

District 8 PR Communications - October 19, 2019

District 8 PR Support for Club Growth

- Attend a District 8 Branding webinar
 - TM's Open House and Speechcraft
 - PR plan
- Request a “*Let The World Know*” Strategic Meetup and have the following:
 - Area/Club's WOW Factor
 - Area/Club's photo
 - Area/Club's updated website
 - Social media pages *Facebook, Twitter, Instagram, Meetup, LinkedIn, Snapchat, etc.*
 - Area/Club Public Relations committee members identified

Speech Contests

- 30 Days out and begin weekly posts.
 - “SAVE THE DATE” post
 - D8 Facebook/Twitter - Post graphic for sharing. Ask Division/Area Directors and Club VPPRs like and share to their TM club pages. Encourage club members to like and share.
 - Instagram - D8 graphic announcement of club contests
 - Social Media Ads

Area/District Contests

- 30 Days out and begin weekly posts.
 - D8 Facebook/Twitter - 30 Days out begin weekly posts. Ask Division/Area Directors and Club VPPRs like and share to their TM club pages. Encourage club members to like and share.
 - Instagram - D8 graphic announcement of club contests
- ALL - Toastmaster Leadership Institute (TLI)
- Videographer/Photographer to capture D8 Leadership photos, Area/Club Leadership photos and video clips of Keynote and General sessions. (Historical and PR purposes)

D8 Spring Conference - Authors' Fair **NEW**

- Solicit authors with books on leadership to attend for \$100/table | \$50 Toastmaster
 - Authors allowed to sell books/products (Must have own payment system)
 - Lunch for networking with D8 Toastmasters
 - Attend KeyNote session

D8 Spring Conference **NEW**

- Social Media Ads
- Business Vendor Fair
- Invite Organization Leadership/HR Teams

- Invite Small Business and Entrepreneur
- Videographer for the event

Member Spotlight **UPDATED**

- November 2019 - August 2020
 - STL Metro East (IL) - November 2019 / April 2020
 - Southern MO - November 2019 / May 2020
 - Southern IL - December 2019 / June 2020
 - STL and surrounding MO counties - January 2020 / July 2020
 - Springfield-Central IL - February 2020 / August 2020
 - Columbia-Jefferson City-Central MO - March 2020 / August 2020