

Achieving Success as Vice President Public Relations

Club Leadership TRAINING PROGRAM



TOASTMASTERS
INTERNATIONAL

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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P.O. Box 9052 • Mission Viejo, California 92690 U.S.A.
(949) 858-8255 • Fax (949) 858-1207 • www.toastmasters.org

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. Your effectiveness as a trainer can make the difference between success and failure for a Toastmasters club.

Preparation is the cornerstone of a good training session. Take time to review the handbook, then study the training program thoroughly. Don't forget to inject your own personality and experiences to create a session that is educational, enjoyable, and motivational. Helpful tips to assist in your preparation for this training session are provided in Part I. Part II covers the essential points of the session while Part III provides you with handouts to distribute. Part IV contains copy for your visual aids. **PowerPoint visuals are available on the Toastmasters International Web site, www.toastmasters.org.**

This program is your comprehensive guide for preparing and presenting an effective club officer training session for the office of vice president public relations. By the end of the session, the members of your audience will be familiar with such basic competencies as planning a public relations program, preparing publicity materials, producing a club newsletter, writing for their company or community publication, attending other Toastmasters events, and preparing their successor for office.

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PART I: PREPARING FOR THE TRAINING SESSION

A. THREE STEPS IN PLANNING A SUCCESSFUL TRAINING PROGRAM

1. Prepare the Training Agenda

The information in this manual should be the core of your training session and should take about one hour to present. However, you may want to devote additional time to some subject areas or add other subjects to be discussed, 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 overhead transparencies using the master copies found in Part IV or on the diskette or download the PowerPoint visuals from the TI Web site. If a flip chart will be used instead of computer-based visuals, prepare it in advance: Write the information on every other flip chart 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 included in Part IV.
- ▶ Duplicate the handouts and evaluation form in Part III of this program, 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 supply catalog. Be sure to allow adequate time for shipping.

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.

B. THE TRAINING ENVIRONMENT

A satisfactory physical environment is essential for an effective training session. In advance, arrange for your meeting room to be set up properly. You will need a room large enough to seat the attending officers comfortably. Ideally, it should have space in the back for coffee breaks, as well as sufficient room in front to accommodate your audiovisual equipment and a work table for materials and supplies. Make sure you have a data projector, computer and screen, 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

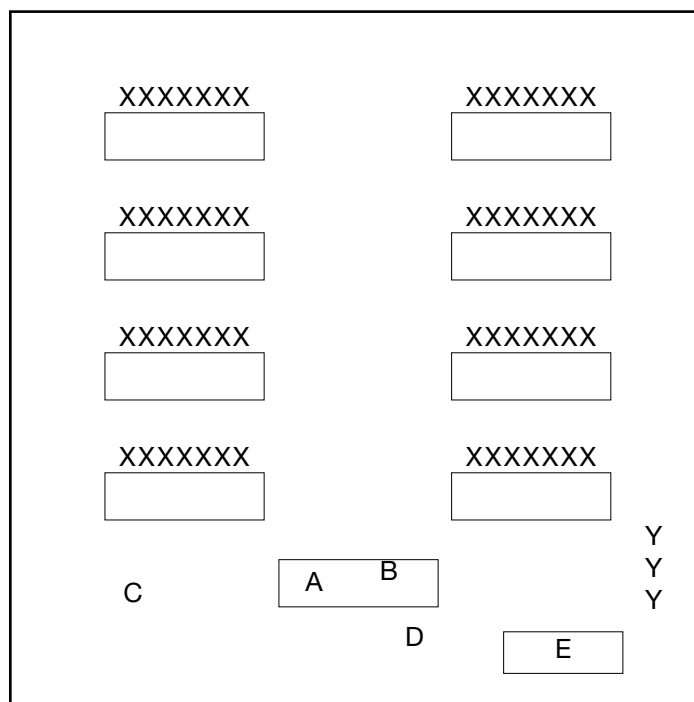
C - flip chart

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. Lastly, make it a practice to greet and chat with as many participants as possible before the session is called to order.

C. HOW TO USE THE PROGRAM OUTLINE

The training program is simple to use, but it requires considerable preparation. While designed to allow presenters the opportunity to be flexible and creative, it also provides structure and ensures the important elements are emphasized.

Notice how the training outline is structured. Interspersed throughout the outline are **boxed segments**, offering explanations and guidelines for conducting group exercises and portions of the presentation material. In the right-hand column are keys to visual aids, as well as space for your own notations.

Part II provides a training script. When presenting the material covered in Part II, do not read the outline as a script. Instead, become thoroughly familiar with each topic, then paraphrase and embellish it to suit your individual 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. First, fit your planned discussion to the time allotted. Second, allow ample time for group discussion and participation. If you find you are going overtime or the program is too lengthy, do not delete entire topics; rather, address them briefly and tell participants what resources they can use to get additional information. (The officer handbooks, for example, are an excellent resource for incoming officers.)

Part III provides handouts and an evaluation form to be distributed during the session according to the script. Be sure to make sufficient copies.

Part IV of this booklet contains the basic visual aids for the program. Each is designated in the right hand column as V # ___ in the outline. PowerPoint visuals are available on the Toastmasters International Web site, or you can copy the text on a flip chart.

D. CHECKLIST FOR CLUB OFFICER TRAINING

- _____ Training assistants appointed
- _____ Visual aids prepared
- _____ Handouts reproduced
- _____ Room arranged and properly equipped
- _____ Coffee and refreshments ordered
- _____ Supplies and reference materials on hand
- _____ Projector, computer, screen, spare bulb, and extension cord available
- _____ Flip chart and easel available, along with marking pens
- _____ Notepads and pencils available for each participant

E. EVALUATION AND FOLLOW-UP

- A. Session Leaders: Ask the participants to fill out the evaluation form at the end of the session. Alter your material as needed based on feedback you receive.
- B. Club Application: Evaluate trainees' use of materials. Be sure to follow-up with club leaders throughout their term. Keep in mind that learning is a continuous process.
- C. Refresher Sessions: 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 address 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, the location of the rest rooms 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 media relations, advertising, promotion, and campaign development skills, plus others, that you will be able to use 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 be met. These standards help officers clearly understand their roles and provide a point of reference for members on what to expect from club officers. These standards also help in evaluating current leaders and candidates for office, and facilitating communication when expectations differ among officers and

members. The standards identify performance members should expect from club officers outside of each meeting and performance they should expect 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.

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.

HO #1

Your standards at the club meeting are to:

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

Please keep in mind 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 are intended to help you be successful 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.

Standards Outside of the Club Meeting

Promote the club to local media. The goal of a public relations program is to increase awareness and appreciation for Toastmasters. 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 an effective public relations program can be drawn up, one vital question needs to be asked: Who is the audience your club wishes to target? If you belong to an in-house company club open to employees only, for example, your pool of prospective members is going to 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 do condominiums predominate? Perhaps the area features 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 ten 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 devise and deliver a well-focused public relations campaign.

PRESENTER: Conduct a brief Table Topics session with some of your audience members by asking the question, "In one minute or less, tell us about your club's target audience."

- ▶ **Develop a media list.** Now that you have targeted your audience of future club members, you need to find a way of promoting your message to as many of those members as possible. An effective way of doing this is to contact your local media. Once again, consider how best to focus your efforts. This involves creating a list of contacts most likely to publicize announcements regarding contests, individual member achievements, and general news about your club. Think about the following as you create your list:

- What type of media does your target audience encounter on a frequent basis? Are they more inclined to listen to the radio or watch community access television, or would they be more likely to surf the Web, or browse the pages of local newspapers, magazines or other publications?

- ❑ Among your local media, who will be most likely to offer consistent publicity? For example, large metropolitan newspapers generally are less motivated to feature such information, but smaller publications that thrive on community news probably will wish to publish your announcements on a regular basis. 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.

PRESENTER: Conduct another brief Table Topics session with some of your audience members, this time asking the question, "Think of topics – such as club events or member success stories – that might be useful for pitching to the media."

- ▶ **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. Be sure to determine if e-mailed attachments are okay, if best to avoid attachments and 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* (Catalog No. 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.

Publicity Materials. Are you ready to publicize special events such as Speechcraft? Or do you simply wish, at the beginning, to promote your regular club meetings?

VPPR-V #2

- ▶ **Maintain a press kit.** Whatever your immediate objective happens to be, the effectiveness of your media promotions campaign begins once you

have a complete press kit at your side. The kit should include a news release, a fact sheet about Toastmasters and your club, photographs, slides, sample Toastmasters magazines and promotional brochures (Catalog No. 99, 101, 103), and taped public service announcements (Catalog No. 1151, 1144).

- ▶ **Send 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. Here are some ideas for creating a professional, effective news release.

HO #2

- Remember to tell a good story – something readers/viewers or listeners would be interested in.**

- 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. Always check with the respective media sources beforehand about how they prefer to receive releases. Electronically? Attachments? Photos? How far in advance of the event?

- ❑ **Edit the release.** Tell your story (the person or event you are promoting) in the first sentence or paragraph. Ensure your writing is clear and concise. 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 the club. You also may be allowed to use inter-office mail to publicize the club. Here are some ideas:

- ▶ **Give interviews.** Another way to market your message is to offer media 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 manuals, *Public Relations* (Catalog No. 226C) and *Communicating on Television*

(Catalog No. 226J), provide a great deal of 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 and/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 desktop publishing 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:

- ❑ **Document and publicize 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 level; 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 leadership, and articles by other club members.

- ❑ **Provide visitors with “take-home” publicity.** Besides unifying your club members through the printed word, the presence of a newsletter 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 upcoming program events will encourage them to return. A professional-looking Web site provides this same information and invites viewers to attend a club meeting.

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 inform the membership of their 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 precise and your writing is 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 typed copy with boxes, bullets, borders, creative hand lettering, and artwork. 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.

Promote Membership Programs. Although public relations is primarily concerned with “getting the word out” to non-Toastmasters, you and the vice president membership frequently will work together. Since you both have a mutual goal – to strengthen the membership and attendance of your club – you both will share information and assist in each others’ efforts. Use the club newsletter and Web site to promote the club’s membership-building programs, progress, and results.

For privacy reasons, include on the Web page the names, addresses, telephone numbers, and e-mail addresses of club officers, the creator/maintainer of the page, and club support personnel only after having received express written permission from each individual. Do not include any other club members’ addresses, e-mail addresses, or telephone numbers. The web page must include

a Toastmasters International trademark acknowledgement statement as published by World Headquarters.

A professional-looking Web site is important for publicizing your club and attracting new members. Toastmasters International has a free Web-hosting service, FreeToastHost.org, that your club can use to create, maintain and host its own Web site. In addition to hosting your Web site, FreeToastHost.org provides templates you can choose from to design 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 #5

Attend other Toastmasters events. Before you can tell others about Toastmasters, you've got 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.

VPPR-V #6

- ❑ **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 district lieutenant governor education and training for further information.

- ❑ **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.

- ❑ **Promote the benefits of the organization.** Once you've become familiar with the innumerable opportunities and benefits offered by Toastmasters and the many people you can use as sources for success stories in your press releases, channel that enthusiasm into dynamic publicity strategies that will make a difference.

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.

Standards at the Club Meeting

VPPR-V #7

Announce upcoming 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 to write articles for it. Encourage members to submit items 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.

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

CASE #1

*Case Study for Club Vice Presidents Public Relations:
Publishing Your Club Newsletter On Time*

HO #5

Objective: Learning how to meet deadlines.

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:

- Prior to the deadline, get commitment from members for article submissions.*
- Review article deadlines during club meetings and executive committee meetings.*
- Enlist support by reminding your club members that the newsletter serves as both a club information source and a publicity tool.*

CASE #2

*Case Study for Club Vice Presidents Public Relations:
Increase the Effectiveness of Your News Release*

HO #6

Objective: To determine why a news release may not have been effective.

Time: 15 minutes

Process:

- 1. Distribute copies of the case study sheet in Part III to the training session participants.*
- 2. Ask 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.

VICE PRESIDENT PUBLIC RELATIONS STANDARDS

Outside of the club meeting ...

1. Promote the club to a 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.

At the club Meeting ...

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

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 10,000 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.

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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 211,000 members in 10,500 clubs in 90 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, The Discussion Leader, 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.



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P.O. Box 9052 ■ Mission Viejo, CA 92690-9052 ■ (949) 858-8255 ■ Fax (949) 858-1207 ■ www.toastmasters.org

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 club and we guarantee that you'll become a better, more confident public speaker. Our club meets 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 club can help. In our club 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. The club meets 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.

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
_____	1205 Supply Catalog	\$1.00 \$ _____
_____	1310D Vice President Public Relations Handbook	\$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 \$ _____
_____	1142 “News Release” Stationery...“News From Toastmasters International” printed on white paper (100 sheets)	\$4.00 \$ _____
_____	1144 TV Spot Announcements...30-second public service announcements promoting the benefits of Toastmasters	VHS \$7.50 \$ _____
	3/4 Cassette	\$15.00 \$ _____
	Beta-SP	\$25.00 \$ _____
_____	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.	\$18.00 \$ _____
_____	1151 Radio Spot Announcements...Series of 30-second public service announcements suitable for AM or FM stations	CD \$10.00 \$ _____
	Cassette	\$5.00 \$ _____
_____	1153 Publicity Pack...Toastmasters International Press Releases, magazine and more	\$1.50 \$ _____
_____	1972A Communication Achievement Award brochure...How clubs can honor a local dignitary for outstanding communication – 1 no charge - each additional	N/C \$ _____
TOTAL		\$ _____
CA clubs add 7.75%		\$ _____
TOTAL AMOUNT		\$ _____

Mail to: Toastmasters International;
 P.O. Box 9052, Mission Viejo, CA 92690 U.S.A.
 or telephone (949) 858-8255, Fax No. (949) 858-1207

Standard Domestic Shipping Prices - 2006			
TOTAL ORDER	SHIPPING CHARGES	TOTAL ORDER	SHIPPING CHARGES
\$0.00 to \$2.50	\$1.80	35.01 to 50.00	\$7.90
2.51 to 5.00	3.45	50.01 to 100.00	9.15
5.01 to 10.00	4.15	100.01 to 150.00	12.15
10.01 to 20.00	4.90	150.01 to 200.00	15.15
20.01 to 35.00	6.90	200.01 to _____	Add 10% of total price

For orders shipped outside the United States, see the current Supply Catalog for item weight and shipping charts to calculate the exact postage. Or, estimate airmail at 35% of order total, though actual charges may vary significantly. Excess charges will be billed. All prices subject to change without notice.

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 _____

Email _____ Phone No. _____

CASE STUDY #1

CASE STUDY FOR VICE PRESIDENTS PUBLIC RELATIONS: PUBLISHING YOUR CLUB NEWSLETTER ON TIME

After spending a considerable amount of time on the design and layout of your club newsletter or Web site, all the necessary articles for your upcoming issue have been submitted...except for one. Once again, the vice president education has neglected to give you the member program assignments by deadline date. But since the assignments section is an important part of the newsletter, you realize that – once again – production is going to be delayed.

As vice president public relations, how can you ensure articles are submitted on time?

CASE STUDY #2

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?

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 FOR THE TRAINING SESSION

Materials on the following pages are designed specifically for the presenter to use in conducting the training session. You can reproduce them as transparencies for use on an overhead projector, or handwrite them on a flip chart.

In the right-hand column 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 overhead.” You also may use the right-hand margin for making notes.

TIPS ON USE:

1. **Show the visual aid only while you are talking about it.**
2. **Be sure everyone in the audience can see the visuals clearly.** Visibility to the people at the rear of the room is your guide.
3. **Talk to the audience, not to the visual.** Maintain eye contact even when your listeners are looking at the visual. This will help you judge their understanding.
4. **Don't overdo it.** You need not illustrate every point in the speech.
5. **Rehearse.** Nothing is more important than adequate preparation. Know how and when you will use the visual, and practice so you will make a smooth presentation. Anticipate all possible problems, especially when machines are involved.
6. **Remember . . .** Be as professional as possible.

Promote the Club to Local Media

- Target your audience
- Develop a media list
- Send promotional materials to media members

Publicity Materials

- Maintain a press kit
- Send news release
- Give interviews

Three Reasons for a Club Newsletter/Web Site

- Document and publicize current events
- Inform with educational material
- Provide visitors with publicity / information

Important Newsletter Features

- Content
- Readability
- Visual impact

FreeToastHost.org

A free Web-hosting service for clubs! Use it to create and maintain a professional-looking Web site. No Web-site design experience necessary.

Keep in Touch With Toastmasters Events

- Be aware of area and district events
- Attend whenever possible
- Promote the benefits of the organization

Standards at the Club Meeting

- Announce upcoming events / programs
- Ask for newsletter contributions
- Greet members / guests