

# Nominations for the Kingsley Moody Award for Club Public Relations 2020-2021

## Brad Nielsen

When Brad took on the VP PR for Long Bay Toastmasters Club, he openly admitted that he had no experience in public relations or had a clue about online media. He said he didn't think he would do a very good job but wanted to assist the club by taking on the role when the current VP PR resigned mid-year.

He started by going through each social media site that we already had at the time. He contacted and queried all the different areas on how to change the information and completed this. He nailed the Facebook site after several weeks of frustration trying to log on. He didn't give up and persevered until he got there.

His next step was to start posts to the various online media sites which he did regularly and this is where the innovation came in. Brad has the ability to provide information in an entertaining and eye-catching way. One of his best efforts was the 'Winter is Coming' promotion where he pasted a picture of the character from 'Game of Thrones'. Later on he changed the promotion to 'Winter is ~~Coming~~ Here'.

He also introduced a water mark to our Agenda's with each meeting theme and posted each Agenda online (minus surnames) to give viewers an idea of what a club meeting entails.

During this time he perfected the online media 'search hits' from almost zero to filling the whole search page (on my screen ).

Plus a major achievement, he joined the club to Google Business which now shows a large online Long Bay advert to the right of the search.

This innovation of witty, eye-catching meeting advertising was very effective in changing our nil club enquires to several different areas of enquiries. The impact was from no visitors to several attending per meeting. He followed that up with lighting outside the club for it to be more visible for visitors looking for our venue. The impact on member recruitment was huge.

July 2020 we had 10 members – two left = 8 (one person inactive) = 7 Active Members.

By end of March we had increased to 10 Members.

By early June the club achieved the required 15 members for President's Distinguished plus one more for good measure (we had a couple join).

That means we recruited 10 members for the year. Oct = 1 Brad, Feb = 1, March = 2, April = 2, May = 1, June = 3.

This steady rise allowed us to 'keep up' with the induction and integration of new members into the club.

In April, he presented an amazing speech titled 'Whatcha doing Grandad?', telling the members all about the online media sites that he had encountered and what they were best used, their reach and effectiveness. It was a fascinating speech, entertaining as usual and showed that he not only just did the role of VP PR but he totally immersed himself into the social media world.

We feel Brad is worthy of this award.

Link to Long Bay Toastmasters Online Sites;

**Club Free Toast Host Website** – Long Bay Toastmasters  
<https://longbay.toastmastersclubs.org/>

**Facebook** – Long Bay Toastmasters  
<https://www.facebook.com/longbaytoastmasters/>

**Neighbourly**  
<https://www.neighbourly.co.nz/organisation/toastmasters-long-bay-toastmasters-club>

Regards  
Dallas Macris & Mark Armstrong  
Long Bay Toastmasters Club Officers 2020-2021