

District Visits

International Officer, International Director, and Region Advisor



A District visit provides an opportunity for an International Officer, Director, and Region Advisor to make a positive contribution to the success of the District. For all such visits, District leaders and World Headquarters collaborate with the dignitary who is making the visit. International Officer visits typically happen every 8 years. This brochure highlights expectations of how to best prepare for an International Officer, Director, and Region Advisor visits, which may include club-building opportunities, media events, the District conference, and corporate recognition visits.

International Officer and Director (IO/ID) Visits

International Officers and Directors conduct District visits as ambassadors promoting the Toastmasters organization. These visits give District leaders an opportunity to observe these leaders in action. Officers and Directors help the District by leading club-building visits, presenting corporate recognition awards, and representing the organization at District events. During these visits, International Officers/Directors will expect to participate in the some of the following events:

Club-building opportunities

- ▶ Research corporations in your area that do not have a Toastmasters club and arrange an appointment between a company representative (one that has decision-making authority) and the International Officer/Director. Provide company background prior to the visit.
- ▶ Look at different community groups, non-profit organizations, or associations to determine if one is interested in, and could benefit from, a Toastmasters club.

- ▶ Think about your local universities and community colleges; determine if their students would benefit from a Toastmasters club.
- ▶ Visit your Chamber of Commerce or Embassy Office for potential corporations to contact. Discuss the potential of having an open house or corporate summit for the officer to share the benefits of the Toastmasters program. Allow time for a Q&A session with the officer/director.

Corporate recognition visits

- ▶ Discuss as a District team the corporations that have a Toastmasters club. Review the Corporate Recognition Award criteria and submit a nomination at www.toastmasters.org/CorporateRecognitionAward.
- ▶ Schedule ample time for the senior executive and others, at the corporation, to meet the Officer Director and take photos to memorialize the event.

District conference

- ▶ Prepare time for the Officer/Director to give a keynote speech during the main portion of your program.
- ▶ Secure a spot for the Officer/Director to present an education session; try not to run any other sessions concurrently.
- ▶ Allow time for the Officer/Director to participate in a Q&A session with the attendees to discuss past experiences, organizational growth, and direction.

Region Advisor (RA) Visits

Region Advisors support the District Director, Program Quality Director, Club Growth Director, and District Public Relations Manager in their efforts to fulfill the District mission. During District visits, the Region Advisor can help District leaders to further develop skills in marketing, goal planning, District operations, and training other District officers. Based on the needs of the District, be prepared to work with the RA to:

- ▶ Create a specific agenda before the visit that will result in maximizing the time and effort of all parties.
- ▶ Assess and develop the District Success Plan and the District's marketing systems to firmly support club growth. This includes District Recognition Program goals.
- ▶ Further learn club building skills and strategies.
- ▶ Receive guidance on developing as a leader, identifying future leaders, and creating succession plans.
- ▶ Get support on any marketing goals necessary to achieve District success.

Club-building opportunities

- ▶ Research corporations in your area that do not have a Toastmasters club and arrange an appointment between a company representative (one that has decision-making authority), the Club Growth Director, and the Region Advisor. Provide company background prior to the visit.
- ▶ Look at different community groups to determine if one is interested in, and could benefit from, a Toastmasters club.
- ▶ Visit your Chamber of Commerce or Embassy Office for potential corporations to contact.

Media Events (IO/ID/RA):

When possible, arrange media events for your visitor.

- ▶ Connect the District Public Relations Manager with the Toastmasters International Public Relations team.
- ▶ Arrange for the visitor to make an appearance on a local TV station.
- ▶ Arrange an interview with the visitor to be used in a local newspaper.
- ▶ Arrange for the visitor to make an appearance on live radio.
- ▶ Arrange an interview with the visitor to be used in a magazine.

Additional tips:

- ▶ **Club Building Kit**—Any time Toastmasters International leaders (IO, ID, RA) visit the District, a list of marketing materials will be emailed to the District leaders. This kit includes materials specifically designed to leave behind during potential club visits. These materials will provide a corporation or organization information on the benefits of Toastmasters.
- ▶ **Expenses**—World Headquarters will work with the visiting leaders (IO, ID, RA) to make airline reservations and will cover the costs of flights. The District should cover all other costs when practicable.
- ▶ **Cultural Sensitivity**—The visiting leaders (IO, ID, RA) are from all over the world. Please be culturally sensitive to their background and preferences. Also, please let us know if your District has its own cultural-etiquette preferences so we can inform the visiting leaders.
- ▶ **Allergies**—The visiting leaders (IO, ID, RA) might have allergies that the District should be aware of. World Headquarters or the leader visiting the District will share this information; however, please reach out to your visitor to confirm this information.

If you have any questions, about International Officer or Director visits, please contact boardvisits@toastmasters.org and regionadvisor@toastmasters.org about a Region Advisor visit.

For additional information on District Visits, please visit www.toastmasters.org/DistrictVisits.