



2020 Public Relations Manager Training Webinar

Create. Coordinate. Communicate.

District Mission

We build new clubs and support all clubs in achieving excellence.



Agenda

- **Objectives of the District**
- **Your responsibilities**
 - Brand stewardship
 - Public relations and publicity
 - Social media
 - Communication program and planning
 - Collaboration with the District leadership team

www.toastmasters.org/dlh

Why Our Brand is Important



Ok, But if I Remove the Logo...



Our Brand Unites Our Diversity



Brand Compliance 101



Trademark Use Request

Toastmasters International is committed to protecting our brand, trademarks, and copyrights and we count on your diligence to ensure the materials you're creating are not a threat to the intellectual property we know and love.

As a general rule, all non-paper materials require official authorization prior to production or purchase. Please refer to the chart on the right for clarification.

Request Authorization

- In order to obtain authorization for any of the non-authorized materials from the chart on the right, submit your proposed design through a Trademark Use Request: www.toastmasters.org/TrademarkUseRequest.

All cases are analyzed individually, so please submit your request with plenty of time for the Brand and Trademark Teams to review it and provide feedback.

Trademark authorizations are valid for the term in which they were granted and are not automatically renewed. In order to produce or buy items previously authorized, please re-submit a new Trademark Use Request.

If you're in doubt whether you should submit a request or contact the Brand Team for approval, please check the chart on this page regarding Protocol 4.0: Intellectual Property.

User	Authorized	Non-Authorized	Responsible
Clubs, Areas, Divisions, and Districts	Stationery, business cards, bulletins, newsletters, electronic media, websites, program covers, agendas, and similar items, only if directly related to, and focused on, the mission	Articles such as trophies, ribbons, banners, certificates, clothing or other items, except by specific, prior written authorization from the Chief Executive Officer	Club President, District Director
Officer candidates at all level	Stationery, business cards, mailings, electronic media, websites, campaign literature, and similar items	Articles such as trophies, ribbons, banners, certificates, clothing or other items, except by specific, prior written authorization from the Chief Executive Officer	Candidate
Individual members and officers at all levels	Stationery, business cards, electronic media, and websites, solely to indicate the person's affiliation with a member club	Any personal newsletter, electronic media, bulletin, or similar item; articles such as trophies, ribbons, banners, certificates, clothing, or other items except by specific, prior written authorization from the Chief Executive Officer	Individual

Brand Resources

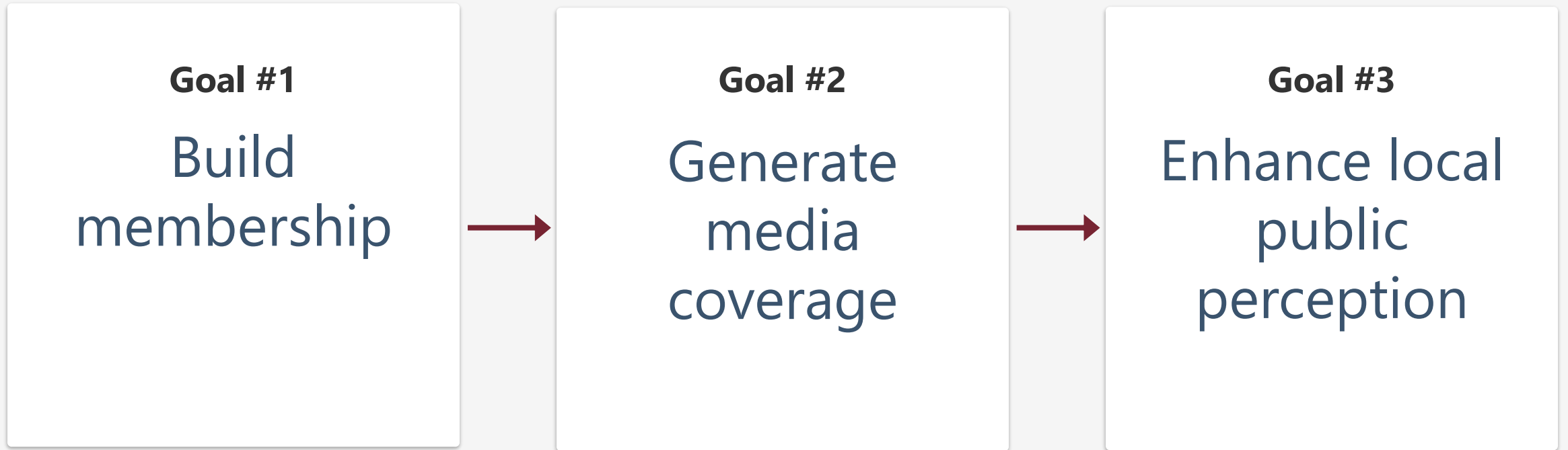
- Brand Manual
- Brand Portal
- Policy 4.0 and Protocol 4.0: Intellectual Property
- The brand specialist [brand@toastmasters.org]

Public Relations and Publicity

“Good public relations is the practice of creating, promoting, and maintaining a favorable image of an institution among its audiences through the use of a variety of communication channels and tools.”



Public Relations and Publicity



Public Relations and Publicity

Paid Advertising



VS.

Free Publicity



Building an Effective Public Relations Program

- **District and Club Activities**

- Success stories
- Guest speakers
- District conferences
- Speech contests & winners
- Officer installations
- Special programs
- Visiting dignitaries



Building an Effective Public Relations Program

- **Success stories and best practices**

- Ankur Yadav (D41 PRM)
 - Generating publicity for the District and events
- Rose Kirland (D49 PRM)
 - Using social media to promote the District, its clubs, members, and events through social media

Building an Effective Public Relations Program

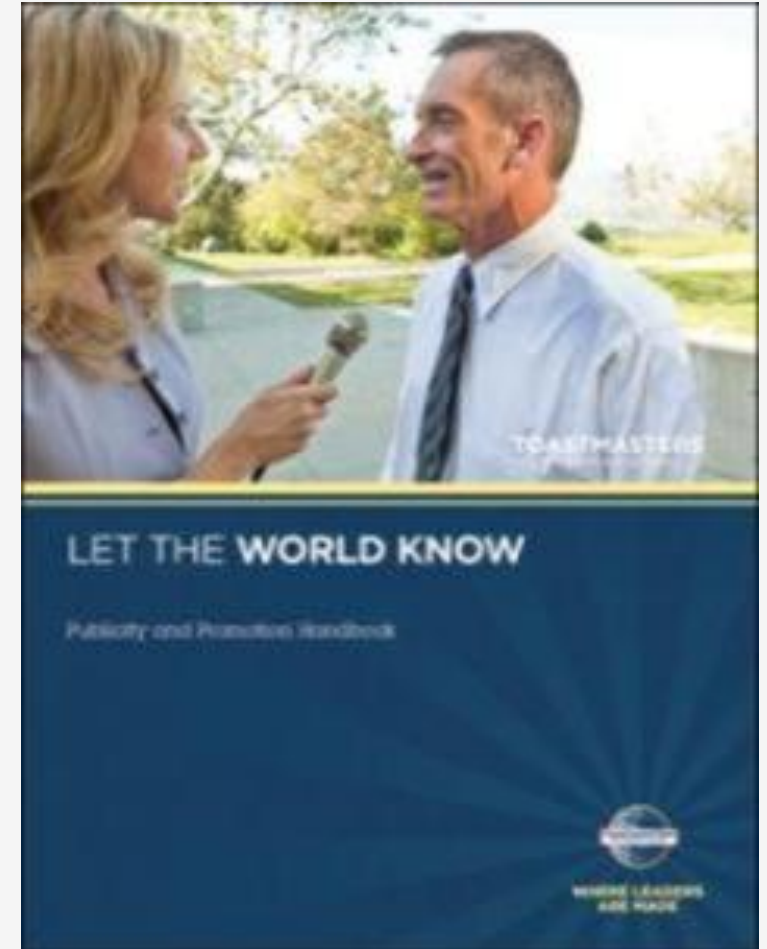
- **Your Role**

- Coordinating with local media
- Contributing to website and newsletter content
- Serving as spokesperson
- Publicizing District news and activities



Building an Effective Public Relations Program

- ***Let the World Know* manual**
 - Creating a PR plan and goal-setting
 - Identifying target audiences
 - Building tactics for promotions and publicity
 - Extensive appendix
 - Sample news releases



Building an Effective Public Relations Program

[Home](#) / [Leadership Central](#) / [Public Relations](#)


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 Officer (PRO) 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 gain public recognition.



HELPFUL RESOURCES

Let the World Know (PDF)

This handbook provides everything you need to know about conducting PR in Toastmasters.

Connect With Us

Find social media options and ways to connect with members and non-members alike.

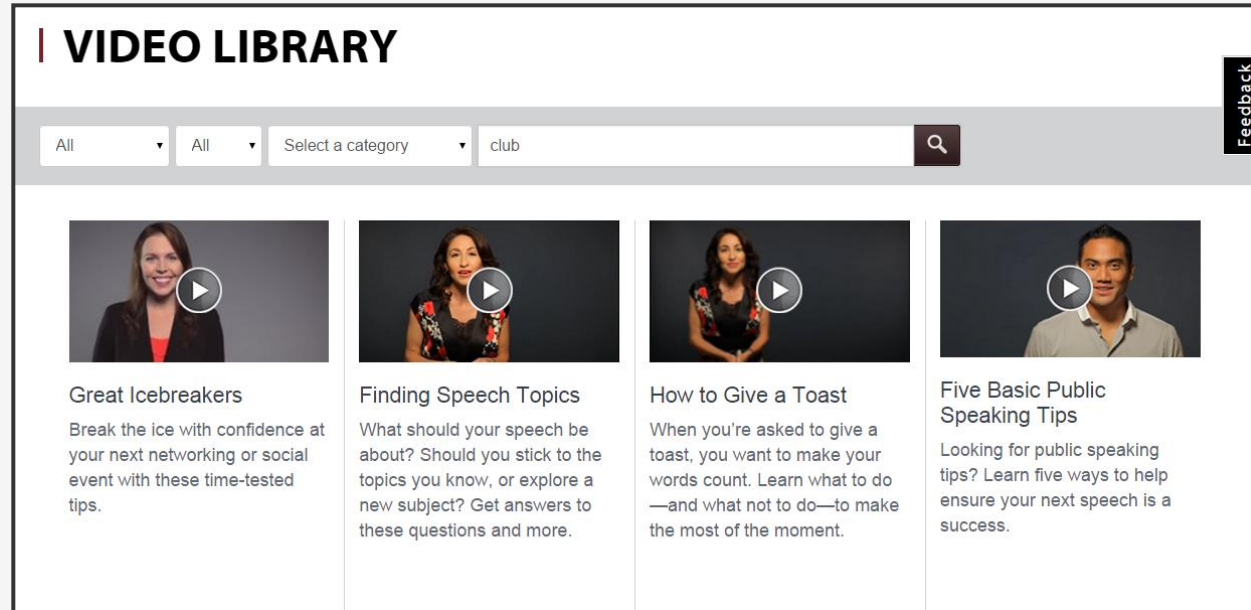
Sample News Releases

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

www.toastmasters.org/Leadership-Central/Public-Relations

Building an Effective Public Relations Program

- Time-tested communication tips



<https://www.toastmasters.org/Resources/Video-Library>

<https://toastmasters.photoshelter.com/index>

Building an Effective Public Relations Program

- **Defining your target audience**
 - Local media
 - Prospective members
 - Toastmasters members



Building an Effective Public Relations Program

- **Working with the local media**

- What media does your target audience prefer?
- Who are those media representatives?
- How should they be approached?
- What messages will appeal to the media AND their audience?

www.MondoTimes.com

Building an Effective Public Relations Program

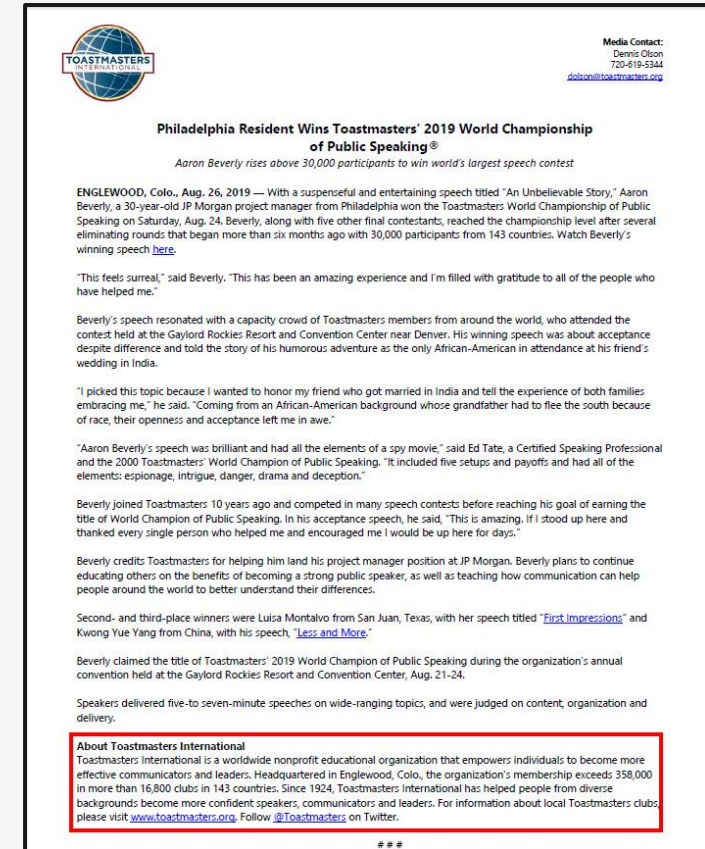
- **Digital Media Kit**

- Toastmasters fact sheet
- Toastmasters history
- Organizational bios
- Map with locations
- Feature, Benefits and Value sheet

FEATURES, BENEFITS AND VALUE			
			
Features	Benefits	Value to the Individual	Value to the Organization
• A self-paced program	• Flexibility	• Unlimited personal growth	• Employee goal achievement
• Speech writing and presenting	• Critical thinking • Effective presentation delivery	• Clear communication • Confidence	• Effective employee communication • Better leaders
• Weekly interactive meetings	• Ongoing experience • Overcoming fear	• Skill reinforcement	• Improved morale • Enhanced performance
• Table Topics™	• Thinking quickly	• Self-confidence	• Better customer communication
• Evaluations	• Active listening skills • Constructive feedback	• Increased self-awareness • Positive mentoring	• More productive teams
• Participation in meeting roles	• Ease in front of a group	• Improved leadership skills	• Effective meetings
• Opportunity to conduct meetings	• Time management skills • Self-confidence and poise	• Effectively lead meetings	• Increased productivity
• Small groups	• A supportive environment • A positive atmosphere	• Relationship-building	• Better teamwork • Improved retention
• Opportunity to fulfill officer roles	• Leadership development opportunities	• Leadership growth • Career advancement	• Better leaders
• Affordable dues	• Cost effectiveness	• Positive return on investment	• Positive return on investment

Building an Effective Public Relations Program


- Constructing a Press Release
 - Toastmasters letterhead
 - Typed and formatted
 - Contact information
 - Toastmasters International boilerplate
 - Pound symbol



Building an Effective Public Relations Program

• Constructing a Press Release

- Headline and subhead
- Dateline and lead
- Body
- Quote
- Bullets
- Call to action
- Error-free



Media Contact:
Dennis Olson
720-439-5050 ext. 323
dolson@toastmasters.org

New Delhi accountant named Toastmasters International President
Deepak Menon becomes leader of global educational organization

ENGLEWOOD, Colo., Aug. 23, 2019 — Deepak Menon, of New Delhi, India, is the new International President of [Toastmasters International](https://www.toastmasters.org), the world's leading organization devoted to communication and leadership skills development. Menon assumed the one-year term at the organization's 88th annual International Convention, held Aug. 21-24 in Denver, Colo.

Menon is a chartered accountant at J.P. Kapur & Uberai in New Delhi, where he is one of nine partners. He oversees management and operations, and specializes in international taxation, cross-border taxation, transfer pricing and direct taxes. Menon is also a trustee of the Columban Endowment Trust, a nonprofit organization. Menon is a fellow chartered accountant with the Institute of Chartered Accountants of India, where he also earned a Diploma in Information Systems Auditing.

Menon served as the Chief Coordinator for the Toastmasters' Youth Leadership program in collaboration with the American Center in New Delhi and helped build communication and leadership skills for approximately 700 underprivileged children in six cities in India. He also served as secretary of St. Columba's School's alumni society Old Columbians Association, and in 2006, co-founded the publishing house, Ambi Knowledge Resources Private Limited.

A Toastmaster since 2002, Menon's home club is Central Delhi Toastmasters. He has held a number of high-profile leadership positions within Toastmasters and has attained the Distinguished Toastmaster designation—the highest level of educational achievement in the organization.

"Toastmasters has taught me skills that no school, college or university can teach," he says. "It has helped me evolve from being a lone-player to being a team-player; from being led to being a leader; from the problem to being the solution." As International President, Menon is the highest ranked officer on the Toastmasters Board of Directors. He joins the following newly elected officers on the Toastmasters International 2019-2020 Executive Committee:

- Richard Peck of Seymour, Conn. — International President-Elect
- Margaret Page of British Columbia, Canada — First Vice President
- Matt Kinsey of Coral Springs, Fla. — Second Vice President

For more information about Toastmasters, visit <http://mediacenter.toastmasters.org>.

About Toastmasters International
Toastmasters International is a worldwide nonprofit educational organization that empowers individuals to become more effective communicators and leaders. Headquartered in Englewood, Colo., the organization's membership exceeds 358,000 in more than 16,800 clubs in 143 countries. Since 1924, Toastmasters International has helped people from diverse backgrounds become more confident speakers, communicators and leaders. For information about local Toastmasters clubs, please visit www.toastmasters.org. Follow [@Toastmasters](https://twitter.com/Toastmasters) on Twitter.

Building an Effective Public Relations Program

- Pitching story ideas to news media

What is a pitch?

An invitation to reporters to cover a topic or a local event. A good pitch presents a compelling and clear case about a subject of interest to the reporters' readers or viewers.

Building an Effective Public Relations Program

- **Elements of a basic pitch**

- Email subject line (short and catchy)
- Greeting/salutation
- 2 to 3 short paragraphs
 - Introduction
 - Uniqueness
 - Benefit to audience
 - Call to action/signature

Sample Pitch

Subject line: 28 Toastmasters advance in world's largest speech contest

Dear Steve,

Results of the world's largest speech contest are in: 28 semifinalists will compete for the Toastmasters World Champion of Public Speaking title!

A contestant from your area has advanced to the semifinals. Be the first to interview them. Follow the competition in August and find out whether they will advance to the World Championship of Public Speaking. See the below news release or email me for more info. I'd be happy to arrange an interview with a contestant and a public speaking expert.

Signature/contact info

Building an Effective Public Relations Program

Approaching the media

Don't send
attachments

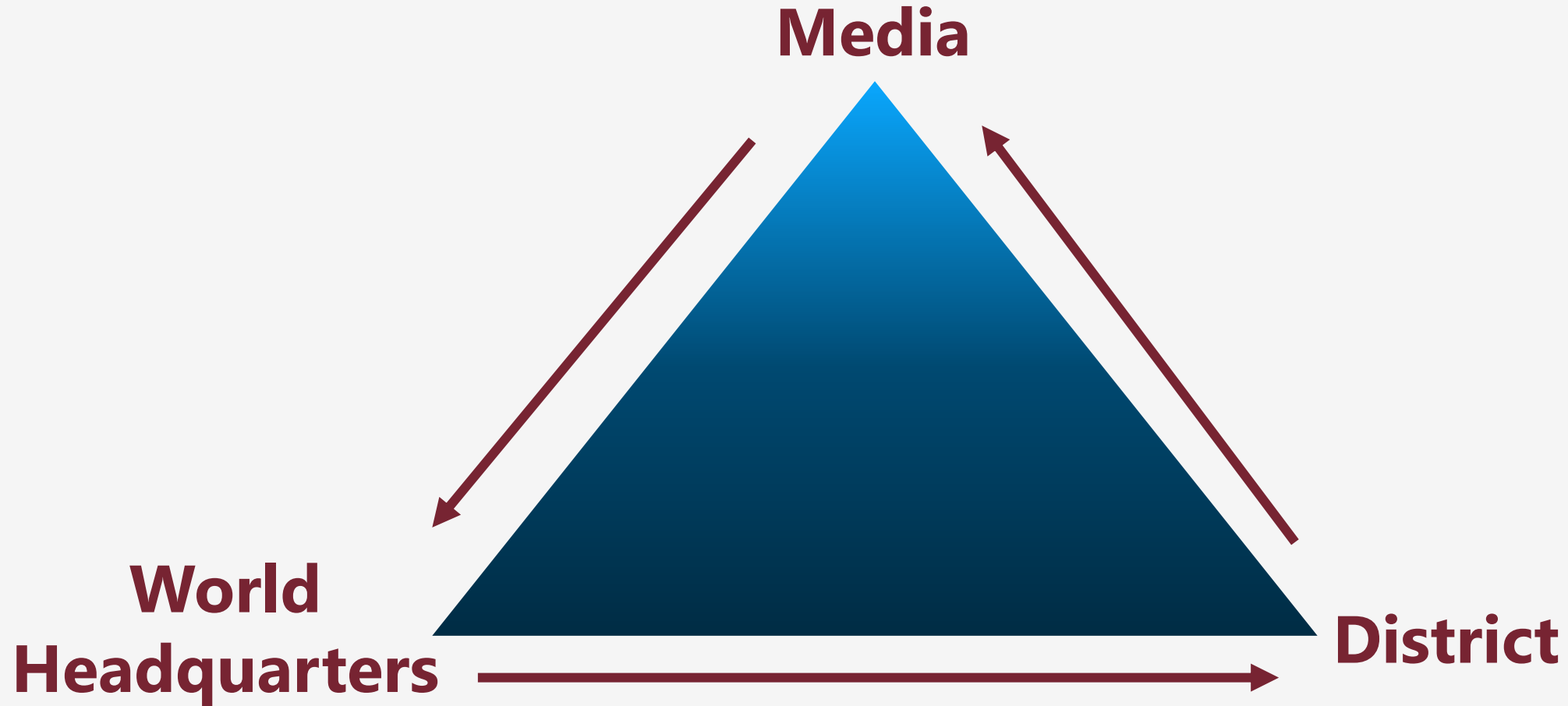


Follow up
with a
telephone
call



Always keep
the brand in
mind

Building an Effective Public Relations Program



Toastmasters Social Media

Does your District currently have social media?

- Work with the 2019-2020 PRM for admin controls to the District's social media pages
- Complete a quick audit of the social pages to confirm name, location, graphics, and descriptions are up to date
- Stay consistent and compliant with brand



Social Media Philosophy



Twitter
We are so excited for our #Toastmasters District event! 👍

Facebook
Like our #Toastmasters District Facebook page 😲

Instagram
Here's a photo of our #Toastmaster members at a District event ✨

YouTube
Watch the video of our Toastmasters District speech ❤️

LinkedIn
I'm a Toastmaster PRM at District _____ 😂

TOASTMASTERS
INTERNATIONAL

Social Media Explained

How to Engage with a Social Audience

- Ask questions
- Use captivating images
- Stay on brand
- Share videos
- Show followers an inside look at your District
- Be persistent
- Keep posts simple
- Share timely content
- Get to know your audience
- Broadcast live

Social Media Do's

- Prompt discussion for maximum engagement
- Answer questions and respond to feedback
- Provide helpful links
- Post photos
- Keep an eye on what is trending
- Use bit.ly to shorten URLs
- Keep tweets under 280 characters to maximize retweets
- Retweet trending tweets
- Understand hashtags
- Proofread before posting
- Post videos
- Post real content



Social Media Resources

- <https://app.bitly.com/>
- <https://www.toastmasters.org/resources/brand-portal/design-elements>
- <https://www.socialmediatoday.com/>
- <https://www.shopify.com/blog/instagram-hashtags>
- <http://best-hashtags.com/>

PRM Communication Plan

What is it?

- Tool to enhance PRM role
- Originated from Board Committee Study
- Supports strategies in DSP
- Your feedback is valuable



PRM Communication Plan

- **Benefits?**

- Enhance role clarity
- Guides PRM team development
- Provides resources and tools
- Template for events and examples
- Facilitates internal and external communications
- Communications for District Council meetings

Review Plan Details

- Public Relations Team
- Resources
- Internal & External Communications
- District Council Meetings



District Leadership

- **Responsibilities**

- Coordinate with news media
- Serve as spokesperson
- Publicize district news and activities

- **May contribute to**

- Outreach and retention
- Marketing projects
- District recognition activities
- Club Coach program
- Recruitment, training and supervision

District Leadership

- **Collaboration with your team**
 - Club Growth Director
 - Program Quality Director
 - District Director
 - Region Advisor

Create. Coordinate. Communicate.



PR inquiries: pr@toastmasters.org

Brand inquiries: brand@toastmasters.org

Social media inquiries: socialmedia@toastmasters.org