

PR Manager – District 71 2016-2017

Our PR Tagline for this Year was – Connect, Communicate, Collaborate

External PR Events

By communicating with PR Reps and Leaders in each Division – we collaborated on many projects throughout the UK, Scotland & Ireland. We maximising Toastmasters' exposure through District visits from Teresa Duke; Aletta Rochat, Olivia Schofield, Julie Kerstesz and World Champion Mohammed Qahtani. By having these Toastmasters speak at external events, such as universities, business meetings, Banks, and multiple Chamber of Commerce events – we have developed and strengthened connections with these large institutions. This assists our clubs by raising awareness of Toastmasters; increasing membership and exploring new club opportunities.

Ongoing PR Training

Providing continued training for VPPRs through online conference calls. Many of these Powerpoint Presentations have been recorded and available on our district website. These sessions also provided a platform for exchanging experience with other Toastmasters – our trial Meetup support for challenged clubs came about from one such session.

Incentives District 71 PR Awards

Travelling Toastie has seen many Toastmasters visiting other clubs, resulting in positive experiences for both travelling toastie and club visited.

Best Video & Best Website

The response was outstanding... Fantastic imaginative and informative videos have been submitted. Websites depicting the true spirit of us Toastmasters have delighted the panel of judges. Winners of both competitions to be announced at Spring Conference.

Club newsletters/flyers/press releases

Another incentive which has seen many enthusiastic clubs being rewarded with club ribbons for their PR contributions for their clubs.

Newsletter & Press Coverage

9 Newsletters have already been produced – a record for our District! These have been compiled each month – the first section by a specific Division and the District PR Team compiling the second half. Fantastic articles – you should all be proud of your contributions. Feedback has been very positive from members – expressing their delight in receiving information from other clubs.

Our PR professional, Chantal Cooke, has succeeded in publishing articles relating to Toastmasters in over 80 publications. In total, the estimated reach to date is 10 million views, with a combined editorial value of £450,000.

District Leaflet

Our first official (authorised by TI) leaflet. Available for various events throughout our district.

Division Banners

Each Division was provided with generic 'Where Leaders are Made' banner - which can be used for events throughout their division. Specialised banners have also been provided to groups.

PR Budget

The District PR budget is approximately €15K of which €5K is fixed expenses (ie website, Chantal Cooke). €6K was made available for External PR projects, to all Divisions. By collaborating with Divisions, we have provided financial assistance to varied events up and down the District with phenomenal success. Thank you to all who participated in these events.

Facebook

District 71 PR & DTMs Mentoring Page – set up to offer advice and support. The DTMs Mentoring is a closed group where members can ask and offer advice to other members.

Karen O'Donnell

District 71 Public Relations Manager