

DISTRICT 72 PUBLIC RELATION MANAGER'S REPORT TO THE DISTRICT EXECUTIVE

District Public Relations Manager	Stephen Preston	Report date	28 January 2017
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District PR Goals for the year

1. Communicate the District News to members throughout the District with a monthly Newsletter
2. Re-design the District Website to have a clear customer focus, while still maintaining member resources and providing news and links to clubs throughout the District by 31 March 2018
3. Grow our social media presence with a focus on:
 - doubling our Facebook Page likes to exceed 10,000 by 30 June 2018, and
 - expanding our YouTube channel through member contributions driven by a National Video Competition for 1 to 2 minute videos
4. Develop PR material for use by clubs and members throughout the District, including a booklet on "Building Your Membership" and developing and distributing billboards
5. Delivering advertising that increases brand awareness and brings visitors to clubs
6. Review club websites and provide effective feedback for improvements by 28 February 2018
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/email) within 48 hours
9. Support all areas of club growth and member retention activities in the District to assist in achieving District goals

District PR Celebrations & Successes

- Monthly District Director newsletter compiled and distributed 1st of every month
- National Video Competition established to develop video resources for Toastmasters promotion
- Stock of Toastmasters New Zealand Visitor Packs sent out to clubs throughout New Zealand FOC
- Developed new Visitors Pack with Pathways and realigned information, in conjunction with CGD's
- Facebook and Neighbourly advertising supporting CGD's "Open Meeting" drive
- Google AdWords campaign launched to promote Toastmasters across New Zealand
- Trial "Back of Bus" billboard project has been initiated in Auckland
- Full page advertising in Careers Expo Magazine

Projects in Process

- Facebook campaign to drive visitors to Toastmasters in first 6 months of 2018
- PR campaign for Pathways launch
- Club website review to provide feedback to all clubs
- Re-design of the District Website
- "Building Your Membership" booklet
- Working with Club Growth Directors to develop and deliver on goals and actions identified in the Marketing Plan for 2017-18

District PR Challenges, Issues & Solutions

The greatest challenge has been getting the information to reach members, as much is sent to the club email addresses which is not being redistributed to individual members. Another challenge is to get buy in from clubs, members and district officers to provide contributions to enhance national activities through provision of relevant PR worthy news across the country. To help mitigate this challenge it is important that all District Officers get on board to ensure that information is passed on and, where appropriate, acted upon, and that ideas are sent to prm@toastmasters.org.nz on a regular basis.