

DISTRICT 112 PUBLIC RELATION MANAGERS' REPORT TO THE DISTRICT EXECUTIVE

District Public Relations Manager

Rob Wightman DTM

18 August 2018

District Public Relations Goals for the year July 1, 2018 – June 30, 2019

UPDATED September 8, 2018

1. Communicate the District News to members throughout the District with monthly Newsletter and D112 website.
2. Develop D112 PR material for use by clubs and members throughout the District.
3. RAISE THE PROFILE Campaign to increase Toastmasters Brand awareness and encourage visitors to clubs
4. Review club website Branding with a view to providing a consistent message throughout the district.
5. Build the District Website to have a visitor focus, while maintaining member access to resources. To provide news and links to clubs throughout the District.
6. Grow our online presence with a focus on expanding knowledge of the D112 Facebook Page and the Toastmasters New Zealand Facebook page.
7. Have at least a dozen articles relating to Toastmasters in public media during the TM year.
8. Respond to public enquiries (website/Facebook/0800 PEOPLE/text PEOPLE to 875) within 24 hours.
9. Support all areas of club growth and member retention activities in the District to assist in achieving Members Goals resulting in District Success.

Projects in Progress

1. Monthly District Director newsletter compiled and distributed every month. [3 months issued](#)
2. Advertise the two message services 0800 PEOPLE and the new Text PEOPLE to 875. [Placed on Website and Facebook](#)
3. Zoom.us programme introduced for by authorised District Officers. [Zoom.us operational](#)
4. New Visitors Pack with Pathways in conjunction with CGD. [PQD has updated and new packs being printed](#)
5. Encouraging Facebook activity on both D112 and Toastmasters New Zealand Facebook pages, supporting Clubs "Open Meeting" campaigns. [Boosting activities on Facebook increasing growing.](#)
6. D112 Website with a new look in place and the site itself encouraging Visitors principally, with access for Members and District news, reports and general information. [Current website operating particularly for visitors. 2nd website with greater options being worked on for Members and Admin Upgrade in progress.](#)
7. Media Contact Toastmasters opinion sought by New Zealand Radio. [Dave O'Brien PRM D72 interviewed.](#)

Projects in Planning

1. Facebook campaign to encourage visitors to Toastmasters. [Ongoing and linked to Phantom Stickers](#)
2. Club website Branding review to provide feedback to all clubs.
3. Re-design and rebuild of the District 112 Website. [Ref item 6 above](#)
4. Neighbourly, Meetup, Event Calendar to be encouraged.
5. Working with Club Growth Director to develop and deliver on goals and actions identified in the Marketing Plan for 2018-19. [Marketing Toastmasters Corporate Programme now in progress. Careers Expo attended.](#)
6. [Media Contact to be reviewed.](#)

District PR Challenges, Issues & Solutions

1. To ensure communications with Divisions, Areas, Clubs and Members is functioning correctly. [Improving, but more work needed to ensure Members are receiving updates.](#)
2. To encourage clubs to distribute information that is relevant to their Members. [See 1](#)
3. To encourage Clubs and Members to send news of their success and testimonials that can be broadcast widely as part of the 'Raising the profile' campaign. [A small number has been received](#)

We can plan, and it will take a Team to make it happen. That is what Toastmaster's do.

Rob Wightman DTM

Public Relations Manager - District 112

Toastmasters International

Where Leaders are Made

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