



WHERE LEADERS ARE MADE

District 17 Public Relations Manager Report

Communication Plan

A decision was made at the previous District Management meeting to approve the use of tiqbiz as a communications medium. The district hierarchy has been sent up as communication groups and administrators and editors can be set up for each group. Links to the district website and convention website set up. Clubs can also have their websites linked directly on request. Using the calendar is very easy and allows multiple reminders to be set to multiple groups of people. PDF documents such as agendas and can be attached and opened in the app. The annual cost is \$450 ex GST.

Public Relations PPP and Social Media

Clubs are still very slow to submit entries but things have picked up a bit after the last Club officer training sessions. Many clubs are active on Meetup, Facebook and have open house events and anniversaries. A special Facebook page for VPPRs have been created based on feedback from the last COT session.

At the request of VPPRs we set up and ran a FreeToastHost workshop at very short notice. Approximately 25 attendees turned up and are hopefully now using their websites to promote their club and to integrate with Facebook.

Word-of-mouth in the modern era is telling everyone on Facebook and other social media. Not just share photo but include a call to action.

Awards Night 2015-2016

The date for the awards night has been confirmed as 7 July 2017. Help will be appreciated.

Website Audits

All the clubs were contacted to update their details on the revamped District website and this is now completed. There are some clubs without VPPR roles filled according to the latest club officer list.

Speakers Bureau

The Speakers Bureau is now running monthly auditions and have so far approved 2 speakers. The website is still under development and once it is ready will link to the district website.

Overseas Visitors

Darren LaCroix visited in February and presented at two of the COT sessions. He also ran two workshops, one at Bentley and another at the state library. This was very well received by the participants.

Other

Promotion of the District convention is continuing.

Generic business cards that can be used by clubs in the place of flyers has progressed.

An event for the 1st weekend of June is being investigated.

A provisional booking has been made for a Toastmaster social retreat weekend away on 28/29 April. This is not an official district event, but an opportunity to relax, discuss membership and explore using Social media.

Almarie Meyer

Public Relations 2016-17