2018 Public Relations Manager Training Webinar

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

[Link: www.toastmasters.org/dlh]
A Brand

- Has a consistent and unified identify
- Clearly communicates goals and messages
- Defines the organization, its products and services
- Differentiates an organization from its competitors
Core Elements

- Services
- Members
- Products
- Promise
Brand Promise

- Must convey a compelling benefit
- Must be authentic and credible
- Promise must be kept every time

Toastmasters’ Brand Promise

*Empowering individuals through personal and professional development.*
Brand Elements

- www.toastmasters.org/BrandManual
- Where Leaders Are Made
- Logo and wordmarks

- Color palette
- Branded fonts and photography

www.toastmasters.org/Leadership-Central/Logos-Images-and-Templates
brand@toastmasters.org
“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

- **Goals**
  - Build membership
  - Gain media coverage
  - Enhance local public perception
Public Relations and Publicity

- Paid advertising
- 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
  - Devina Chaturvedi (D41 PRM)
    - Securing media coverage of the district events and working with the media
  - Juliana Jamal (D70 PRM)
    - Highlighting district events to promote Toastmasters International
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

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.

www.toastmasters.org/Leadership-Central/Public-Relations
Building an Effective Public Relations Program

- Time-tested communication tips

https://www.toastmasters.org/Resources/Video-Library
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
Building an Effective Public Relations Program

- Constructing a News Release
  - Toastmasters letterhead
  - Typed and formatted
  - Contact information
  - Toastmasters International boilerplate
  - Pound symbol
Building an Effective Public Relations Program

- Constructing a News Release
  - Headline and subhead
  - Dateline and lead
  - Body
  - Quote
  - Bullets
  - Call to action
  - Error-free

Sri Lanka executive named Toastmasters International President

Dilraj Annesaleem becomes leader of global educational organization

RANCHO SANTA MARGARITA, Calif., Sept. 06, 2017 — Dilraj Annesaleem, of Colombo, Western Province, Sri Lanka, is the new International President of Toastmasters International, the world’s leading organization devoted to communication and leadership skills development. Annesaleem assumed the one-year term at the organization’s 85th annual International Convention, held Aug. 30-Sept. 3 in Vancouver, British Columbia.

Annesaleem is chief operating director of Bharath Engineering Company, a maker of industrial tools. Active in his community, he serves as President of the Upayan Temple management board, as Vice President of the Amurru Karuna Society of Sri Lanka, and as a member of both the local Chamber of Commerce and Rotary Club.

In 2011, Annesaleem helped establish an English course for Tamil Voice Unlimited, a project designed to educate youth in rural Sri Lanka. The U.S. Embassy in Colombia recognized him for his ongoing work with youth. Annesaleem holds an advanced level General Certificate of Education from Trinity College in Kandy, Sri Lanka, and is earning a master’s degree through the Australian Institute of Business Administration.

A dedicated Toastmaster for 25 years, Annesaleem is a member of two clubs, including his home club Colombo Toastmasters. A distinguished leader, Annesaleem has held numerous offices from club through international level. He served as International Director 2011 to 2012, Second Vice President 2014-2015, First Vice President 2016-2017 and Toastmasters President-elect 2016-2017. He holds the Distinguished Toastmaster designation—the highest level of educational achievement in Toastmasters International.

"Toastmasters is a way of life," Annesaleem says. "It helped me understand the philosophy of leadership, to give and receive respect and to be humble."

As International President, Annesaleem is the highest ranked officer on the Toastmasters Board of Directors. He joins the following newly elected officers on the Toastmasters International 2017-2018 Executive Committee:

- Lat Doley of Jacksonville, Texas —International President-elect
- Delshid Honar of New Delhi, India —Immediate Past President
- Richard Eck of Seymour, Conn. —Second Vice President

For more information about Toastmasters, visit http://www.toastmasters.org.

About Toastmasters International

Toastmasters International is a world-wide nonprofit educational organization that empowers individuals to become more effective communicators and leaders. Headquartered in Rancho Santa Margarita, Calif., the organization’s membership exceeds 322,000 in more than 14,600 clubs in 115 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
Subject line: 106 Toastmasters advance in world’s largest speech contest

Dear John,

Results of the world’s largest speech contest are in: 106 semifinalists head to Chicago to 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 him. 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

- Facebook
  - @TIDistrict-- (use your district number at the end)
- Twitter
  - #whereleadersaremade, #publicspeaking, #communication, #leadership
- LinkedIn
  - Join the LinkedIn Public Relations Discussion, https://www.linkedin.com/groups/2331637
- Instagram
- YouTube

Toastmasters’ social media sites:
http://www.toastmasters.org/socialnetworking
socialmedia@toastmasters.org
Social Media Philosophy

Social Media Explained

**Twitter**
I'm at my #Toastmasters district club meeting.

**Facebook**
Like our #Toastmasters district club and join our community!

**Instagram**
Here's a photo of our #Toastmaster members at a district event.

**YouTube**
Watch the video of our Toastmasters district speech contest.

**LinkedIn**
I'm a Toastmasters PRM at district ___.

Toastmasters’ social media sites:
http://www.toastmasters.org/socialnetworking
socialmedia@toastmasters.org
Social Media Do’s

- Use all accounts to push many updates weekly
  - World Headquarters, District, Local clubs
- Post every couple of times a week to Facebook and Twitter
  - Speed it up if local Toastmasters news breaks
- On Facebook:
  - Always include a link
  - Prompt discussion for maximum viral distribution
- On Twitter:
  - Always include a link
  - Use bit.ly to shorten URLs
  - Keep tweets under 120 characters to maximize RTs

Toastmasters’ social media sites:
http://www.toastmasters.org/socialnetworking
socialmedia@toastmasters.org
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
Review Plan Details

- Instructions
- Public Relations Team
- Resources
- Event Template
- Event Examples
- Internal & External Communications
- District Council Meetings
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

pr@toastmasters.org