

Positive Promotion Premiership (PPP) 2016-17

Introduction

The PPP has changed from a system where points are allocated for all the normal things a club is meant to be doing such as announcing meetings, having visitors sign the guest book and updating the website and social media.

The new PPP will reward clubs for being creative and doing things that are outside of the day to day activities in a club.

The PPP runs from 1 July to 15 May of the following year.

Clubs can send in as many submissions as they want to send. Clubs must send their submissions and questions to prm-d17@toastmastersdistricts.org

The winner will be announced at the District Convention in May.

What is Public Relations and Promotions?

Promotions refer to the entire set of activities, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product, in preference over others.

There are several types of promotions. Promotions include advertising, press releases, consumer promotions (schemes, discounts, contests), while below the line include trade discounts, freebies, incentive trips, awards and so on. Sales promotion is a part of the overall promotion effort.

There are also:

1. Personal selling: one of the most effective ways of customer relationship. Such selling works best when a good working relationship has been built up over a period of time.

This can also be expensive and time consuming, but is best for high value or premium products.

2. Sales promotions: this includes freebies, contests, discounts, free services, passes, tickets and so on, as distinct from advertising, publicity and public relations.

3. Public relations: PR is the deliberate, planned and sustained effort to establish and maintain mutual understanding between the company and the public. It is the practice of creating, promoting and maintaining a favourable **image** of an institution among its various audiences through the use of various communications channels and tools.

A promotion is any activity that supports or encourages the cause of your club, area, and Toastmasters in WA.

These activities will attract members, retain members and keep the public informed.

What are typical submissions?

- ▶ Newspaper and magazine articles

- ▶ Speaking at Public events
- ▶ Videos on websites and social media sites
- ▶ Participating in workshops
- ▶ Social media activities
- ▶ Radio and TV talks
- ▶ Featured member profiles
- ▶ Blogs

How is the winner selected?

Clubs must send their submissions to prm-d17@toastmastersdistricts.org

The PRM will measure all the submissions received in the month against the criteria and rank them from high to low. Up to three submissions will be selected as monthly finalists. The criteria are listed in the PPP checklist to help you determine how likely your submission is to win.

All the monthly finalists will be checked against the qualifying criteria at the end of the premiership to determine if they have qualified to be a winner.

This list of finalists will then be given to an independent judge or judges to determine the winner and runners-up.

Tips for winning

- ▶ Show initiative and be creative
- ▶ Share events with other clubs
- ▶ Wider cover is better e.g. All WA compared to local newspaper
- ▶ New news. Do something the other clubs have not done.
- ▶ Videos > Photos > Written
- ▶ Outsiders promoting your club
- ▶ Low cost > Paid advertising
- ▶ Promote the Toastmasters values : Respect, Integrity, Service and Excellence

What are the qualifying criteria

These criteria will only be used to select the winner at the end of the period. Monthly finalist do not have to achieve these criteria before the cut-off date in May.

- ▶ The club must have written at least 4 new members. These can be dual, reinstated or transfer members. (Met DCP goal 7)

- ▶ The club must have had at least 4 officers trained at either of the COT sessions (Met either of DCP goal 9A or 9B)
- ▶ The club must be a club in good standing.
- ▶ The club details on the Toastmasters international website must be current.
- ▶ The club details on District17 website must be current.
- ▶ The club must have at least one form of online or social media presence such as a Website, Facebook page or Meetup group.
- ▶ The home page (front page) must be current and cover the Who, Where and When of club meetings.
- ▶ The online information needs to show regular updates. No less than once a month for at least the latest 4 months. January to April.
- ▶ There must be no out of date information on the front page e.g. event should not still be advertised more than a week after the event .

Can clubs be disqualified from winning?

Yes. Any club involved in negative PR that detracts from the Toastmasters brand will be disqualified. Always remember the Toastmasters values.

Checklist

The more items you can tick, the more likely your submission is to be selected as a finalist.

- ▶ Will this activity attract new members?
- ▶ Will this activity help retain existing members?
- ▶ Does this activity tell the public more about Toastmasters?
- ▶ Does this activity promote the club internally?
- ▶ Does this activity promote the club externally
- ▶ Does the promotion include photographs?
- ▶ Does the promotion include a video?
- ▶ Does it look like fun? Are people smiling?
- ▶ Does the event involve more than one club?
- ▶ Is it a community event?
- ▶ Is this event inspirational?
- ▶ Does the event promote the Toastmasters values?
- ▶ Is the promotion featured in more than one place e.g. Newspaper, Facebook and Website?