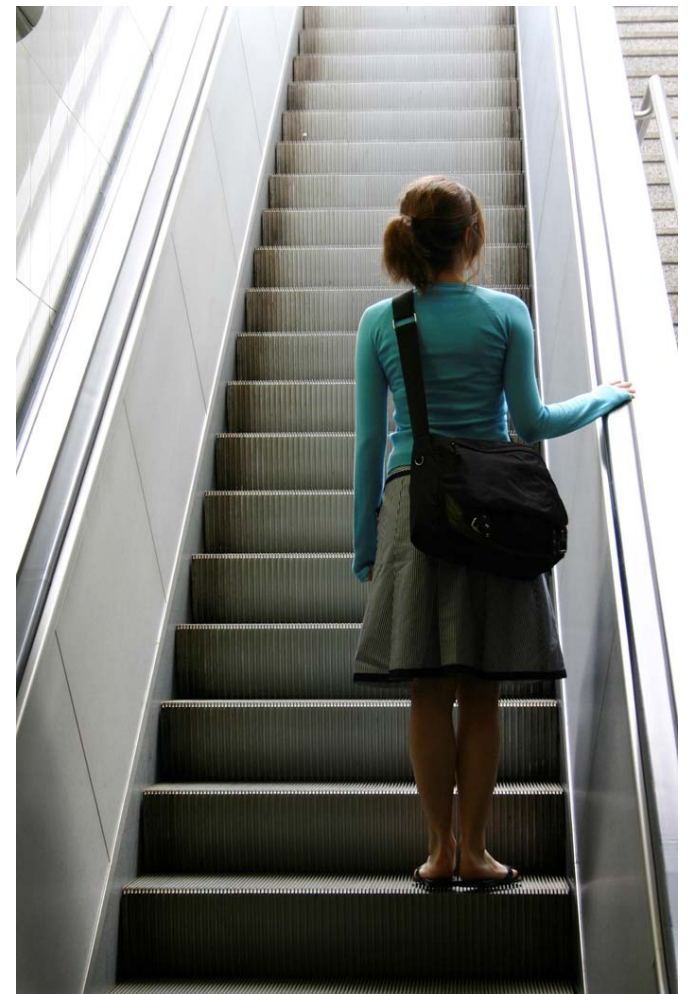
Create website
and newsletter

Display TI
products

Create and
distribute
business cards

An effective PR program

- Step 1: Plan your publicity program
- Step 2: Creating a media list
- Step 3: Making media contacts
- Step 4: Preparing publicity materials
 - Fact sheets
 - News releases
 - Photos
 - Public service announcements
- Step 5: Follow up: Key to continued success





Do and don't of PR

■ Do

- Understand WHAT THE MEDIA EXPECTS, for example newspaper and public service announcements on TV/radio
- Accept that you “win some, lose some”
- Have community interest at heart
- Submit good photos
- Timeliness
- Understand TI guidelines on Toastmasters logo/trademark

■ Don't

- Complain when article/announcement not selected by local media
- Complain if your article is rewritten (unless significantly altered)
- Use pressure such as friendship/ business connections to get your materials published
- Plagiarize without permission from copyright owner



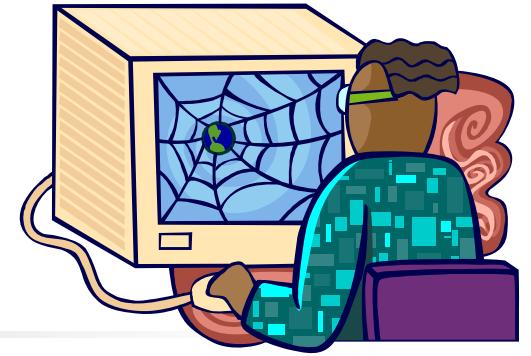
Nuts and bolts on newsletter

- Newsletter content can touch on the following:
 - Publish schedule and details of Toastmasters events
 - Report out on Toastmaster activities
 - Gives recognition to members and clubs
 - Provides personal news about members
 - Feature articles that help members become better Toastmasters





Creating a website



- Knowledge in technical not necessary
 - FreeToastHost.org (especially for Toastmasters)
 - Other free provides such as freewebs.com, etc
- Useful info to include in club website
 - Club meeting time and contact
 - Calendar listing information about club and district events
 - Features/benefits of Toastmasters membership
 - Link to Toastmasters International and District websites
 - A date identifying the timeliness of info
 - Club activities (include photos), promote the fun



District Public Relations



District public relations team

- The district public relations team:
 - DPRO: Clement Pang d51pro0809@gmail.com
 - Webmaster: Lilian Teh d51web0809@gmail.com
 - Speaker Bureau Chairman: Suzerian Francis
suzerian@rsm.renesas.com
 - Committee: Neoh Soon Hueng nesohu@gmail.com
 - Committee: Parthiban
parthiban.vijayaraghavan@gmail.com



Communication channels to members:

- District newsletter: Courage 51
 - Issue 1: July 08
 - Issue 2: January 09
 - Issue 3: May 09
- District website: <http://www.tmdistrict51.org>
(for announcements, district officer/club officer resource materials sharing and online copy of district newsletter)
- Discussion Forum (for members to post questions/start a discussion)



Communication channels to members:

- Email blast (for announcements)
 - Promote district event like conventions
 - Promote TI membership campaign like Smedley Award, Talk Up Toastmasters, Beat The Clock
 - Promote district education and marketing campaigns
 - Disseminate district public relations info like contest, flyers, etc
 - Disseminate public relations tips, such as how to setup club website, etc
 - Reminder to pay dues



Communication channels to public

- Public Relations Flyers
 - Distribute to Division Governors and Area Governors (for distribution to public communities and corporations)
- Conventional media
 - Newspaper
 - Radio
- District Speaker Bureau
 - A pool of speakers to promote to other organizations, corporations and communities
 - Speaker bureau chairman to be appointed to coordinate the activities
- Cyber Media
 - Podcasting

Public relations contest

- Public relations contests organized by the District this term
 - Best club website (include blog)
 - Best club newsletter
 - Best area/division newsletter
 - District website quiz (browse and win)

