



2021 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

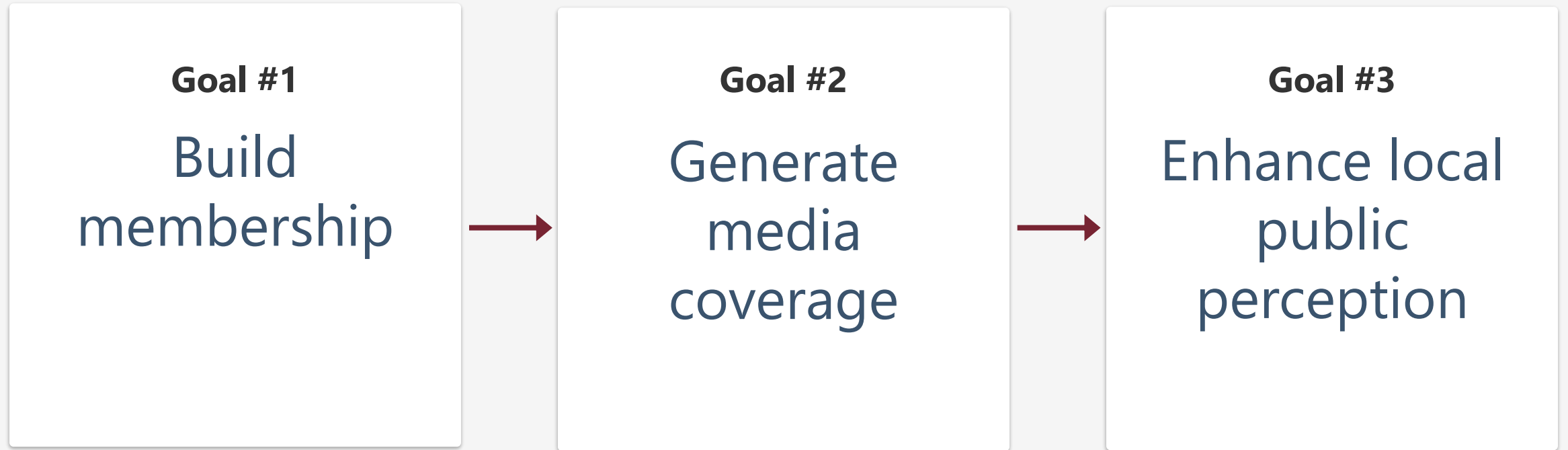
- Brand Manual
- Brand Portal
- Policy 4.0 and Protocol 4.0: Intellectual Property
- [brand@toastmasters.org]

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**
 - Grace Moran (D116 PRM)
 - Generating publicity for the District's events and member success stories
 - Aishwarya Vijay (D98 PRM)
 - Using social media to promote the District, its clubs, members, and events through social media

Building an Effective Public Relations Program

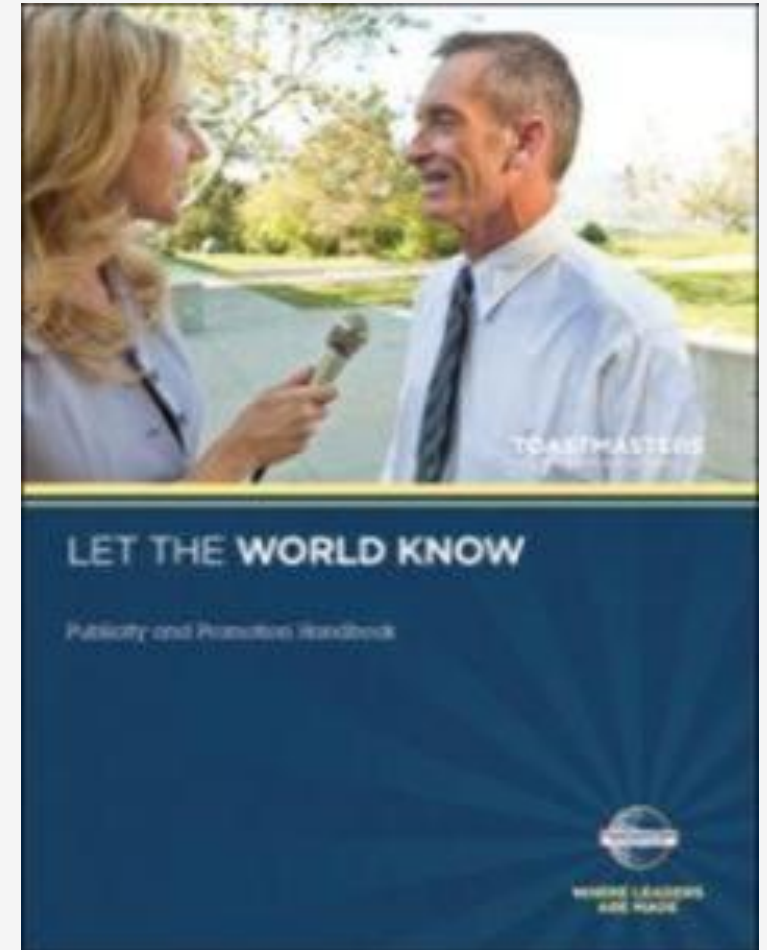
• Your Role

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

Building an Effective Public Relations Program

- Time-tested communication tips



VIDEO LIBRARY

All All Select a category Search by keyword

Speechcraft Overview for Coordinators
See what your Speechcrafters have access to on the Speechcraft Portal on Base Camp and how you, as the coordinator, can best provide support.

PUBLIC SPEAKING WEBINARS
Public Speaking Series: Speak for Yourself
Recognize all the ways public speaking applies to your daily life; get tips on life situations where a speech is required.

PUBLIC SPEAKING WEBINARS
Public Speaking Series: Lose the Fear, Learn the Relevance
Understand why public speaking is so scary, why it doesn't have to be, and how it's relevant in today's world.

Toastmasters' First-Ever Virtual Convention
Get excited with International President Deepak Menon as he details the free and special opportunity for everyone to take an online Toastmasters journey—and be transported everywhere!

<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



Feature	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	• One-to-one 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



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Austin Financial Analyst Wins Toastmasters' 2020 World Championship of Public Speaking®

Mike Carr rises above 30,000 participants to win world's largest speech contest

ENGLEWOOD, Colo., Aug. 31, 2020 — With an inspiring speech titled, "The Librarian & Mrs. Montgomery," Mike Carr, a 53-year-old Financial Analyst from Austin, Texas, won the Toastmasters World Championship of Public Speaking on Saturday, Aug. 29. Carr, along with seven other final contestants, reached the championship level after several eliminating rounds that began more than six months ago with 30,000 participants from 145 countries. Watch Carr's winning speech [here](#).

"This experience has been surreal," said Carr. "If you're more concerned with the impact you make than the trophy, sometimes the results work out." His speech entertained the more than 23,000 people from around the world who attended the contest virtually due to COVID-19. His winning speech was an inspiring story about overcoming fear as a child.

"There are so many people letting their fear of the results keep them from releasing their magic into the world, and I wanted to tell that population that you can decide that the victory has nothing to do with the results," he said. "You can decide that the victory can be just letting your magic out. My hope is that as more people do that the world becomes a better place."

Carr joined Toastmasters 25 years ago to reduce his use of filler words and to help him to better organize his thoughts before speaking. He had made it to the semifinals of the International Speech Contest twice before reaching his goal of earning the title of World Champion of Public Speaking. In his acceptance speech, he said, "This has been fun, surreal, and exciting. There is some relief that it's over. It's been at least a half marathon, if not a full marathon."

Carr plans to leverage his World Championship to build a platform for encouraging others to reach beyond what they thought was possible. "My hope is that this will inspire people to try new things even if they don't fully believe in themselves," he said. "Hopefully, they will reach a little bit further and it enriches their lives."

Speakers delivered five-to seven-minute speeches on wide-ranging topics, and were judged on content, organization, and delivery.

Carr claimed the title of [Toastmasters' 2020 World Champion of Public Speaking](#) during the organization's annual convention held virtually, Aug. 24-29. This marked the first time Toastmasters has held a virtual convention in the 95-year history of the organization.

Second- and third-place winners were Linda-Marie Miller from Durham, N.C., with her speech titled "[Pretending Not to Know](#)," and Lindy MacLaine from Sequim, Wash., with her speech, "[Your Buried Story](#)."


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 3.64 million in more than 16,200 clubs in 145 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

• Constructing a Press Release

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



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Seymour Project Manager named Toastmasters International President
Richard Peck becomes leader of global educational organization

ENGLEWOOD, Colo., Aug. 29, 2020 — Richard Peck, of Seymour, Conn., is the new International President of [Toastmasters International](#), the world's leading organization devoted to communication and leadership skills development. Menon assumed the one-year term at the organization's 89th annual International Convention, held virtually Aug. 24-29.

Peck was a senior member of the Network Support division at AT&T, where he had worked for over 30 years. During his tenure as a project manager, he led cross-functional teams to successfully deliver several multimillion-dollar high-tech projects annually. His responsibilities also included writing and updating technical and training documents, as well as providing project analysis and solutions. He was also responsible for streamlining processes through the use of Robotic Process Automation.

He earned an MBA in international business at the University of Texas at Dallas. Peck is a certified project management professional by the Project Management Institute. His volunteer work includes serving as club president and Lieutenant Governor for Kiwanis International, serving with Lions Club International, as well as serving in various capacities with the Catholic War Veterans. He also enjoys traveling, studying world cultures, and helping others achieve more than they believe they can. Peck was a recipient of the 2018 Presidential Award for Volunteerism.

A Toastmaster for 14 years, Peck has been a member of his home club, Nutmeg in Woodbridge, Connecticut, since 2006 and is also a member of Park City Toastmasters in Stratford, Connecticut. 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.

He says, "To me, Toastmasters is about making a positive, life-changing impact on individuals throughout the world. Through Toastmasters we have the ability to change the world one member at a time!"

As International President, Peck is the highest ranked officer on the Toastmasters Board of Directors. He joins the following newly elected officers on the Toastmasters International 2020-2021 Executive Committee:

- Margaret Page of British Columbia, Canada — International President-Elect
- Matt Kinsey of Coral Springs, Fla. — First Vice President
- Morag Mathieson of Moehrendorf, Germany — 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 364,000 in more than 16,200 clubs in 145 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](#) 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

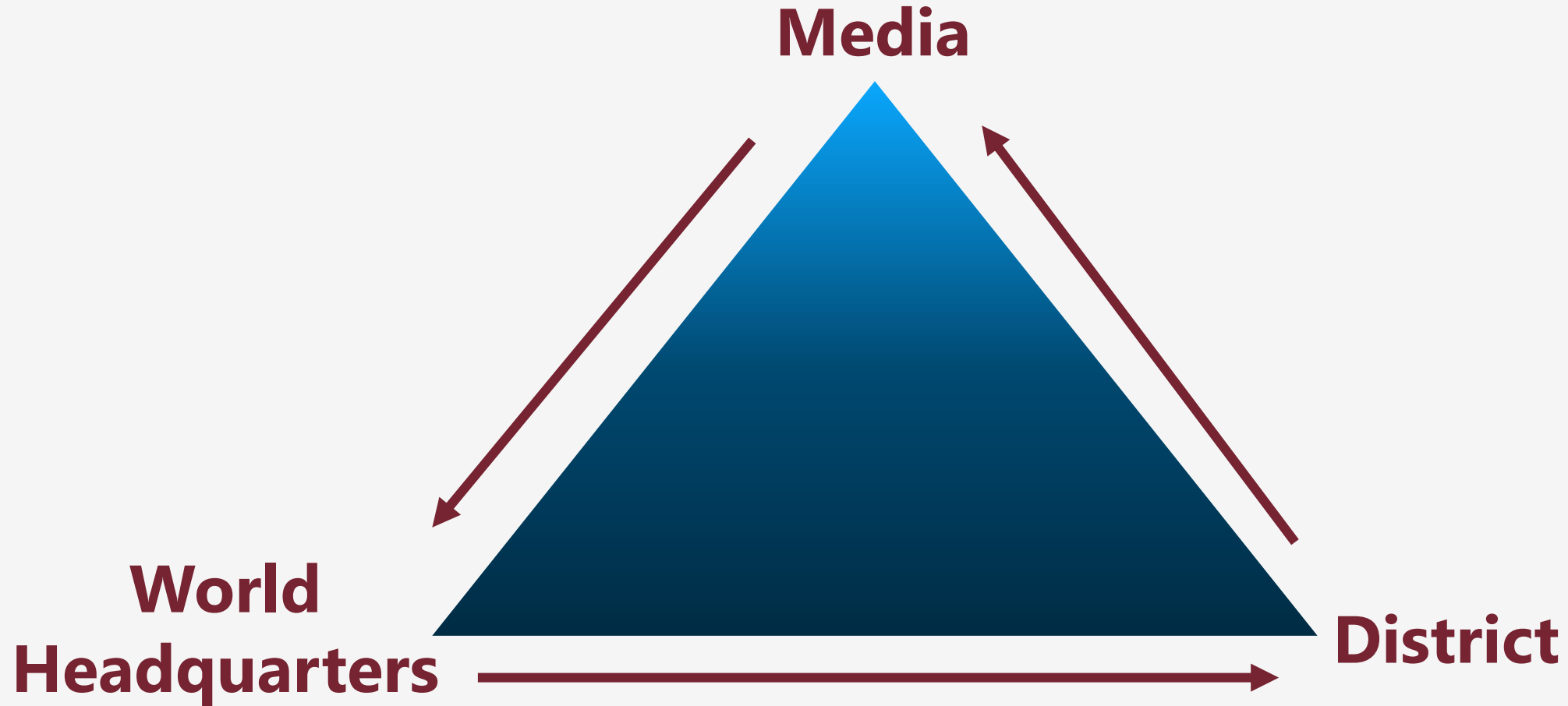


Follow up
with a
telephone
call



Always keep
the brand in
mind

Building an Effective Public Relations Program



Toastmasters Social Media

Does your District currently have social media?

- Receive admin controls to the District's social media pages
- Complete a quick audit of your social pages
- Stay consistent and compliant with brand



Social Media Channels

 **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
- Share videos
- Show followers an inside look at your District
- Be persistent
- Share timely content
- Get to know your audience

Social Media Do's

- Prompt discussion for maximum engagement
- Answer questions and respond to feedback
- Provide helpful links
- Keep an eye on what is trending
- Shorten URLs
- Follow character limits
- Understand hashtags
- Proofread before posting



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

PRM Communication Plan

A	B	C	D
Role:	Name	Phone	Email
PRM			
Webmaster			
Newsletter Editor			
Social Media Coordinator			
Public Relations			
Graphic Designer			
District Administration Manager			
Toastmasters International Branding		+1 (720) 439-5050	brand@toastmasters.org
Available Communication Methods:	Location	Coordinator	
District Website			
District Facebook Page			
District Facebook Members Group			
District Twitter Account			
District LinkedIn Group			
Bulk Email System (i.e. Constant Contact, etc.)			
Directed Email through Area Directors		District Administration Manager	
News Release			
Audience:			
All Members			
Club Officers			
District Council			
Division Council			
Area Council			
District Executive Committee			
External			

PRM Communication Plan

A	B	C	D	E	F	G	H	I	J	K	L
Online Resources	Link										
Let the World Know Handbook	https://www.toastmasters.org/~media/4961f7be4b244a12a39426d0c9193cd1.ashx										
Brand Manual	https://www.toastmasters.org/Resources/Resource-Library?t=brand%20manual										
Public Relations Resources	https://www.toastmasters.org/Leadership-Central/Club-Officer-Tools/Club-Officer-Roles/Public-Relations										
Logo, Images, and Templates	https://www.toastmasters.org/resources/logos-images-and-templates										
Sample News Releases	https://www.toastmasters.org/leadership-central/club-officer-tools/club-officer-roles/public-relations/sample-news-releases										
Toastmasters Media Center	https://mediacenter.toastmasters.org/										

PRM Communication Plan

A	B	C	D	E	F	G	H	I
Internal Communications								
Description	Audience	Communications Method	Date	% Complete	Owner	Approver	Approval Lead Time	Tasks
District Appointments	All Members	1. District Website 2. District Facebook Members Group 3. Email to All Members	7/1/2021	0%	DD	DD	2 days	1. Create email listing all appointed DEC positions 2. Send to PR team for distribution
District Calendar	All Members	1. District Website 2. District Facebook Members Group 3. Email to All Members	7/22/2021	0%	DD	DD	2 days	1. Finalize District Calendar 2. Send to PR team for distribution
Smedley Award	Club Officers	1. District Facebook Members Group 2. Email to Club Officers	7/29/2021	0%	CGD	DD	2 days	1. Create email promoting Smedley Award 2. Get DD approval 3. Send to PR team for distribution
Talk Up Toastmasters!	Club Officers	1. District Facebook Members Group 2. Email to Club Officers	1/25/2022	0%	CGD	DD	2 days	1. Create email promoting Smedley Award 2. Get DD approval 3. Send to PR team for distribution
Beat the Clock	Club Officers	1. District Facebook Members Group 2. Email to Club Officers	4/25/2022	0%	CGD	DD	2 days	1. Create email promoting Smedley Award 2. Get DD approval 3. Send to PR team for distribution
District Newsletter	All Members	1. District Website 2. District Facebook Members Group 3. Email to All Members	determine schedule	0%	Newsletter Editor	DD	2 days	1. Collect Articles from Members and District Officers 2. Compile into Newsletter 3. Send to DD for Review 4. Send to PR team for distribution
Member Spotlight	All Members	1. District Facebook Members Group	monthly	0%	PRM	DD	2 days	1. Determine member for spotlight 2. Get photos 3. Interview member 4. Write spotlight article 5. Send to member for review 6. Send to DD for approval 7. Send to PR team for distribution

PRM Communication Plan

A	B	C	D	E	F	G	H	I
Virtual District Council Meeting	Date		Time			Online URL:		
Description	Audience	Communications Method	Date	(% Complete)	Owner	Approver	Approval Lead Time	Tasks
Announce District Council Meeting	District Council Members	1. Bulk Email 2. Directed Email via Area Directors 3. District Facebook Members Group 4. District Website	30 days' prior (per Protocol 7.1.5 - District Council Meetings)	0%	Admin Manager	DD	2 Days	1. Determine Council Date 2. Setup Virtual Council Meeting obtain URL 3. Determine Voting Method 4. Create Communication 5. Send to PR team for Distribution
Distribute agenda and all items requiring a vote	District Council Members	1. Bulk Email 2. Directed Email via Area Directors 3. District Facebook Members Group 4. District Website	14 days' prior (per Protocol 7.1.5 - District Council Meetings)	0%	Admin Manager	DD	2 Days	1. Complete agenda 2. Create PDF of DEC Approved Budget 3. Create PDF of District Appointments 4. Create PDF of any other items requiring a vote 5. Get copy of Audit Committee Report 6. Create communication, including instructions on how to vote after meeting 7. Approval of DD 8. Send to PR team for Distribution
Annual Business Meeting	Date		Time			Location		
Description	Audience	Communications Method	Date	(% Complete)	Owner	Approver	Approval Lead Time	Tasks
Announce Annual Business Meeting	District Council Members	1. Bulk Email 2. Directed Email via Area Directors 3. District Facebook Members Group 4. District Website	30 days' prior (per Protocol 7.1.5 - District Council Meetings)	0%	Admin Manager	DD	2 Days	1. Determine Council Date 2. Determine Voting Method 3. Create Communication 4. Send to PR team for Distribution
								1. Complete agenda

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