



# SIX SIMPLE STEPS

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Follow these six simple steps in making an international officer/director visit successful.

1. **Arrange a keynote speech** to the full assembly on the main luncheon or dinner program.
2. **Schedule an education session or workshop.** There should be no concurrent sessions during the international officer/director's session.
3. **Schedule a minimum of five new club-building opportunity visits.** These can be scheduled a day or two prior to the conference or a day or two after the conference. The district has the option of scheduling an open house, meet and greet or summit where local businesses attend and gain an understanding of the organization, and what creating a club can do for the employees as well as the company. If these are scheduled, the district also needs to arrange 2-3 separate new club-building opportunities.
4. **Schedule press, radio and television media appearances.** Explore opportunities to arrange a press interview or appearance on radio or TV talk shows in the city where the conference is being held. News releases, photos and biographies of all board members can be found at <http://www.toastmasters.org/meettheboard>. You will find most of those you contact are receptive to appearances from visiting dignitaries. The interview or appearance should focus on explaining who and what Toastmasters is and does. Forward a copy of the script to **World Headquarters**.
5. **Schedule a maximum of two corporate recognition visits.** These visits are to recognize a sponsoring corporation for their services to the organization and the club they sponsor. Place the district order of the award at [corporaterelations@toastmasters.org](mailto:corporaterelations@toastmasters.org).

When ordering the corporate award be sure to provide the following:

- ▶ The name, address and website of the corporation
- ▶ Who is presenting the award
- ▶ When the corporation is to be awarded
- ▶ Explain why the corporation is deserving of the award

6. **Schedule two or three visits to struggling clubs** to help reinvigorate and reignite their passion.

If you have any questions about a district visit, please contact **World Headquarters**.