

Promotions Guide for a Club Officer Training Event

The purpose of this document is to provide guidance to Event Organizers (or Committee Chairs) on both the content and the delivery of Toastmaster Leadership Institute (TLI) event information to District 55 Toastmasters, and in particular Club Officers.

EVENT INFORMATION is needed. It needs to be clear and specific

- Date
- Times
 - Registration/Check-in Desk Open Time (15-30 minutes before Start Time)
 - Start Time (equivalent to gavel down time of a regular TM meeting)
 - Stop Time
- Venue
 - Name, Address, City
 - Building designation if applicable - use sign if big facility
 - Parking information/rules if applicable
 - Entry door if needed
 - Security requirements (is ID required?)
 - Special driving directions (on a large campus)
- Agenda
 - Session Names and 2-3 sentence Abstracts
 - Start and Stop Times (allow for breaks, transition time, and networking)
 - Presenters Names and short Biographies
 - NOTE Session Names and Times are needed 2-3 weeks prior to the event; Abstracts and Presenters information are needed one week prior
- Refreshment/Meals
 - What will be offered
 - Are attendees expected to pay/donate? If so, how much and when to pay?
- Registration
 - What Information (Name, Club(s), Officer role, lunch choice, etc.)
 - By when
 - Attendance limits if any - closure date of online registration if necessary
- Contact information
 - Name and Email address
 - Needed in case more information is required
 - Optionally if you want to solicit for volunteers

Promotions Guide for a Club Officer Training Event

Documenting / Packaging the above information

- Flier (will have a sales/excitement slant to it) - to post via social media
- Email and/or letter (take advantage of District email account)
- Document (Word, PDF)

Who to send the information to / How to get the word out. It will be a combination of the elements described below. Pick and choose the ones that work for you

- Directly to Target audience: Club Officers
 - Email (or snail mail letters)
 - Phone calls
 - In person (club meetings)
- To Intermediaries who will then communicate to Target audience
 - Area Directors, their assistants or event organizers
 - Division Directors, their assistants or event organizers
 - Senior District Officers / Trio
- To the webmaster (webmaster@tmd55.org)
 - Send email with information and attach documents, links, etc.

When to disseminate what information

- One month before
 - Date, Times, Venue Location, Parking and Contact for more information
- 2-3 weeks before
 - Everything else, with the possible exception of session details (presenter, biography, abstract)
- One week before
 - Everything!
- NET: Put the word out to the Target audience and Intermediaries at least twice. The website and registration sites can be updated more frequently. As soon as you develop the information, send it to the webmaster.