



Introduction

The past year has been marked by dynamic efforts in public relations, spearheaded by our dedicated team under the leadership of Paul O'Mahony until September. As we reflect on our accomplishments, it's evident that our focus on engagement, collaboration, and innovation has been instrumental in advancing the goals of our Toastmasters community.

1. Newsletters:

We commenced the year with a comprehensive communications plan and PR budget, laying the groundwork for effective communication channels. Our efforts culminated in the publication of a newsletter, serving as a conduit for disseminating valuable information and updates to our members.

2. Social Media Updates:

Recognizing the pivotal role of social media in modern communication, we intensified our efforts to engage our audience across various platforms. Through strategic scheduling and compelling content, we witnessed a remarkable surge in followers and interactions, reaffirming our commitment to maintaining an active online presence.

3. Campaigns:

We launched several impactful campaigns throughout the year, including "Talk Up Toastmasters," "Beat the Clock," and a LinkedIn Campaign for Professionals. These initiatives are aimed to amplify our message, attract new members, and foster a culture of continuous improvement within our clubs.

4. Support for VPPRs and Low-Member Clubs:

Our commitment to supporting VPPRs and fostering growth extended beyond conventional channels. Through targeted training sessions, site visits, and the modeling of best practices, we provided invaluable assistance to low-member clubs, empowering them to thrive within our community.

5. Presentations at District and Club Events:

We actively participated in District Officer Training (DOT), Club Officer Training (COT), and other key events, leveraging these platforms to share insights, exchange ideas, and inspire action. These presentations served as catalysts for innovation and collaboration, driving our collective efforts forward.

6. PR Incentives and 100-Year Anniversary:

In celebration of our 100-year anniversary, we introduced innovative PR incentives to commemorate this significant milestone through the anniversary branded tool kit and 100 voices campaign. These initiatives not only honor our rich history but also inspire renewed enthusiasm and engagement among our members. In particular Club President Lillian McCourtney from Cork Toastmaster, got behind this 100th Anniversary of [Toastmasters International District 71](#) what a night of amazing people with [Lord Mayor of Cork, Cllr Kieran McCarthy](#) [Cork City Council](#), [City Hall](#) [Ricky Lynch](#).

7. PR Agent Chantal Cooke, Panpathic Communications:

This program promotes 3 articles a year to the national press and last year the combined reach of all the publications was 40.5 million readers generating an estimated editorial value of just under 0.6 million Euros. These articles have been published widely in a variety of publications.

The following three articles were submitted:

What are you saying about yourself by Phillip Khan-Panni Naas Toastmasters & Wordsmiths Online

Why showing you are human is what will make you stand out By Ged Byrne, West Herts Speakers & Pegasus Speakers

How the rules of Parliamentary Procedure can be used to improve everyday meetings: By Larry Lyons, Roscrea Speakers & Toastmasters4Golf & Elizabeth Jordan, Hertfordshire Speakers + 4 Online Clubs

8. Summary: A Year of Achievement:

In summary, this past year has been a testament to the dedication and passion of our PR team and the broader Toastmasters community. Through strategic initiatives, collaborative endeavors, and a relentless pursuit of excellence, we have contributed significantly to support the District's attainment of Distinguished status.

9. PR's Contribution to Distinguished Status:

It is with great pride that we acknowledge the pivotal role of PR in propelling our District towards Distinguished status. By enhancing visibility, fostering engagement, and facilitating collaboration, our PR efforts have been integral to our collective success. Other contributions to note from members in the PR team include D71 Youtube¹ updates, Irish Talkshow² for Talkers guests. Our team has updated the D71youtube channel , published newsletters and events on the D71 website with eye-catching graphics and we are indebted to our all our contributors to help make this happen.

Conclusion:

As we look ahead, we remain steadfast in our commitment to advancing the mission of Toastmasters and empowering individuals to become confident communicators and leaders. With a renewed sense of purpose and a firm foundation of achievements, we embark on the next chapter of our journey with optimism and enthusiasm.

Report prepared by

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¹ The District 71 YouTube channel

https://www.youtube.com/channel/UCXaSvXwwM_kZTIVYpByMSMQ/featured?view_as=subscriber has been reorganised using PlayLists to make content easier to find. Channel Subscribers are steadily increasing with more active use

² Talk Show for Talkers <http://irishtalkers.com/> is supported by a District 71 grant. This year there have been interviews with District Leadership Team, various members, and contributors from our Sunday Leadership Series etc.