

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

District Public Relations Manager	Stephen Preston	Report date	13 October 2017
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District PR Goals for the year

1. 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
2. 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
3. Develop PR material for use by clubs and members throughout the District, including a booklet on "Building Your Membership" and developing and distributing billboards
4. Review club websites and provide effective feedback for improvements by 30 November 2017
5. Have at least a dozen articles relating to Toastmasters in public media during the TM year
6. 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
- Work underway to develop new Visitors Pack with Pathways information
- PR campaign prepared for Pathways launch
- Facebook and Neighbourly advertising supporting Club Growth Directors "Open Meeting" drive
- Google AdWords campaign launched to promote Toastmasters across New Zealand
- Pilot "Back of Bus" billboard project has been initiated in Auckland
- Club website review in progress to provide feedback to all clubs
- A committee is being established to re-design the District Website made up of the PRM, the District Webmaster and a representative from each Division in the District
- Working with Club Growth Directors to develop and deliver Marketing Plan for 2017-18

District PR Challenges, Issues & Solutions

The greatest challenge will be getting 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 pass on information and ideas to prm@toastmasters.org.nz on a regular basis.