Vice President Public Relations (VPPR)

Club Officer Training
Agenda

- VPPR Role
- VPPR Responsibilities
- VPPR Resources
Session Objectives

- Identify your role
- Fulfill your responsibilities
- Find resources that help you
VPPR Role
VPPR Responsibilities

The Club Meeting

Outside the Club Meeting

The Executive Committee
The Club Meeting

- Before Club Meetings
- Upon Arrival at Club Meetings
- During Club Meetings
Before Club Meetings

- Verify that information on website and social media is correct.
- Order promotional materials.
During Club Meetings

- Distribute promotional materials.
- Report results of public relations efforts.
- Announce public relations campaigns.
- Solicit volunteers.
Outside the Club Meeting

- Publicize the Toastmasters brand.
- Promote the club.
- Maintain the club website.
- Join a Toastmasters-moderated social networking website.
Outside the Club Meeting

- Produce and distribute a club newsletter.
- Promote membership programs.
- Attend club executive committee meetings.
- Attend other Toastmasters events.
Outside the Club Meeting

- Arrange your replacement or assistance.
- Prepare your successor for office.
The Executive Committee

- Provide a public relations report.
- Propose new promotion ideas.
How to Fulfill the VPPR Responsibilities

- How
- When
- Who
- What
VPPR Responsibility Action Plan

- How will you fulfill this responsibility?
- When will each action be completed?
- Who is available to help you?
- What materials and resources can you use?
Getting Started

- Attend district-sponsored club-officer training program.
- Read materials.
- Meet with outgoing executive committee.
- Meet with outgoing vice president public relations.
- Meet with current executive committee.
- Invite one to three members to serve on public relations committee.
Getting Started

- Review and order public relations materials.
- Solicit articles for website.
- Develop media list.
Vice President Public Relations Resources

- *Let the World Know* (Item 1140)  
  www.toastmasters.org/1140
- *M/PR Newsletter*  
  www.toastmasters.org/mprnewsletter
- Media Center  
  mediacenter.toastmasters.org
- PR Corner  
  www.toastmasters.org/prcorner
- All About Toastmasters (Item 124)  
  www.toastmasters.org/124
- *Distinguished Club Program and Club Success Plan* (Item 1111)  
  www.toastmasters.org/1111
- Brand Portal  
  www.toastmasters.org/brandportal
- Marketing Resources  
  www.toastmasters.org/marketingresources
This concludes the session.

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