



District 112 Public Relations Manager's Report

District	112	District Public Relations Manager	Elizabeth Viljoen	Report date	August 2020
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PRM Status

Online: District 112 Toastmasters is actively updating the website. The District Facebook page and group grew with 17 likes to 704 and 30 members to 205 in the last 28 days. The new VPPR Facebook Group has 49 members. The District LinkedIn page now has 81 followers. The YouTube channel has 25 subscribers.

Newsletter: The first video newsletter of July 2020 had 257 views. Members received the link via email and social media. Next newsletter - 12 August.

Emails: Inquiries regarding Speechcraft courses and how to find and join clubs. Clubs and areas wanted events created on Facebook.

Newspapers: Thames Toastmasters published in the Whangamata News

Smedley Award promoted on Facebook and in upcoming newsletter (1 August – 30 September).

Additional VPPR Workshop completed after Club Officer Training: Marketing presented by An Nguyen on 1 August. 15 attendees. Video will be published soon.

District Celebrations & Successes

Eight sessions of Club Officer Training successfully completed online, an extra session added.

District Challenges

Issues	Solutions
People interested in Speechcraft courses and Toastmasters clubs in District 112 are contacting District 72 via their website	Experts are working on a better outcome
Clubs need promotion	Provide ongoing training opportunities for VPPRs and create a platform where club growth ideas and projects can be shared

Events and other newsworthy items

International Speech Contest semi-finals, where Amy Davidson will compete, will be held virtually on August 27 at 6–7:30 a.m.

To support Amy Davidson when she takes part in Semi-finals Round 4

(<https://www.toastmasters.org/events/2020-international-convention/Semifinals>), please register here: <https://www.toastmasters.org/events/2020-international-convention>.

Judges Workshop on Zoom – Jess Vargas

District Officers Training and Awards dinner – 12 and 13 September

Virtual Council Meeting – 18 September

Humorous and Table Topics Area Contests – September to October

Division Conferences as well as Humorous and Table Topics Contests – October to November

Second round of District and club officer training – November to February
 Evaluation and International Area Contests – February to March
 Division Conferences as well as Evaluation and International Contests – March to April
 District Conference and contests – 30 April to 2 March 2021

Training for VPPRs

15 August – Design on Canva and brand awareness

22 August – Press releases and traditional media

29 August – Open house events

Membership Building Campaigns

Program	Program Dates	Details
Smedley Award	1 August to 30 September 2020	Add five new, dual, or reinstated members with a join date between August 1 and September 30 Smedley Award Ribbon 10% discount off shop orders
Talk Up Toastmasters	1 February to 31 March 2021	Promote and Talk up Toastmasters – invite guests to special meeting/s. Add five new, dual, or reinstated members with a join date between February 1 and March 31 Talk up Toastmasters Ribbon 10% discount off shop orders
Beat the Clock	1 May to 30 June 2021	Beat the Clock is a great motivator for finishing the year on schedule—on time and with record membership numbers. Add five new, dual, or reinstated members with a join date between May 1 and June 30 Beat the Clock Ribbon 10% discount off shop orders