

District Public Relations Manager Report

Reporting Period: 1 February – Present

Over the past two months, the Public Relations Team has been strongly focused on implementing diverse and impactful marketing strategies to support membership growth, particularly in the lead-up to the renewal period.

This has been a significant and coordinated effort across multiple channels:

- A large-scale outdoor campaign saw Toastmasters posters displayed on buses travelling across both the north and south of Auckland from 26 January through to the end of March, significantly increasing public visibility.
- A nationwide Facebook boosting campaign ran for two weeks, extending our reach across New Zealand and attracting new interest.
- Clubs were actively supported in promoting and delivering Open House events, creating welcoming opportunities for prospective members to experience Toastmasters firsthand.

In addition, our long-term marketing campaign across 16 Woolworths stores continues to demonstrate strong results. We are seeing consistent leads emerging from key areas including:

Auckland Central, Glen Eden, Epsom, Northcote, Auckland CBD,
Hamilton East, Palmerston North, and New Plymouth.

This confirms the value of sustained, community-based visibility.

Supporting district priorities remains central to our work. The team has maintained a strong focus on:

- Promoting the upcoming District Conference
- Providing regular updates on Area and Division Evaluation and International Speech Contests

Our digital presence continues to grow steadily:

- LinkedIn
 - 1,301 followers
 - Approximately 250 weekly search appearances
 - 10,811 post impressions
- Facebook

- 211,751 views (+168% growth)
- 8,425 engagements (+292% growth)

These results reflect the team's commitment to consistent, high-quality content creation, ensuring our messaging remains engaging, relevant, and aligned with our mission.

Conclusion

The PR Team has demonstrated strong momentum through strategic campaigns, increased visibility, and measurable digital growth. Our continued focus on consistency, frequency, and innovation positions us well to support Membership Growth and District Success moving forward.

Tatiana Maior, District 112 Public Relation Manager 2025-2026