



Promote Your Open House

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2017-2018 District 1 Public Relations Manager

March 7, 2018

#D1OpenHouse



"The
UNPREPARED
speaker has a
right to be
AFRAID."

– RALPH SMEDLEY, FOUNDER OF
TOASTMASTERS INTERNATIONAL

TOASTMASTERS
INTERNATIONAL

#D1OpenHouse



What to Promote

- ▶ Keynote Speaker
- ▶ Club Details
- ▶ Benefits of Toastmasters

FEATURES OF TOASTMASTERS

TOASTMASTERS PROVIDES DIRECT RESULT: IMPROVEMENT IN

Communication Skills Development	<ul style="list-style-type: none"> • Direct and indirect communication skills • Public speaking skills
Leadership Skills Development	<ul style="list-style-type: none"> • Problem-solving skills • Decision-making skills • Team-building skills • Effective time management
Impromptu Speaking Opportunities	<ul style="list-style-type: none"> • Ability to think on your feet • Reactionary skills • Poise and confidence in high-pressure situations
Self-Paced Program	<ul style="list-style-type: none"> • Flexibility to adapt to personal schedules • Maintaining a balanced life (current commitments, routine, etc.)
Constructive Evaluations	<ul style="list-style-type: none"> • Ability to give and receive constructive criticism • Success when working with teams
Speech Development	<ul style="list-style-type: none"> • Sense of structure when communicating in formal and informal settings

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Toastmasters Got Talent **OPEN HOUSE**

SEPTEMBER 6TH, 2017
6:30PM - 8:00 PM

OVERCOME YOUR FEAR OF PUBLIC SPEAKING IN A FRIENDLY, SUPPORTIVE ATMOSPHERE!

Y-TOASTMASTERS DISTRICT 2
COMMUNITY CENTER
6:30 - 8:00 PM
1201 LA TIJERA BLVD
INGLEWOOD, CA
(CORNER OF FAIRVIEW & LA TIJERA)

For more information please contact
Janet Corneil at 310.621.3006 or
Ana Lopez at 310.367.8042

LEARN TO:

- Organize your thoughts
- Think quick on your feet
- Develop meeting skills
- Build confidence
- Increase your vocabulary
- Practice leadership skills
- Speak with clarity & fluency
- Provide & receive positive feedback



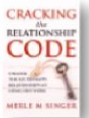
Divapreneurs Toastmasters Open House

With Keynote Speaker Merle M Singer, DTM
Author, speaker and coach on *All Things Relationship*



You Don't Know Your Own Power

Merle is on the verge of publishing her second book, *Cracking the Relationship Code – The Key to Happy Relationships at Home and at Work*. Learn more about Merle at RelationshipMiracleWorker.com



Saturday, September 23, 2017
9:00am-11:00am

124 W Washington Blvd,
Marina Del Rey, CA 90291
Parking in the rear and down the alley

Contact Cynthia Moore, Divapreneurs, VPE
310-678-2664 or Cynthia@divapreneurs.com





How to Promote

- ▶ Personal Invitations
- ▶ Flyer Dissemination
- ▶ Social Media
- ▶ Community Paper and Online forums

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Posts

Lakewood Star Speakers Toastmasters
6 hrs · Bellflower

Open House January 18th, everyone's welcomed!

Lakewood Star Speakers OPEN HOUSE

Thursday, January 18, 2018
FREE EVENT OPEN TO THE PUBLIC

CELEBRATING INNOVATION
"Innovation distinguishes between a leader and a follower"
Steve Jobs, Founder of Apple Corporation

Creativity is the lifeblood of success. It breeds new ideas, fosters new relationships and day by day, changes the world. Whether you're in front of an organization or behind the scenes your innovative thinking is key. Join us as we celebrate innovators who changed the world.

Garrett Morgan, Dr. Shirley Jackson, Facebook Creators, Ruth Handler, Sir Isaac Newton

www.lakewoodstarspeakers.toastmastersclubs.org
CONTACT: COORDINATOR VANESSA HORTON, VP MEMBERSHIP 561.349.6237
MICHELLE KING, CLUB PRESIDENT 562.577.1541 or MEMBERSHIP@YAHOO.COM

6:30pm Refreshments ~ 6:45pm Meeting
RUI IVAR PARK, COMMUNITY ROOM

www.pv174.org/june-13-2016-open-house/

gested Sites Resources Health Coverage Pro: CHC personal regulations California Healthcare Bookmarks online tools

Peninsula Toastmasters

A Premier Toastmasters club in the South Bay of Southern California

TOASTMASTERS PATHWAYS

— learning experience —

About Our Club Meeting Guides Member Tips News & Events Toastmasters International

June 13, 2016 Open House

MAKE A DIFFERENCE
PENINSULA TOASTMASTERS
OPEN HOUSE

Powerfully Impact Others
Speak and Lead with Confidence
Communicate Clearly

TOPICS
Learn how to speak "off the cuff"
Talk to people where they live
Be riveting and charismatic
Be your best
Speak with ease

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Speak with ease

Recent Posts

- New Year, Fresh Start Peninsula Toastmasters Jan 8 & January, 2018
- Merry Christmas & Happy New Year No Meeting Dec 23 & Jan 1 & 2, December, 2017
- Tis the Season to Join Peninsula Toastmasters Dec 18 13, December, 2017
- Pathways Launched! Join us on Dec. 11 to Learn More! 7, December, 2017
- Dec. 4 Meeting Join Us! 3, December, 2017

Peninsula Facebook Page

Paypal Dues Payment
Renew Your Membership here!

8 Months Due: \$

Your Email Address:

Pay Now

Tags

90675 0124101 adding content articles attachments sharing Content Club 174 Content Club 174 Meeting Google Apps Google Docs Google Drive leads location meeting networking open Peninsula Toastmasters Peninsula Toastmasters Club 174 photos Posts public speaking welcome

DAILY TROJAN

News Sports Lifestyle Opinion Classifieds Blogs Pro

Organization aims to improve leadership, public speaking

By CAROLINE JIN
November 3, 2017 in Campus, News

Public speaking can be an important skill for college students, yet there are few classes offered to help develop it. Trojan Speech is an organization dedicated to helping students improve their public speaking skills at USC, and is the only Toastmaster Organization club. Toastmaster is a nonprofit designed to help improve leadership and communication among students.

"The club is really beneficial in overcoming a public speaking fear ... and [becoming] more confident," said Gozde Barin, president of Trojan Speech. "Mentors and manuals help us be better communicators and better leaders, which is very important to job applications and any career."

A Trojan Speech member delivers a speech during a club meeting, which will then be evaluated by the team. Photo courtesy of Trojan Speech



Things to Consider

- ▶ Create consistent and clear communications! This will be the first interaction with your club
- ▶ Base your PR strategy on your club's assets
 - Who can create great flyers
 - Who is good with social media
 - Who has connections with or is willing to research media outlets (community papers or online forums)
 - Who is a good writer and can create press releases/media alerts
- ▶ All members should be involved! Create guest targets and make a contest out of it.

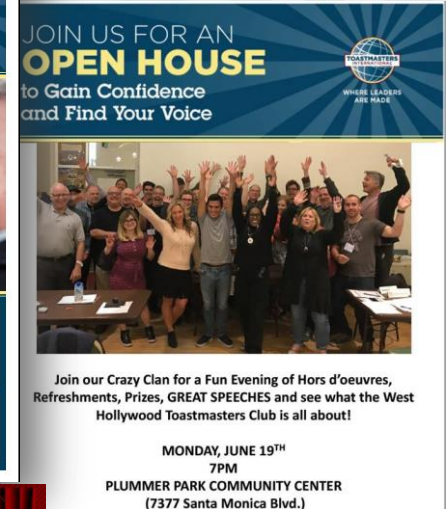
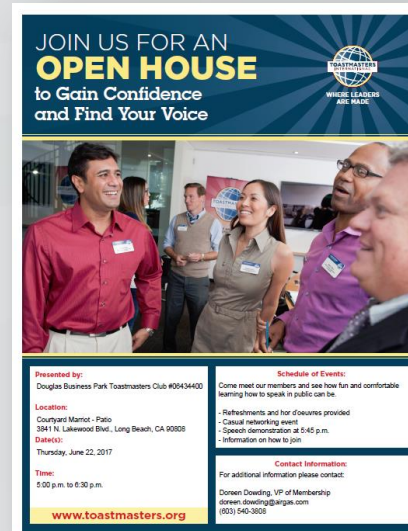
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Flyers

- ▶ Make it visual appealing by using quality photos and graphics
- ▶ Use simple and impactful language
- ▶ Align with Toastmasters brand
- ▶ Make contact information clear & visible

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Promoting the TI Brand

TOASTMASTERS INTERNATIONAL WHERE LEADERS ARE MADE

Login | Find a Club | Start a Club | Contact Us | Search

FIND A CLUB

About | Education | Membership | Leadership Central | Resources | Magazine | Events | Shop

Home / Resources / Logos, Images and Templates

LOGOS, IMAGES AND TEMPLATES

- Leveraging the Brand
- Brand Manuals
- Brand Video Contest
- Brand and Trademark Usage
- Branded Business Cards
- Stationery Templates
- Marketing Resources
- Website Templates
- Logo and Design Elements
- Professional Images
- Trademark Use Request

HOW TO USE THE LOGOS, IMAGES & TEMPLATES RESOURCES

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- It is recognizable and trusted.
- TI has a lot of resources to help you
- However, there are limitations so please read the brand manuals

<https://www.toastmasters.org/resources/logos-images-and-templates>

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Promoting through the District

A screenshot of the District One contact form on the website district1toastmasters.org/contact-us/. The form includes fields for Name, Email, Subject, and Message, a CAPTCHA code, and a SUBMIT button. Below the form, there are two promotional banners: one for Open House, Club Speech Contest, or Workshop, and another for sharing a story about the club, members, mentors, or mentees.

- ▶ Events submitted at least 2 weeks in advance online will be posted on the District Calendar
- ▶ Blog articles are subject to review
- ▶ Facebook posts are limited to District events or special club events such as anniversary's

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<http://district1toastmasters.org/>



District One

Where Leaders Are Made

HOME ABOUT ▾

West Hollywood Toastmasters Open House!

You are cordially invited to the
West Hollywood Toastmasters Open House!

Monday, March 5th, 2018

7:00 – 9:00 PM

Plummer Park Community Center

7377 Santa Monica Blvd.

West Hollywood, CA 90046

Free Refreshments | Free Opportunity Drawing | Incredible Speakers

RSVP

More information at www.wehot.org

Start: 03/05/18 7:00 pm

End: 03/05/18 9:00 pm

Hosted by [West Hollywood Toastmasters](#)

Venue

[Plummer Park](#)

7337 Santa Monica Blvd., West Hollywood, CA 90046



District One

Where Leaders Are Made

HOME ABOUT ▾

Compton Elite Communicators: OPEN HOUSE!



Join Compton Elite Communicators for a discussion of Sexual Harassment:

- What Is Sexual Harassment?
- What Can You Do if You Are a Victim?
- What Is Acceptable in the Workplace and Social Situations?

Light refreshments will be served.

Let us know if you're coming!

Contact Laura Brown, laura_b2009@live.com.

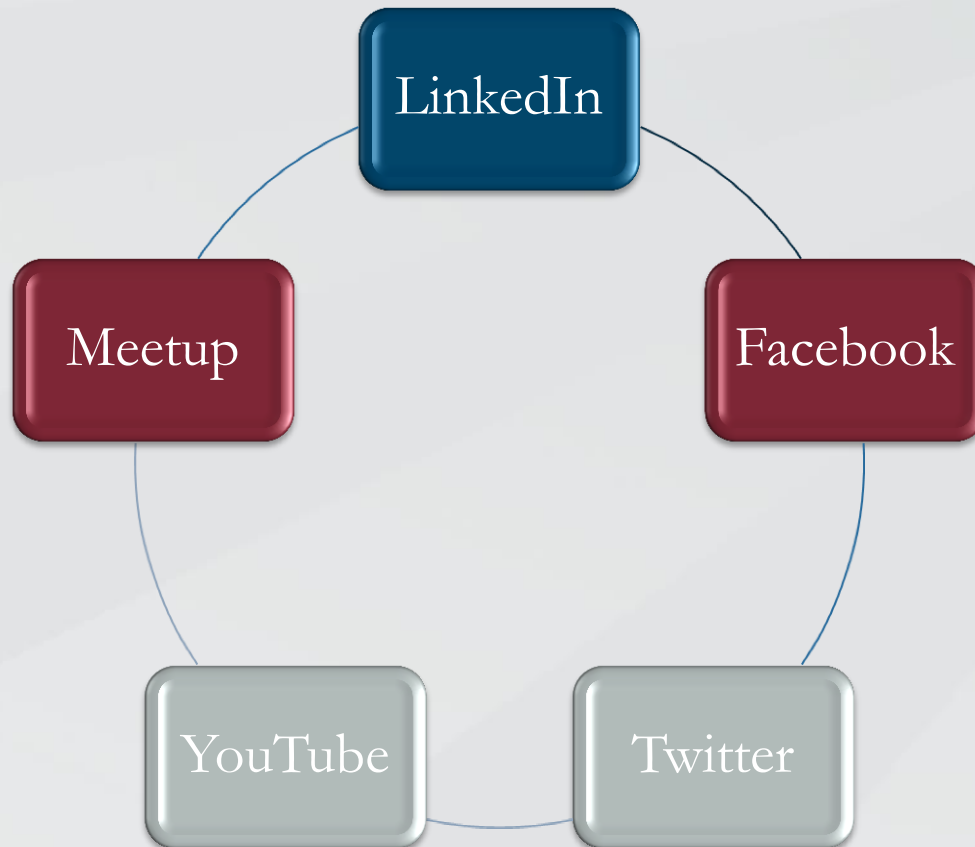
[Check out the flyer!](#)

Start: 01/24/18 11:30 am

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Social Media



- It's not enough to post on your sites!
- Encourage members to share through their sites!
- Tag the District! (Before, During & After)

Facebook

www.facebook.com/DistrictONEToastmasters/

Twitter:

twitter.com/DistrictOneTM

Instagram

[instagram.com/district.1.toastmasters](https://www.instagram.com/district.1.toastmasters)

#district1toastmasters

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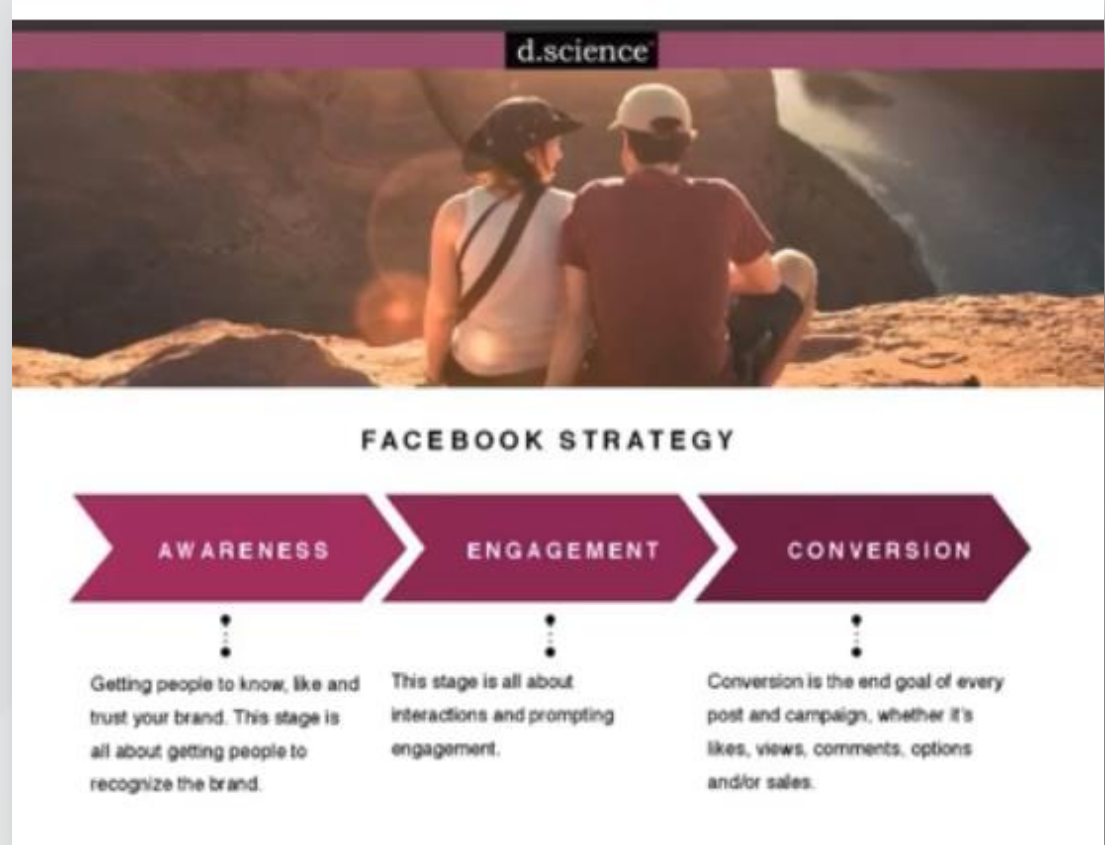
How to Promote Your Toastmasters Club on Social Media

Austin Iuliano, CC ~ Century City Toastmasters

<https://dscience.lpages.co/toastmasters-thank-you-page/>

<https://youtu.be/LFcO9BD0z1Y>

Tips for Facebook & Twitter



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Contact

Sonya Vasquez, DTM

District.one.pro@gmail.com

(323) 404-1230

Public Relations Resources

- ▶ www.toastmasters.org/Leadership-Central/Club-Officer-Tools/Club-Officer-Roles/Public-Relations

[Let the World Know \(PDF\)](#)

- ▶ district1toastmasters.org/programs/public-relations/

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