

Achieving Success as Vice President Public Relations

Club Leadership Training Program





Achieving Success as Vice President Public Relations



THE MISSION OF THE CLUB

The mission of a Toastmasters club is to provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills, which in turn foster self-confidence and personal growth.

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Revised 2008

Training Club Leaders... A Vital Function

As a coordinator for club leadership training, you have one of the most important roles in Toastmasters. The quality of a club meeting determines whether people join and stay in our organization. For a Toastmasters club, success lies in the ability to provide an environment that fosters meaningful self-development for all members. This is where officer training comes into play. Club officers must know their roles and responsibilities. The trainer's job is to explain this and make sure all officers understand why their roles are so important for the overall success of the club. By the end of the training session, the members of your audience will be familiar with the standards for this office. Your effectiveness as a trainer can make the difference between success and failure for a Toastmasters club.

Preparation is the key to a good training session. Review the manual, then study the training program thoroughly. Inject your own personality and experiences to create a session that is educational, enjoyable and motivational. Tips to help you prepare are provided in Part I. Part II is the training script while Part III has handouts, including an evaluation form, to distribute. Part IV contains copy for your visual aids. **This entire training program, including handouts and PowerPoint slides, is available for downloading on the Toastmasters International Web site, www.toastmasters.org.** Be sure to check the availability, condition and instructions for all electronic equipment prior to your training session. What would you do if your computer didn't work? What if you didn't know how to operate their brand of data projector? Be prepared with backup visuals, such as a flipchart, in case of technical failures. And be sure to arrange for help with any technical questions well before the event.

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PART I: Preparing for the Training Session

Three Steps in Planning a Successful Training Program

1. Prepare the training agenda.

The information in the following script should be the core of your training session and should take about an hour to present. However, you may want to devote additional time to some subject areas or add other subjects for discussion, depending on the needs of the clubs. You should discuss your agenda with the Lt. governor education and training to ensure your program is appropriate.

2. Obtain and prepare materials.

- ▶ Prepare visuals using the master copies found in Part IV or on the Toastmasters International Web site. If a flipchart will be used instead of computer-based visuals, prepare it in advance: Write the information on every other flipchart page, using a marking pen and making sure all letters are large enough to be clearly visible to participants. Tips for effectively using visual aids are also included.
- ▶ Confirm the availability of computer equipment. If you are planning to use computer-based visual aids at the training site, you should know that providing such equipment is a locally-based decision, and not all districts have them on hand. So you may need to bring your own laptop computer and data projector. Also, some training locations may offer Internet access, so you can present the PowerPoint slides directly from the Toastmasters Web site. A better idea is to download the materials onto your computer before the event. This will protect you from annoying interruptions if your Internet access disconnects.
- ▶ Duplicate the handouts and evaluation form in Part III, along with any additional handouts you will distribute.
- ▶ Assemble reference materials. These may be available from the district, or you can order them through the Toastmasters International online catalog. Be sure to allow adequate time for shipping. If you are conducting training for a specific club officer, be sure to have a copy of the manual for that office. You'll refer to it throughout the training session.

3. Select training assistants.

You may want to have someone assist you in conducting the session (distributing handouts, etc.). Select that person in advance and explain what type of help you will need.

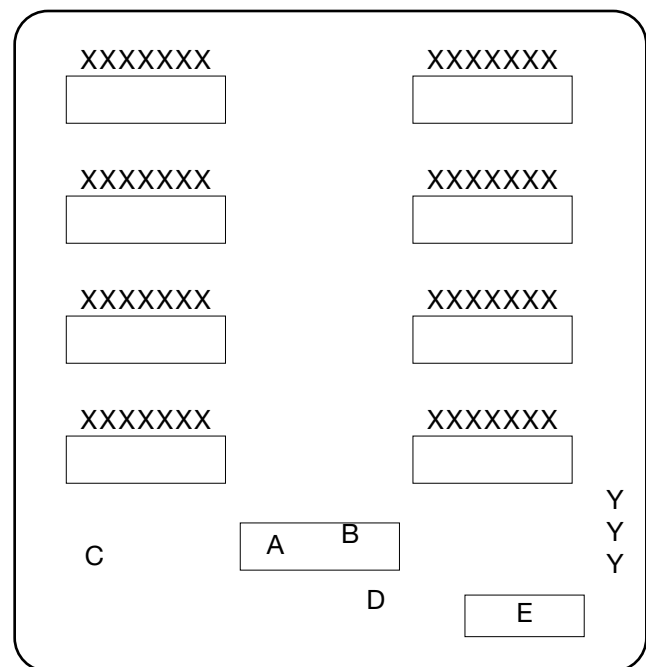
The Training Environment

A satisfactory physical environment is essential for an effective training session. In advance, arrange for your meeting room to be properly set up. You will need a room large enough to comfortably seat the attending officers. Ideally, it should have space in the back for coffee breaks as well as enough room in front to accommodate any electronic equipment and a work table for materials and supplies. Make sure you have a data projector, computer and screen if you are using computer-based visuals, and don't forget to include a spare bulb and extension cord.

The chart below illustrates an ideal physical setting for a training session.

KEY

- A** lectern and gavel
- B** projector and laptop computer
- C** flipchart
- D** screen
- E** table for materials and supplies
- X** participants
- Y** training assistants



Upon arrival, check the room temperature. A room that is too hot or too cold is distracting and uncomfortable. Finally, greet and chat with as many participants as possible before beginning the session.

How to Use the Program Script

The training script in Part II is simple to use but requires considerable preparation. Its design allows presenters the opportunity to be flexible and creative and at the same time provides structure and ensures the important elements are emphasized. Because there is a lot of information, you may not be able to cover it all during the allotted time.

Interspersed throughout the script are boxed segments, offering explanations and guidelines for conducting group exercises and other portions of the training session. In the right column are keys to visual aids and space for your own notes.

When presenting the script, do not read it. Instead, become so familiar with the topic that you can paraphrase and embellish it to suit your own presentation style. Remember, new officers may not be familiar with Toastmasters jargon and acronyms such as CC and DTM.

Keep two things in mind when preparing for your training session:

- ▶ Fit your planned discussion to the time allotted.
- ▶ Allow ample time for group discussion and participation.

Manage your time from the start by asking your group which topics are most important to them, then cover those topics first. If time remains you can address the remaining topics. This means you may have to skip around in the script instead of following it in order.

Mention at the end of the session that they can find information on all of today's topics in their officer manual and point out other available resources on their "Resources List" handout.

Part III consists of handouts and an evaluation form to distribute during the session, as marked in the script. Be sure to make enough copies for everyone.

Part IV contains the basic visual aids for the program. Each is designated in the script in the right column as VPPR-V #. PowerPoint visuals are available on the Toastmasters International Web site, or you can copy the text on a flipchart.

Checklist for Club Officer Training

- ___ Training assistants appointed
- ___ Projector, computer, screen, spare bulb and extension cord set up and tested
- ___ Web access confirmed, if needed
- ___ Flipchart and easel available, along with marking pens
- ___ Visual aids ready
- ___ Handouts reproduced and available
- ___ Room arranged and well-lighted
- ___ Coffee and refreshments ordered
- ___ Supplies and reference materials on hand
- ___ Notepads and pencils available for each participant

Evaluation and Follow-up

Ask the participants to fill out the evaluation form at the end of the session. Use this information in planning future training sessions.

Evaluate the trainees' use of materials. Be sure to follow up with club leaders throughout their term. Keep in mind that learning is a continuous process. Hold formal or informal review sessions as frequently as possible. If necessary, hold a make-up session for those who were unable to attend.

PART II: Presentation of the Training Session

PRESENTER: Welcome the group and present a brief opening address focusing on the importance of the club experience in the personal development of members. The comments should be positive and highly motivational in nature, emphasizing a commitment to member service in all aspects of the Toastmasters club. Also, mention the length of the training session, the location of restrooms and phones, and other pertinent information. But remember: Time is precious and must be controlled carefully throughout the session.

Serving as vice president public relations is a great opportunity. You are responsible for promoting the club to the local media and community and for keeping club members informed. It is an exciting opportunity for you. You will learn and practice skills in media relations, advertising, promotion and campaign development. You will be able to use these skills in all aspects of your life.

Today we're going to discuss your role as vice president public relations and how to fulfill your responsibilities. Every club officer, including you, has performance standards to meet. These standards help officers clearly understand their roles and provide a point of reference for members to better understand what to expect from club officers. These standards also help members evaluate current leaders and candidates for office, and facilitate communication when expectations differ among officers and members. These standards identify performance members should expect

from club officers both outside of each meeting and at the meeting. Today we're going to discuss how to fulfill your standards as vice president public relations. Later you'll be participating in some exercises to practice what you've learned.

HO #1**Your standards outside of the club meeting are to:**

1. Promote the club to local media.
2. Produce a club newsletter and/or Web site.
3. Promote membership programs.
4. Attend club executive committee meetings.
5. Attend other Toastmasters events.
6. Attend district-sponsored club-officer training.
7. Arrange for a replacement if unable to attend a club meeting.
8. Prepare your successor for office.

Your standards at the club meeting are to:

1. Announce upcoming events and programs.
2. Ask for contributions to the newsletter and ideas for the Web site.
3. Greet members and guests.

Please keep in mind that it's impossible to cover every detail of your responsibilities as vice president public relations today. Our goal in this session is to provide you with a basic foundation as well as with resources available from World Headquarters and the district. Feel free to ask questions. And remember to attend other sessions, all of which are intended to help you to succeed during your term of office.

The purpose of a Toastmasters club is to provide an environment in which members can learn communication and leadership skills. As the vice president public relations, you influence that environment. You serve as part of a team that consists of the president, vice president education, vice president membership, vice president public relations, secretary, treasurer and sergeant at arms. Each one of you is responsible for making your club dynamic and enjoyable for all members by working together as a team and for making sure the club is recognized at least as a Distinguished Club in the Distinguished Club Program. You can accomplish this by holding regular and productive executive committee meetings and through careful goal-setting, planning and monitoring of progress. The Distinguished Club Program recognizes clubs for achievement in education and membership growth and will be discussed in greater detail during a separate training session.

Now let's discuss some of the standards mentioned earlier. Because of our limited time, we may not be able to discuss them all. But I would like to discuss the ones you are most concerned about. Please look at the list of standards I gave you and tell me which ones you want me to cover today.

PRESENTER: List suggestions on the flipchart. Be sure to discuss the most requested items first, then discuss the others as time permits. This means you may have to skip around in the script instead of following it in order.

Your standards outside of the club meeting are to:

Promote the club to local media. The goal of a public relations program is to increase awareness and appreciation for the Toastmasters program. For example, think back to the time when you were first motivated to attend a meeting. Did you see an ad on a bulletin board, read about Toastmasters in a newspaper or magazine, visit a Toastmasters booth at your local shopping mall – or did a friend invite you to attend? Whatever the method, some form of public relations motivated you to discover, in person, just what Toastmasters was all about.

► **Target your audience.** Before you can create a public relations program, ask one vital question: Who is the audience your club wishes to target? If you belong to a company club open to employees only, for example, your pool of prospective members will differ from that of a community club meeting in a suburban area. And communities often differ as well. Is the neighborhood surrounding your meeting place highly populated? Are there a number of single-family homes, or mostly condominiums or apartments? Perhaps the area has a number of large businesses or includes a college or university. Also consider who would be most likely to attend. Would they be local residents, or employees facing a daily commute? And are you the only club that meets, say, within a 10-mile driving radius – or do other Toastmasters clubs exist within the area that meet the needs of a specific segment of the population? By asking yourself these types of questions, you will be able to focus your efforts on your intended audience.

PRESENTER: Ask participants, “In one minute or less, tell us about your club’s target audience.”

► **Develop a media list.** Now that you have determined your audience, you need to find a way to reach them with your message. Focus your efforts by creating a list of contacts most likely to publish announcements about your club. Think about the following as you create your list:

- What type of media is the most effective source of publicity for your target audience? Would it be radio, community access television, or local newspapers? How about bulletin boards at the library, the Web or corporate intranet pages?
- Among your local media, which will be most likely to offer consistent publicity? For example, large metropolitan newspapers generally do not feature announcements regarding speech contests or member achievement. But smaller publications that thrive on community news may very well publish your announcements regularly. Target these first.
- Once you've decided which media organizations to contact, determine who to contact within those organizations. The contact at a newspaper may be the calendar editor or features editor; at a radio or television station, your contact could be the program director. Call for information, and if specific names are offered, be sure to verify their correct spelling and job title.
- If your club has a Web site, be sure to consider it as a source for publicity as well. Make sure all meeting information and contact names and phone numbers are correct!

PRESENTER: Ask participants, “What topics – such as club events or member success stories – might be useful for pitching to the media?” Write suggestions on the flipchart.

► **Send promotional materials to media members.** Media list in hand, you are ready to send out promotional materials – almost! First, lay some careful groundwork so your efforts will be well received:

- Send your contact a brief e-mail describing how Toastmasters training changes members' lives for the better. Most media organizations have Web sites that tell how they prefer to be contacted. (Look under the site's "Contact Us" link).
- Look to see if the organization prefers press releases via e-mail, if phone calls are okay, and who to send the information to. Most media sources are wary of e-mailed attachments, so it's best to simply send your release in the text of the e-mail. Rather than attach a photo, say "photo available on request."

Be sure your club has a copy of *Let the World Know* (Item 1140), Toastmasters International's publicity and promotion handbook. In addition to helping you prepare a public relations program, the handbook will provide ideas for events that deserve media coverage.

VPPR-V #2

Publicity Materials. So you want the world to beat a path to your club's door? You want your superiors at work to attend a speech contest?

► **Maintain a press kit.** Whatever your immediate objective happens to be, the effectiveness of your PR campaign begins once you have a complete press kit at your side. The kit should include a news release. Toastmasters sells a Public Relations and Advertising Kit (Item 1150) that contains sample Toastmasters magazines and promotional brochures (Items 99, 101, 103), and taped public service announcements (Items 1151, 1144). All you have to add is a press release customized for your club. The "Publicity Pack" (Item 1153) is also very helpful.

► **Prepare news releases.** By far the most important of all these materials is the news release. A news release describes the specific event or reason for contacting the media. Every release should include a statement identifying Toastmasters International as a worldwide, non-profit educational organization. You'll find good examples in the appendix of *When You Are the Vice President Public Relations*, and on the TI Web site. Meanwhile, here are some ideas for creating a professional, effective news release:

- **Tell a good story – something readers, viewers or listeners would be interested in.** Focus on how members have been helped by the Toastmasters program.
- **Use quotes, or comments by people involved.**
- **Format for readability.** Always type your release and double space whenever possible. If you are sending the same release to different people at the same newspaper, make sure all names are listed.
- **Sending the release.** Always check with the respective media sources beforehand about how they prefer to receive information. These days, most places prefer e-mailed announcements – some media sources even have specific areas on their Web sites for receiving information from the community.
- **Edit the release.** Tell your story in the first sentence or paragraph. Make sure it's attention-grabbing and of interest to your and the media's target audience. Write clearly and concisely and avoid technical terms and jargon.

- ▶ **Send invitations to employees.** If yours is a corporate club, use e-mail to announce club events or to invite employees to visit your meeting. You also may be allowed to use your company's intranet to promote the club.
- ▶ **Give interviews.** Another way to market your message is to offer interviews on a topic that's newsworthy, such as speeches given by politicians or acceptance speeches by celebrities at award shows. Be sure to not evaluate content, but stick to the standard Toastmasters evaluation format. You are an ideal spokesperson, because you are a Toastmaster!

If you initiate an interview, be sure the person being interviewed is well-prepared to say something of interest and respond to questions. If a reporter initiates an interview, ask if he or she wants to explore any particular topics so you may gather necessary materials in advance.

Toastmasters International's *Advanced Communication Series* manuals, *Public Relations* (Item 226C) and *Communicating on Television* (Item 226J), are great resources for information regarding media interviews and presentations.

Produce a club newsletter and/or Web site.

While generating Toastmasters publicity is a major aspect of being vice president public relations, your most important job is keeping your members informed about club events.

The best way to accomplish this objective – as well as have fun and exercise your creative abilities – is by producing a club newsletter or Web site. The club president is publisher of the newsletter and Web site and is responsible for their content, while the vice president public relations is responsible for producing them. Since these

tasks can be too time-consuming for one person, many VPPRs delegate them to others. For example, you could ask someone with computer design experience to be newsletter editor and someone with experience in creating and maintaining Web sites to be editor of the Web site. Let's take a closer look at some of the reasons a newsletter and Web site can be beneficial to a club and its members:

VPPR-V #3

- **Document and promote current events.** Producing a newsletter gives you the opportunity to keep fellow members informed about club matters and events at area and district level. Potential stories to publish include those dealing with club business (e.g., executive committee meetings); recaps of previous meeting events; current and future agendas; contests at club, area and district levels; information about recent guests; and visits by your area governor and other Toastmasters dignitaries. Many editors also include member profiles, as well as write-ups on member activities that take place outside the club, such as outside speaking engagements, job promotions and weddings.
- **Inform with educational material.** Aside from telling club members about current events, newsletters and Web sites also provide an educational service. Consider the following possibilities: evaluation hints, points on speech making and leadership, and profiles about club members and their accomplishments.
- **Provide visitors with “take-home” value.** Besides unifying your club members through the printed word, the presence of a newsletter or Web site is a tremendous publicity tool. Guests will appreciate being able to take something home for further review, and standard information such as your meeting's time and place, contact phone numbers and future program

events will encourage them to return. A professional-looking Web site provides this same information and invites viewers to attend a club meeting.

VPPR-V #4

Many intangibles make a club newsletter and Web site both attractive and interesting, but the presentation can be divided into three general categories: content, readability, and visual impact or layout.

- **Content.** The newsletter and Web site set the tone for the club’s mission of providing a “mutually supportive and positive learning environment.” The most important requirement is to have a balanced presentation of material and **to educate, motivate and inform readers.** This balance can include much of what we already have discussed: educational features, recognition of members’ achievements and activities, short biographical sketches of club members, a brief summary of past meetings, club business, and a report on how the club is progressing in the Distinguished Club Program. You also could include a participation chart to help build attendance and tell the members of meeting assignments.
- **Readability.** Be sure to proofread your newsletter and Web site carefully for typing errors or mistakes in grammar. Pay close attention to spelling and punctuation, and use your dictionary. Readability is enhanced when your wording is interesting, clear and accurate.
- **Visual Impact and Layout.** Closely associated with readability – and a contributing aspect – are visual impact and layout. Design your newsletter and Web site to attract reader attention. Since the most prominent position on the page is the upper left corner, use it to feature upcoming events. Break up solid blocks of text with boxes, bullets, borders, illustrations and

photos. If your newsletter and Web site contain columns and headings arranged in an attractive and clean layout, you'll be off to a good start.

VPPR-V #5

For privacy reasons, do not include on the Web page the names, telephone numbers and e-mail addresses of club officers, the creator/maintainer of the page and club support personnel *unless you have received written permission from each individual to do so*. Do not include any other club members' contact information. The Web page must include a Toastmasters International trademark acknowledgement statement as published by World Headquarters. For more information about creating a club Web site, refer to the VPPR officer manual or the *Let the World Know* publicity handbook (Item 1140).

A professional-looking Web site is important for attracting new members.

Toastmasters International offers a free Web-hosting service, **FreeToastHost.org**, for your club's use in creating, maintaining and hosting its own Web site. In addition to hosting your Web site, **FreeToastHost.org** provides templates for designing the site. No experience in Web site design is necessary. FreeToastHost.org provides step-by-step instructions for creating and customizing your club's Web site. Toastmasters International strongly recommends that you use **FreeToastHost.org** for your club's Web site.

VPPR-V #6**Attend other Toastmasters events.**

Before you can tell others about Toastmasters, you have to know everything yourself! And since club, area and district matters are evolving constantly – and as World Headquarters constantly is introducing new programs and concepts to the Toastmasters experience – it's important that you stay in touch with Toastmasters

events and regularly check the Toastmasters Web site for updates on promotional materials and organizational news.

- **Be aware of area and district events.** Once your immediate responsibilities – such as publishing a newsletter and preparing publicity materials – are underway, take some time to investigate Toastmasters activities outside your club. A number of area and district events take place throughout the Toastmasters year. Contact your area governor and lieutenant governor education and training and visit your district’s Web site for more information.

PRESENTER: Tell participants your district’s Web site address.

- **Attend whenever possible.** Although it’s great to have an idea of all the Toastmasters events going on within your area and district, mere knowledge isn’t always enough. Now that you’re in a position to promote Toastmasters to media representatives as well as to friends and acquaintances, experience as much as you can on a first-hand basis! Plan to attend events such as speech contests and district conferences. Doing so will give you a well-rounded knowledge of the Toastmasters organization and how people benefit by it – all of which can be used in your public relations efforts.

Arrange for a replacement.

Occasionally you may not be able to attend a club meeting or you know you will be late. In these cases, arrange for someone to handle your responsibilities for you. This will help the club to function smoothly.

Prepare your successor for office.

As you gain experience during your term, take notes and think of how you will prepare the person who will come after you. Give all necessary records and materials to your successor and offer to assist the new officer as he or she is learning the vice president public relations' duties.

VPPR-V #7**Your standards at the club meeting are to:****Announce future events and programs.**

Keep members informed about district events such as speech contests, conferences and training, and encourage participation.

Ask for contributions to the newsletter and/or Web site.

Producing a club newsletter and Web site are big jobs, but it is easier when club members help you produce it. Encourage members to submit articles and photos and give them deadlines.

Greet members and guests.

Although the sergeant at arms is the official “greeter” at club meetings, all members and officers should welcome visitors and members to the meeting. This creates a friendly and comfortable atmosphere.

PRESENTER: This handout is a list of resources. Emphasize again that the manual *When You Are the Vice President Public Relations* is their most important resource and they should read it carefully.

PRESENTER: Continue with the following case study. The participant section is included in Part III for copy and distribution. Afterward, if you have time, answer questions and perhaps give a short motivational closing.

**Case Study for Club Vice Presidents Public Relations:
Increase the Effectiveness of Your News Release****HO #5****Objective:** Determine why a news release may not have been effective.**Time:** 15 minutes

- Process:**
1. Distribute the case study sheet in Part III to the training session participants.
 2. Ask the participants to diagnose the case to solve the problem.
 3. Ask the group as a whole how they would resolve the issue.

Recommended Solutions:

- ▶ Confirm the news release was received.
- ▶ Review a copy of your news release and look for ways to make it more interesting. Do you have a catchy headline? Are you telling a story? Did you forget to include the name and phone number of a contact source?
- ▶ Determine what type of news the papers generally publish. Newspapers serving larger communities tend not to publish routine releases. However, they may consider news about your club's speech contest or a special meeting that's open to the public. Target your news release appropriately.

PART III: Handouts

The following handouts may be reproduced for distribution to your training session participants. Make certain you accurately project the number of attendees so you have enough.

Feel free to revise the material to suit your own style.

HO #1

VICE PRESIDENT PUBLIC RELATIONS STANDARDS

Outside of the club meeting

1. Promote the club to the local media and in your company or community.
2. Produce a club newsletter and/or Web site.
3. Promote membership programs.
4. Attend club executive committee meetings.
5. Attend other Toastmasters events.
6. Attend district-sponsored club officer training.
7. Arrange for a replacement if unable to attend a club meeting.
8. Prepare your successor for office.

At the club meeting

1. Announce upcoming events and programs.
2. Ask for contributions to the newsletter or Web site.
3. Greet members and guests.

HO #2

April 9, 20

Contact: Suzy Queue
Toastmasters International Area One, District 85
000-0000 or 111-1111
e-mail address

•••FOR IMMEDIATE RELEASE•••

TOASTMASTERS TO HOLD ANNUAL AREA SPEECH CONTEST

The best speaker in the Center City area will be chosen Friday, April 9, when five local Toastmasters clubs conduct their annual Area One, District 85 speech contest.

The event will be conducted at the Center City Community Center, beginning at 7:30 p.m., and the public is invited. The winner will be chosen from among five contestants and will compete in a District 85 contest here next month.

Participating in the contest will be Rhett O’Rick and Ellie Quince, both of Center City. Four weeks ago, these speakers advanced to the area-wide event by winning their clubs’ speech contests. *[Add quote by O’Rick or Quince here:]*

Ann Green of East Center City is contest chairman and Bob Rosenfield will be the chief judge.

The five Center City clubs are among more than 11,500 Toastmasters clubs around the world participating in area speech contests this month. The competition will culminate at the International Speech Contest, the “World Championship of Public Speaking,” which will be conducted during the annual Toastmasters International Convention this August in (city, state).

Toastmasters International is the world’s largest educational organization devoted to communication and leadership development. Founded in 1924, this non-profit educational organization has nearly 226,000 members in 92 countries.

###

**NEWS
FROM**

TOASTMASTERS

FOR RELEASE: At Will

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NEWS
FROM

TOASTMASTERS

Toastmasters:

Because Public Speaking Skills Aren't Debatable

RANCHO SANTA MARGARITA, CALIF. – If you are like most people, public speaking is not your favorite pastime. Yet survey after survey shows that presentation skills are crucial to success in the workplace. The person with strong communication skills has a clear advantage over tongue-tied colleagues – especially in a competitive job market. Many people pay thousands of dollars for seminars to gain the skill and confidence necessary to face an audience. But another option is less expensive and held in high regard in business circles – Toastmasters International. This organization has been around for more than 80 years and offers a proven – and enjoyable – way to practice and hone the communication and leadership skills of its members.

From one club started in 1924 at the YMCA in Santa Ana, California, Toastmasters has grown to become the world's leading organization teaching public speaking and leadership skills and helping people conquer their pre-speech jitters. Since that first club was organized by Ralph C. Smedley, more than 4 million men and women have enjoyed the benefits of Toastmasters membership. The nonprofit organization now has approximately 226,000 members in 11,500 clubs in 92 countries.

HOW DOES IT WORK?

A Toastmasters club is a “learn-by-doing” workshop in which men and women hone their skills in a comfortable, friendly atmosphere. A typical club has 20 to 40 members, who meet weekly or biweekly to learn and practice presentation techniques. The average club meeting lasts approximately one hour. Membership is affordable; total annual fees are usually less than \$100.

Those joining a Toastmasters club learn communication skills by working in the *Competent Communication* manual, a series of 10 speaking assignments designed to instill a basic foundation in public speaking.

When finished with the first speech manual, members can select from among 15 advanced manuals to develop speaking skills that are geared to

– MORE –

TOASTMASTERS INTERNATIONAL

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specific interests. They are: *Public Relations, Specialty Speeches, The Entertaining Speaker, Speaking to Inform, Facilitating Discussion, Speeches by Management, The Professional Speaker, Persuasive Speaking, Technical Presentations, Communicating on Television, Storytelling, Interpretive Reading, Interpersonal Communication, Special Occasion Speeches* and *Humorously Speaking*. Members also develop and practice leadership skills by working in the *Competent Leadership* manual and the *High Performance Leadership* program, as well as serving as leaders at various organizational levels.

There is no instructor in a Toastmasters club. Instead, members evaluate one another's oral presentations and leadership activities. This evaluation process is an integral component of the overall educational program. Toastmasters members also give impromptu talks on assigned topics, conduct meetings, serve as officers in various leadership roles and learn parliamentary procedure.

The effectiveness of this simple learning formula is evidenced by the thousands of corporations that sponsor in-house Toastmasters clubs. These clubs serve as public-speaking and leadership training workshops for employees. Every year, more and more business and government organizations are discovering that Toastmasters is the most effective, cost-efficient means of satisfying their communication training needs. Toastmasters clubs can be found in the U.S. Senate and the House of Representatives, as well as in a variety of community organizations, prisons, universities, hospitals, military bases and churches.

COMMUNITY SERVICE

Toastmasters also benefit their communities by conducting the following types of programs:

- **YOUTH LEADERSHIP** – public-speaking training for junior and high-school students.
- **SPEECHCRAFT** – a “short course” in public speaking for adults in business, education, industry and government.
- **SPEAKERS BUREAU** – helps other nonprofit organizations and community and government groups tell their stories to the community.
- **GAVEL CLUBS** – bringing Toastmasters training to prisons and other institutions.
- **SUCCESS/LEADERSHIP and SUCCESS/COMMUNICATION PROGRAMS** – educational modules in a how-to format on topics such as conducting productive meetings, effective listening, parliamentary procedure, evaluation, creative thinking, leadership, management and training.



TOASTMASTERS INTERNATIONAL

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HO #3

To: Employees, XYZ Corporation
From: Ellie Quent
Subject: Cold Feet

Are you tired of getting cold feet every time you have to give a presentation? Join our Toastmasters group and we guarantee that you'll become a better, more confident public speaker. We meet every Thursday at noon in the second-floor conference room to learn and practice speaking techniques. We invite you to attend our meeting this week to see for yourself how Toastmasters can warm up those cold feet before your next presentation.

To: Employees, XYZ Corporation
From: Ellie Quent
Subject: Speak Up with Confidence

Want to secure that sale? Have a better relationship with your boss and coworkers? Be the one people listen to at staff meetings? Our Toastmasters group can help. In our meetings you'll learn and practice speaking and listening techniques that will help you in your daily work and make you a better, more valuable employee. We meet every Thursday at noon in the second-floor conference room. We invite you to come to our next meeting to discover how to speak up with confidence.

HO #4

RESOURCES LIST

Achieving Success as Vice President Public Relations

Following are some materials you may want to order to ensure a successful term as vice president public relations:

QUANTITY		TOTAL
_____	1310L Vice President Public Relations Essentials \$16.00	\$ _____
_____	1205 Catalog (up to 4 free) 5+ \$1.00	\$ _____
_____	1310D When You Are the Vice President Public Relations manual \$2.50	\$ _____
_____	1140 Let the World Know – Publicity and Promotion Handbook... Guide for implementing successful club, area and district publicity and public relations \$2.50	\$ _____
_____	1144 Toastmasters Public Service Announcements... 30-second public service announcements promoting the benefits of Toastmasters	
	DVD \$15.00	\$ _____
	SP \$35.00	\$ _____
_____	1150 Public Relations and Advertising Kit... Contains sample pamphlets, tips for promoting Toastmasters through the media and community (or company), publicity handbook, radio spot announcements, color TV slides, scripts, etc. \$20.00	\$ _____
_____	1151 Radio Spot Announcements... Series of 30-second public service announcements suitable for AM or FM stations	
	CD \$12.00	\$ _____
	Cassette \$5.00	\$ _____
_____	1153 Publicity Pack... Toastmasters International Press Releases, magazine and more \$1.75	\$ _____
_____	1972A Communication Achievement Award brochure... How clubs can honor a local dignitary for outstanding communication	\$ <u> N/C </u>
_____	367 Small Posters (Set of 5)... Full-color poster promoting Toastmasters. Space provided to note club name, meeting time and place, and phone number. \$4.00	\$ _____
_____	125 Marketing Card Set (Set of 40)... Ten of each of the four 4-1/2" x 3-1/4" Marketing Cards highlighting different ways Toastmasters can help. \$1.75	\$ _____
_____	114 Toastmasters: Because Public Speaking Skills Aren't Debatable Fliers (Set of 50)... Flier promoting good communication skills acquired through participation in Toastmasters. \$2.50	\$ _____
_____	115 Toastmasters Can Help Fliers (Set of 50)... Flier promoting Toastmasters as an aid to cure communication worries. Title reads: Worried about your next big presentation? Toastmasters can help! \$2.50	\$ _____

- _____ 116 **How Confident Are You? Fliers (Set of 50)...**Flier promotes Toastmasters as an aid to boost your confidence. \$2.50 \$ _____
- _____ 99 **Find Your Voice...**Full-color promotional pamphlet targeting potential members in various trades. 20 Free. *Each additional copy: \$.20* \$ _____
- _____ 101 **Confidence. The Voice of Leadership...**Full-color promotional pamphlet targeting potential members who work in the corporate environment, stressing the personal and career benefits of participating in Toastmasters. 20 Free. Each additional copy: \$.20 \$ _____

TOTAL \$ _____

CA clubs add 7.75% \$ _____

TOTAL AMOUNT \$ _____

Mail to: Toastmasters International
P.O. Box 9052, Mission Viejo, CA 92690 USA
or telephone 949-858-8255, Fax No. 949-858-1207

PAYMENT MUST ACCOMPANY ORDER

Enclosed is my check in the amount of \$ _____ (U.S.) **OR**

Please bill against my MasterCard / VISA / AMEX / Discover (Circle one)

Credit Card No. _____ Expiration Date _____

Signature _____

Name _____

Club No. _____ Club Name _____

Address _____

City _____ State/Province _____

Country _____ Postal Code _____

E-mail _____ Phone No. _____

U.S. SHIPPING CHARGES

WEIGHT	STANDARD	1 DAY COURIER	2 DAY COURIER
.00 - .81	\$3.50	\$20.50	\$10.25
.82 - 2.00	\$5.00	\$26.80	\$11.65
2.01 - 3.00	\$5.75	\$29.15	\$12.85
3.01 - 4.00	\$6.10	\$31.55	\$14.20
4.01 - 5.00	\$6.50	\$33.85	\$15.60
5.01 - 6.00	\$6.60	\$36.15	\$17.05
6.01 - 7.00	\$6.75	\$38.35	\$18.55
7.01 - 8.00	\$7.00	\$40.55	\$20.10
8.01 - 9.00	\$7.25	\$42.70	\$21.75
9.01 - 10.00	\$7.50	\$44.85	\$23.30
10.01 and up	\$7.75 + .75 Each additional lb. (or portion thereof)	\$47.00 + \$2.00 each additional lb. (or portion thereof)	\$24.75 + \$1.50 each additional lb. (or portion thereof)

See current catalog for International rates.

HO #5

CASE STUDY

CASE STUDY FOR VICE PRESIDENTS PUBLIC RELATIONS:

INCREASE THE EFFECTIVENESS OF YOUR NEWS RELEASE

You have sent several news releases to local newspapers announcing the career benefits of Toastmasters training to three of your club's members. Two weeks have passed, and not a single paper has printed your news release.

As vice president public relations, what would you do to increase the likelihood of your news release being printed?

HO #6

Evaluation Form

Date: _____ Program Name: _____

Facilitator: _____

On a scale of one to five, five being the highest rating, please rate the course and facilitator on the following items by circling the number you find most appropriate:

- | | | | | | |
|--|---|---|---|---|---|
| 1. How relevant was this session to your job in Toastmasters? | 1 | 2 | 3 | 4 | 5 |
| 2. Rate the following: | | | | | |
| Course content | 1 | 2 | 3 | 4 | 5 |
| Course material | 1 | 2 | 3 | 4 | 5 |
| Facilitator | 1 | 2 | 3 | 4 | 5 |
| Activities/exercises | 1 | 2 | 3 | 4 | 5 |
| 3. Were the objectives clearly stated? | 1 | 2 | 3 | 4 | 5 |
| 4. How was the lesson plan organized? | 1 | 2 | 3 | 4 | 5 |
| 5. Did the instructional methods clearly illustrate the instructor's plan? | 1 | 2 | 3 | 4 | 5 |
| 6. To what extent did the visual aids add to your understanding of the presentation? | 1 | 2 | 3 | 4 | 5 |
| 7. How were the meeting facilities? | 1 | 2 | 3 | 4 | 5 |
| 8. What are two things you learned that will make you a more effective club officer? | | | | | |

Additional Comments:

PART IV: Visual Aids Copy

Materials on the following pages are designed specifically for the presenter to use in conducting the training session. To use them as a PowerPoint show, you will need a laptop computer, data projector and screen, and slides you can download from the TI Web site. Alternatively, you can reproduce the slides as transparencies for use on an overhead projector, or handwrite them on a flipchart.

In the right-hand column of the script are keys for visual aids. Their placement indicates the points at which they should be displayed. Each is numbered. For example, VPPR-V #1 stands for “the first slide.”

Tips

1. **Show the slide only while you are talking about it.** If you’re using PowerPoint, click on the next slide when you are ready to discuss it.
2. **Be sure everyone in the audience can see the slides clearly** – especially people at the rear of the room.
3. **Talk to the audience, not to the slide.** Look at your listeners even when they are looking at the slide. This will help you judge their understanding.
4. **Don’t overdo it.** Don’t illustrate every point in the speech.
5. **Rehearse!** Nothing is more important than adequate preparation. Know how and when you will use the slide and practice so you will make a smooth presentation. Anticipate all possible problems, especially when electronic equipment is involved.
6. Remember...be as professional as possible.