

Nominations for the Kingsley Moody Award for Club Public Relations

Nominee: Carol Bannister DTM

Nominated by: Richard Perkins DTM, Div Dir Q

Carol Bannister from Lake City Breakfast TM Club decided to do an HPL and gain members for her club. However she went a step further and decided to pull all the clubs of Rotorua together to create a combined effort public relations event.

The idea was born, a guidance committee put together and after many meetings the basis of combining all the strengths of clubs eventually became a major showcase event. I am going to take you through the steps of creation of this event and provide an insight on how Carol achieved this remarkable feat and her effective use of PR strategies'.

After a few discussions, testing the waters and having a coffee or two with the more senior members in Rotorua - The first email was sent on 24 March as follows:

Hi friends in Toastmasters
Yes, it's on tonight.
The ball is rolling.
Things are happening.

Time: 6:30pm Join Zoom Meeting...(info given...)

I am running to keep up as the project gains momentum.
Roll up, roll up and get the absolute latest on our joint club promotion planning.
Cliches, cliches, I know. Sorry. (Not really).

We hope to keep the session to an hour in length, but we haven't run it before, so how do I know? Hope is a wonderful thing.

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Carol Bannister, DTM
Team Leader
Rotorua Open House Project - Speak to Inspire

Her manner to inspire Toastmasters is simply stunning and she pulled together a great group of people, who were in it to help all clubs in Rotorua. Unity is a powerful force, and Carol as Team Leader spearheaded this initiative beautifully.

Her HPL committee was another inspiring choice with toastmasters volunteering the time, skills, knowledge and a formidable sense of purpose which provided Carol with a task that was now becoming a very 'big do'. It was time for a serious showcase event which is why Carol approached our District Public Relations Manager and the event could not fail with the wisdom and expertise offered by Elizabeth Viljoen. A registration page on the District 112 Website was created. The use of Facebook presented a great platform to let the world know that we can all speak to inspire (including a FB Banner).

The enormousness of the situation is seen on the 15th April when this email was sent...

Warm greetings to all Rotorua clubs!

This week is a big week behind the scenes of our Speak to Inspire project. It's time to let the whole of Rotorua know about Toastmasters and the **Free** event they can attend on 6 May.

This week, our promotional plan swings into action, starting with social media.

Here is how your club can help make it happen:

1. Include this link to the registration page in all your emails <https://d112tm.org.nz/speak-to-inspire/>
2. For your club Facebook manager:

Facebook Banner For Your Club Facebook Page

Attached is the Facebook banner (advert) for your page – when setting up your Facebook “Event” copy and paste this banner image when it asks you to insert a photo.

1. To learn more, click on this Zoom PR training link below and skip ahead to the times noted. www.youtube.com/watch?v=7-CEyzNzlkM
2. Intro to Facebook advertising **7.17** minutes from start of video
3. Adding an advert step by step **8.25** minutes from start of video -how to “boost” an event on your Facebook page
4. How much to spend on this advertising?

Each club has up to \$50 available this financial year from District 112 for Facebook promotion. You are invited to spend it on this project.

13.44 minutes: Video goes on to explain how to obtain a GST receipt and how to claim it back from D112.

Difficulties?

Contact Elizabeth Viljoen, PRM, District 112

prm@d112tm.org.nz

[This is how it looks on the Lake City Breakfast Facebook page.](#)

I really appreciate your help in getting behind this joint club event - thank you once more. Let's spread the message far and wide amongst the good people of Rotorua!

Carol Bannister, DTM
Team Leader

The event was called SPEAK TO INSPIRE and with great wisdom, Kingi Biddle was chosen to be the Emcee.

At this time, I would like to point out that Carol also paid to go on a Facebook course, and she is still furthering her skills months after this event. This is important as her attitude was not in completing a one-off task, but to continue developing herself for the benefit of Toastmasters. With the help of our illustrious PRM Elizabeth Viljoen, Carol has been enjoying her learning and changing her ideas into a visual format such as the banner for the Facebook page. This is what the banner looks like and it was sent to all clubs in Rotorua to add to their Facebook pages. A determined Carol also checked up on all of us making sure it was on all Facebook pages, that we were Liking the pages and forwarding the invitation to our friends. (Carol Bannister - a tank of intent).

The banner for the Facebook Page:



SPEAK TO INSPIRE

**AFRAID TO SPEAK?
WE MAKE IT EASY!**

Join our host, world class Toastmaster Kingi Biddle, DTM, for an entertaining FREE demonstration evening.

Register now
<https://d112tm.org.nz/speak-to-inspire/>

6th May, Rotorua Golf Club, 7-9 pm

LEARN HOW TOASTMASTERS CAN IMPROVE YOUR SPEAKING SKILLS.

TOASTMASTERS INTERNATIONAL

Carol personally visited all the clubs and promoted her vision and ideas. Suggestions were noted and her army of support grew and grew. I believe her huge support does not diminish her accomplishment, but it enhances and promotes her leadership ability and effectiveness and daring attitude to accomplish, especially when she may be feeling vulnerable underneath the façade of happiness. This is one of the reasons why I am nominating her – because true bravery exists in the person who has real fears but overcomes them and successfully completes their task. I have again looked at the video of Carol and how she comes across a little bit nervous yet, with the strength of a lioness, she roared our world into action and made sure the event was going to happen. Carol and her team created 3500 pamphlets which we as volunteers distributed in our areas. This map was compiled and is available for future use. (Speak to Inspire 2 – 2022?)

Her Public Relations efforts, combined with the support of many people, created an interest that completely filled the room with guests. Some of us were in standing room only areas, allowing the guests to enjoy the 'show'. The guests loved it and the atmosphere was charged with that awesome Toastmaster energy.

All seven clubs of Rotorua were present with their own table and promotional material. A finger snack was provided and we all wore our Toastmasters badges with pride. The evening was an enormous success, and members of the top table were able to make it to this fantastic event. This event, in my view, is a text book example and should be a guide on how many clubs working together as one, can achieve so much when they combine their strengths, skills and experiences.

In her wisdom, Carol also collected the names, phone numbers and email addresses which was used in follow up emails and telephone calls. Carol also sent out emails to the clubs motivating all to follow up on potential members. All the clubs gained a few members and more importantly, the word is out. Only two weeks ago, we had yet another member attend who had been a visitor at the 'SPEAK TO INSPIRE' event. It is truly remarkable what Carol has achieved. Another event is possible...

Please accept this nomination of Carol Bannister for the Kingsley Moody Award.

Kind regards

Richard Perkins DTM Division Q Director