



# Public Relations Manager Report

5 October 2021

Below is an update of what I have been working on over the past month:

## Website

Many late nights went into redesigning the Toastmasters New Zealand website. I wanted to create something that was more user friendly and better integrated with District 112 in the north. However, this is still a work in progress. One of the big changes was adding a Courses page so that clubs can advertise their upcoming speechcraft events. This will hopefully make it easier for them to attract participants.

The website is currently being updated once per week to keep it as accurate as possible. However, it is very easy to miss things and I really appreciate those who point out any issues.

## Social Media

Posting testimonials on our Facebook and Instagram pages have been tremendously successful! It has been good to see clubs, members and other Districts engaging with these. However, it has been quite challenging finding people who are willing to share their stories.

Rob Neale has offered to manage the Meetup account. I am really grateful for this, as it means we will be able to give this platform the attention it deserves.

## Newsletter

This has been my main focus for the past month. For a number of years, there has not been an official "Newsletter Editor" and the task has been passed around the Top Table. I feel that this needs to change and my goal is to build a Newsletter Committee who can take full responsibility of this and ensure that it is done professionally. A big thanks to Marie Muhl from Liffey Toastmasters and Mary Prendergast from Greymouth for offering to be involved.

I have also been working on the design of the newsletter. I hope that the new format is more member-friendly and engaging.

## Workshops

On Sunday 15 August, I held my second workshop for the year. The topic for this one was Website Building and I have been overwhelmed by all the questions that have come through since then. No more marketing workshops are being planned, but the recordings can be found in the videos section of the District 72 website.

Brad Grootelaar

**D72 Public Relations Manager 2021-2022**