Toastmasters New Zealand North
District 112

District 112 Public Relations Manager's Report

District	**112**	District Public Relations Manager	**Elizabeth Viljoen**	Report date	**October 2021**

PRM Status

Online promotions – since the previous report:

- Thank you to our webmaster, Mike Diggins DTM, for his continued work on our newly published District website. Please give your feedback for our continued improvement, in typical Toastmasters' fashion (commend, recommend, challenge).
- **Facebook**
    - The **District Facebook page** grew with 8 likes to 808 (outward communication – marketing)
    - The **District Facebook group** gained 10 members to 372 (inward communication – membership retention). Members are becoming more confident to take part in the conversation, by posting and commenting.
    - The **VPPR Facebook Group** has 67 members, but is not currently active.
    - The **Region 12 Facebook group** grew to 630 members.
- The **District 112 Instagram** account gained 4 followers and has 180 followers.
- The **District Linkedin** page has gained 28 followers and now has 265 followers.
- The **District YouTube** channel has gained 2 subscribers and now has 97 subscribers. The latest videos include:
    - Communication and Important Announcements from District Leaders: Townhall announcement 10 September, September 2021 Newsletter, October 2021 Newsletter, Monday Moment by Stephen Budai (Zoom fatigue)

Newsletter:

- **Four monthly newsletters** with reports from the District Director, Program Quality Director, Club Growth Director, and Public Relations Manager have been published. The Trio are challenging themselves to do short unedited introductory newsletter videos. The newsletter has 3229 subscribers.
- Members receive the newsletter via email, and the link is also posted to the website and social media.
- This year Rob Wightman DTM is the newsletter coordinator and Toni Sharp DTM is the proofreader.

Emails:

- Mike Diggins, DTM, offered to answer queries via info@d112tm.org.nz.
- Emails forwarded from Administration Manager of District 72, which is listed as "Toastmasters New Zealand," includes inquiries regarding Speechcraft courses and how to find and join clubs in District 112. This year these are forwarded to the District 112 Administration Manager, Marlene Krone DTM**.** Her email address is admin@d112tm.org.nz.

District telephone line

- Division R Director Neville Isherwood DTM has offered to answer the 0800 PEOPLE helpline which we share with District 72. We are currently experiencing problems with the line, but hope to have it sorted out soon.

District Challenges

Issues	Solutions
Many clubs are not adhering to the brand guidelines.	Frequent training of new Vice Presidents of Public Relations will be needed. The Public Relations section in the newsletter will give tips and support.
District Public Relations should be a team effort.To give clubs all over equal exposure, every Division should have a Public Relations team.	Seven Divisions already appointed a Public Relations Coordinator, and a meeting is planned for middle October with District, Division and Area directors.

Events and other newsworthy items

- **District events:** District Awards were announced online on 18 September, was included in the October newsletter, and will be published on the website.
- **Region events:** Market like a Pro on 17 October. Registration required: https://bit.ly/MarketLikeAProR12

Support for Divisions: Division Public Relations Coordinators

Division K Public Relations Coordinator	An Nguyen
Division L Public Relations Coordinator	Veronika Gower
Division M Public Relations Coordinator	Devi Subramaniam-Jackson
Division N Public Relations Coordinator	Dean Yee
Division O Public Relations Coordinator	Annabel Valdez-Chiong
Division P Public Relations Coordinator	
Division Q Public Relations Coordinator	Lynley Deane
Division R Public Relations Coordinator	Neville Isherwood

- Congratulations to the above mentioned people for being appointed to support your District and Division.
- Would you like to serve Division P as their public relations coordinator? Please contact the Public Relations Manager, Elizabeth Viljoen, via email: prm@d112tm.org.nz

Support for VPPRs

- **VPPR Folder** on Google Drove and Club Officer resources on our website d112tm.org.nz

Membership Building Campaigns

Program	Program Dates	Details
Talk up Toastmasters	1 February to 31 March 2022	Toastmasters love to connect, so take advantage of it. The Talk Up Toastmasters membership program is the chance to encourage your members to invite guests to a special meeting where prospective members can learn about Toastmasters' many benefits. Then add five new, dual or reinstated members with a join date between February 1 and March 31, and you'll receive a special Talk up Toastmasters ribbon to display on your club's banner. Qualifying clubs can also earn a special discount code for 10% off their next club order. (The discount code expires six months from the date of issue and is not valid with any other offer.)

Contact details:
Elizabeth Viljoen prm@d112tm.org.nz
Neville Isherwood DTM 0800 PEOPLE
WEBSITE www.d112tm.org.nz