

## Vice President Public Relations Training Script

For use at the 2016-2017 Division G-hosted Officer Training Sessions

Based on Vice President Public Relations Club Officer Training manual (T.I. Item 1313E Rev. 03/2015).

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### NOTE TO LEADER

Sometimes group discussion goes on for too long or gets off track. Try bringing the group's attention back to the topic by referring to this script and inviting members to continue their conversations after the session.

For example: "I'm glad we all have so many success stories to share about our time with Toastmasters, and I encourage you to continue these conversations after the session. For now, let's get back to discussing your responsibilities on the executive committee."

### Session Introduction

My name is <name>. As a training facilitator, I am responsible for conveying the information that club officers need to fulfill their roles. Why? Because well-trained club officers are equipped to enhance club quality, develop and lead successful teams and thrive in the Distinguished Club Program. That last point is reinforced by statistics reported by the District 38 Chief Information Officer, who has told us that about 80% of the clubs who have their officers trained achieve some level of distinguished status.

We're going to look at the three R's, and they're not Reading, 'Riting and 'Rithmetic. They are:

Role

Responsibilities

Resources

I assume you all brought your Club Leadership Handbook which your new club president should have received and given to you. Put a bookmark at page 31 as that's where we'll be going shortly.

A little about me. [Describe your background in Toastmasters. Highlight the awards you've received, how long you've been a member and in which club officer roles you've served.]

But congratulations to you! In this position you present your club to external audiences, which helps to attract new members. You're head of the club's marketing department, and your ability to serve effectively in this role can be key to a club's health.

Alright, let's jump in. First R! Turn to page 31 in your Club Leadership Handbook, please. I need a volunteer to read the first paragraph under Vice President Public Relations as it describes your role.

What "p" word was repeated? [promote] [Importance of connection with community and media (briefly discuss techniques used by trainees?)]

[Have someone read second paragraph. Discuss building a media list, social media (Meetup and Facebook, e.g.), club's online presence with fresh content, etc. Notices to newspapers still effective according to an experienced VPPR from New Jersey.]

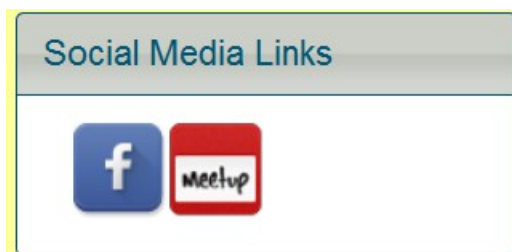
If we distill the role paragraph a bit we can come up with these four points:

- Promote the club to the community via bulletin board posters, fliers, etc.
- Announce club events and news via the media using press releases
- Ensure your club, especially if a community club, has a well-maintained Web presence. Closed corporate clubs don't need this as much, if at all.

[Read the club constitution section which describes the office.]

R2 is Responsibilities. There is one of them and it's identified under the heading on page 31. We'll go through it quickly and your homework assignment is to review it thoroughly. If you have questions about this, ask! Ask me today, ask someone with VPE experience, ask your area director, but ask! [Review Publicize the Club material]

Though there's one responsibility, there are a good number of ways you can promote your club, engage current members and attract new members. [Review 7 items on page 32. Perhaps take a poll of trainees, asking how many of them use each of these 7 at their club. As examples, show them the banner atop your script, the Division G Web site, Toastmaster Art YouTube channel for educational videos, etc. See below (and handout) for example of added social media links on a club's Free Toast Host site.]



Your responsibilities are in two categories as you can see under the Summary of Responsibilities heading on page 33.

**Before Club Meetings:** [Review all of this.]

**During Club Meetings:** [Review all of this.]

R3 is Resources. Your first resource is right here, right now. Officer training. Even if your club elects officers on an annual basis I strongly recommend you attend the summer and winter training. Get to as many sessions as you can, not so you can hear the same lecture over and over again but so that you can hear from and exchange ideas with as many of your fellow VPPRs and Toastmasters as possible. It's the N word: Networking. If you turn to page 28, you'll see a list of links to resources on the T.I. site. If you flip back to page 34, you'll see the item numbers for some of the resources helpful for your position. If you go to the Shop part of the T.I. site and type in those item numbers, you'll be able to either purchase them or download (most of them) at no cost. Another resource would perhaps be the VPPR who

preceded you. Visits to other clubs are also a great way to see how your counterparts elsewhere do their job.

Let's summarize by presenting your homework assignment.

1. Attend as many officer training sessions as you can.
2. Read pages 31 through 34 in the Club Leadership Handbook.
3. Check out the resources on page 34.
4. Brand your club correspondence, agenda and other documents with official T.I. letterhead.
5. Build a media/outreach list for regular, ongoing promotion of your club.
6. Consider a PR campaign or contest (cf. CL projects 8 and 10).

Time for Q&A.

Distribute evaluation form to encourage feedback for improvement. *Trainees should turn this in at the sign-in desk before they leave.*

[END]