



To assist with determining focus while participating in a district visit, the chart below identifies the area of responsibility and each leadership role.

| <b>Responsibility</b>  | <b>International Officer Visits</b> | <b>International Director Visits</b> | <b>Region Advisor Visits</b> |
|--|-------------------------------------|--------------------------------------|------------------------------|
| Share the organization's message.  | ✓                                   | ✓                                    |                              |
| Review the Toastmasters International Strategic Plan and what it means for the district.                                     | ✓                                   | ✓                                    |                              |
| Participate in media events.   | ✓                                   | ✓                                    | ✓                            |
| Present corporate recognition awards.  | ✓                                   | ✓                                    |                              |
| Give a keynote speech and education session during district conference.  | ✓                                   | ✓                                    |                              |
| Attend district open house, summit or meet and greet.  | ✓                                   | ✓                                    |                              |
| Discuss, support and protect the organization's brand, intellectual property (logos, wordmark).                              | ✓                                   | ✓                                    | ✓                            |
| Talk with members and leaders about Toastmasters programs and their experience.  | ✓                                   | ✓                                    | ✓                            |
| Identify and encourage leaders at all levels; talk about leadership opportunities at the district and international levels.  | ✓                                   | ✓                                    | ✓                            |
| Participate in new club-marketing visits.  | ✓                                   | ✓                                    | ✓                            |
| Teach corporate-visit skills and strategies to the club growth director and assist with new corporate-club marketing visits. |                                     |                                      | ✓                            |
| Provide marketing support and expertise that expands the districts' capacity to grow clubs and membership.                   |                                     |                                      | ✓                            |
| Help to assess each district's marketing systems.  |                                     |                                      | ✓                            |
| Assist with District Success Plans by helping to develop and support marketing strategies.                                   |                                     |                                      | ✓                            |
| Discuss the district's membership building, club building and retention strategy.  |                                     |                                      | ✓                            |
| Coach district leaders to develop as leaders and create succession plans.  |                                     |                                      | ✓                            |



| Responsibility  | International Officer Visits | International Director Visits | Region Advisor Visits |
|---|------------------------------|-------------------------------|-----------------------|
| Establish trusting relationships with district leaders through frequent and consistent communication.   |                              |                               | ✓                     |
| Share district operations expertise so new leaders understand how to successfully manage the district.  |                              |                               | ✓                     |
| Leverage skills in conflict management by facilitating conflicts if necessary.                          |                              |                               | ✓                     |
| Coach district leaders to achieve District Recognition Program goals.                                   |                              |                               | ✓                     |
| Use the District Success Plan to discuss the district's progress in the Distinguished District Program. |                              |                               | ✓                     |

Each district within a region typically receives one visit by an international director during his or her two-year term. International directors are encouraged not to request a visit to a district that international officers have visited or will visit in that particular year, unless it is a visit to your home district as a member.