



Vice President Public Relations

CLUB OFFICER TRAINING

TOASTMASTERS INTERNATIONAL

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www.toastmasters.org/members

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PREPARE FOR TRAINING

Welcome to Club Officer Training. As a training facilitator, you are responsible for conveying the information that club officers need to fulfill their roles. Well-trained club officers are equipped to enhance club quality, develop and lead successful teams and thrive in the Distinguished Club Program. All of these abilities contribute to fulfill the club mission.

Club officers dedicate valuable time and provide a tremendous service to Toastmasters. It is important that they understand the importance of their roles and know how appreciated they are.

While many club officers will be content, and even enthusiastic, about their new responsibilities, others may feel uncertain and obligated. Attending the training and fulfilling their roles implies great commitment deserving of recognition.

As a training facilitator, it's important not to overwhelm club officers. Be sure to impart to them that support is close at hand. Their fellow club officers, district leaders, and the staff at World Headquarters are all available and eager to assist them.

Each session in the Club Officer Training consists of a facilitator guide and a PowerPoint presentation.

Facilitator Guide

This is a tool to guide the facilitator in teaching the session. Each session includes a corresponding facilitator guide. The facilitator should print him or herself a copy of the facilitator guide for each session.

PowerPoint Presentation

This is to be presented by the facilitator during the session. There is one presentation for each session. The facilitator downloads the presentation to his or her laptop before the training and makes sure to have a projector and screen available during the session. The PowerPoint slides correspond to instructions in the facilitator guide.

Facilitator Preparation

Before the training, review *From Speaker to Trainer* (Item 257A) for instructions about presenting, especially if you are new to facilitating training sessions.

Learn about the location where the training takes place. Determine the best way to set up the room, and confirm the equipment that is available there.

Communicate with participants well in advance. Make sure they know what to expect — where to go, what to bring, how long sessions last, and so on. Send reminders as the training date nears.

Visit the Logos, Images and Templates page at www.toastmasters.org/resources/logos-images-and-templates for templates to create professional-looking agendas, training invitations, name cards, and other material for the sessions.

USING THE FACILITATOR GUIDE

The facilitator guide is designed to be easy to use with detailed instructions. Nonetheless, be personable; it's okay to add your own anecdotes to the sessions and share what is unique in your district.

The facilitator guide of each session is organized the same way:

- The introduction begins with an explanation of the session.
- An overview lists the topics presented in the session.
- Objectives are what the club officers will be able to do as a result of attending the session.
- The materials you need to conduct the session are listed after the objectives.
- The length of time it should take you to conduct the session is suggested under the heading Duration.
- Beginning with the title of the first section, the guide presents a series of step-by-step instructions telling you exactly how to conduct the session.
- Throughout the guide, notes to the facilitator provide you with information to help you understand the purpose of the subsequent section or activity. By understanding what club officers are meant to learn, you can more easily guide discussions and answer questions.
- The outside margins provide space for you to take notes.

Verbs

To help the facilitator refer to the guide at a glance, a limited number of verbs are used to begin each of the numbered steps in the sessions:

1. **SHOW:** to present a visual aid
2. **PRESENT:** to impart knowledge pertinent to session objectives
3. **TELL:** to offer information not directly relevant to session objectives
4. **ASK:** to request actual answers from participants (At times, the question is followed by possible answers. Give participants an opportunity to offer answers; then share any that weren't covered.)
5. **INSTRUCT:** to tell participants to do something
6. **TIME:** to keep track of time
7. **WRITE:** to record ideas so they are visible to participants
8. **DISCUSS:** to facilitate a conversation among the group

Icons

The following icons appear in the margins throughout the facilitator guide to indicate specific actions the facilitator takes at that step:



Show a visual aid.



Ask questions.



Write on a flipchart.



Instruct participants to work in small groups.

10 minutes



Track time.

Bullet Points

Color-coded bullet points in the facilitator guide also help you stay on track:

- Session objectives and materials are listed in the overview of each session with yellow bullet points.
- Light blue bullet points indicate content-related information to share with participants.
- Questions are posed using navy blue bullet points.
 - At times, questions are followed by possible answers. Give participants an opportunity to offer answers; then share any that weren't covered.



Vice President Public Relations

NOTE TO FACILITATOR

During this session, you will present content, lead brief discussions and coordinate two activities to familiarize vice presidents public relations with their role and responsibilities.

First, you will present the role and use an activity to encourage participants to reflect on how the vice president public relations supports the club mission.

Second, you will present specific responsibilities of the vice president public relations in the club meeting, outside the club meeting and on the executive committee. Then, you will lead an activity to help vice presidents public relations prioritize their duties.

Third, you will present participants with a checklist to help them get started in their role.

Introduction

The purpose of this session is to help the vice presidents public relations understand their role in the Toastmasters club.

Overview

First, vice presidents public relations learn about their role within the club. Then, they identify the responsibilities of their role within club and club executive committee meetings. To conclude, vice presidents public relations find specific resources to help them fulfill their responsibilities.

In this session, facilitators present the following topics:

- Vice President Public Relations Role
- Vice President Public Relations Responsibilities
- Vice President Public Relations Resources

Objectives

After completing this session, vice presidents public relations will be able to:

- Identify their role within the club

- Fulfill their responsibilities within the club and club executive committee
- Find resources that help them fulfill their responsibilities

Materials

- PowerPoint
- Flipchart
- Markers

Time

- 1 hour

Facilitator Resources

- [Club Leadership Handbook \(Item 222\)](#)

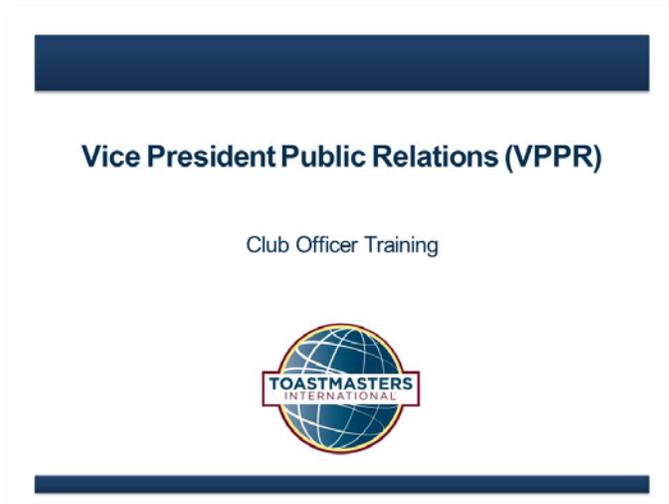
Introduction

NOTE TO FACILITATOR

When you introduce yourself, be sure to mention your background in Toastmasters. Highlight the awards you've received, how long you've been a member and what club officer roles you've served.

If someone asks you a question and you don't know the answer, send the question back to the group. Try asking, "What do you all think?" or "Does anyone have insight on this issue?" Club officers who have served before are great resources.

1. SHOW the Introduction slide.



2. PRESENT

- Congratulations on your election to vice president public relations! In this position you present your club to external audiences, which help to attract new members.

NOTE TO FACILITATOR

Make an effort to vary your tone of voice when reading information off of slides.





3. SHOW the Session Agenda slide.



The slide is titled "Agenda" in a dark blue header. It features three columns of content. The first column has a photo of a woman and the text "VPPR Role". The second column has a photo of the same woman and the text "VPPR Responsibilities". The third column has a red checklist icon with the text "VPPR Resources". At the bottom left is the URL "www.toastmasters.org" and at the bottom right is the Toastmasters logo.

4. PRESENT the session agenda:

- Vice President Public Relations Role
- Vice President Public Relations Responsibilities
- Vice President Public Relations Resources



5. SHOW the Session Objectives slide.



The slide is titled "Session Objectives" in a dark blue header. On the left, there is a bulleted list: "Identify your role", "Fulfill your responsibilities", and "Find resources that help you". On the right, there is an image of a red and white target with three blue darts hitting the bullseye. At the bottom left is the URL "www.toastmasters.org" and at the bottom right is the Toastmasters logo.

6. PRESENT the session objectives:

- After completing this session, you will be able to:
 - Identify your role within the club

- Fulfill your responsibilities within the club and club executive committee
- Find resources that help you fulfill your responsibilities

Vice President Public Relations Role

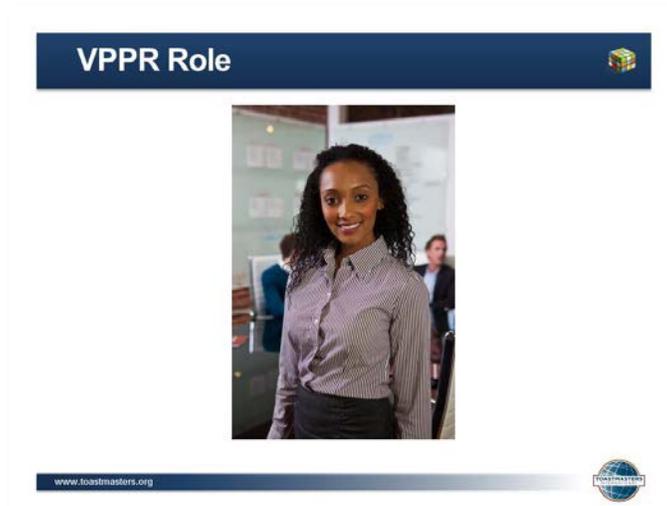
(25 minutes)

NOTE TO FACILITATOR

As you present this section, think about your experience. If you have served as a vice president public relations, identify examples you can share with participants.



1. SHOW the Vice President Public Relations Role slide.



2. TELL vice presidents public relations that they can find information about their role in the *Club Leadership Handbook* (Item 1310).

NOTE TO FACILITATOR

When asking a question to the group, give participants time to think. Wait at least 10 seconds for participants to reflect and respond.



3. ASK
 - What is the essence of the vice president public relations role?
 - Promote the club to the local community
 - Notify the media when your club does something newsworthy

NOTE TO FACILITATOR

Leading large group discussions is easier when participants raise hands and wait to be called on before speaking. This ensures that everyone is heard and interruptions are minimal.

4. PRESENT

- Through this session you will learn how to make this manageable.

NOTE TO FACILITATOR

Sometimes group discussion goes on for too long or gets off track. Try bringing the group's attention back to the topic by referring to the session agenda and inviting members to continue their conversations after the session.

For example: "I'm glad we all have so many success stories to share about our time with Toastmasters, and I encourage you to continue these conversations after the session. For now, let's get back to discussing your responsibilities on the executive committee."

5. ASK

- What are the responsibilities of the vice president public relations?
 - Publicize the club
 - Keep club website current
 - Safeguard the Toastmasters brand, trademarks, and copyrights

6. Write responses on a flip chart.

7. PRESENT

- Your role as vice president public relations as stated in the Club Constitution and Standard Bylaws of Toastmasters International is: "The vice president public relations is the fourth ranking club officer and is responsible for developing and directing a publicity program that informs individual members and the general public about Toastmasters International. The vice president public relations chairs the public relations committee."
- The constitution provides a definition. Yet, there are many responsibilities that make up the day-to-day activities of a vice president public relations.
- Everything you do as vice president public relations should support the club mission.





Activity: Vice President Public Relations Role

NOTE TO FACILITATOR

For this activity, you will review the club mission statement with the group and ask participants to get into teams of four. Each team will be asked to brainstorm how their role supports the club mission.



1. SHOW the Activity: Vice President Public Relations Role slide.



2. ASK

- What is the club mission?
 - We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.



3. INSTRUCT vice presidents public relations to arrange themselves in teams of four.
4. INSTRUCT teams to spend 15 minutes brainstorming how the vice president public relations supports the achievement of the club mission.

NOTE TO FACILITATOR

Walk around during the team discussions. This will allow you to answer any questions that come up and give you an idea of the responses the teams will share.

5. TIME 15 minutes.



15 minutes

NOTE TO FACILITATOR

Indicate that time is up with a positive statement such as “Let’s talk together now” rather than simply announcing, “Time’s up!”

Debrief: Vice President Public Relations Role



1. PRESENT

- As vice president public relations, you publicize the club, keep the club website current and safeguard the Toastmasters brand.
- Everything you do as vice president public relations supports the club mission.
- Let’s take a closer look at your responsibilities and the tools you can use to fulfill your role.

Vice President Public Relations Responsibilities (30 minutes)



1. SHOW the Vice President Public Relations Responsibilities slide.



2. PRESENT

- Your vice president public relations responsibilities are in three categories:
 - The Club Meeting
 - Outside the Club Meeting
 - The Executive Committee
- We'll start by exploring your club meeting responsibilities.

The Club Meeting

1. SHOW the Club Meeting slide.



The slide titled "The Club Meeting" features a dark blue header with the title in white. Below the header, there is a bulleted list with three items: "Before Club Meetings", "Upon Arrival at Club Meetings", and "During Club Meetings". To the right of the list is a photograph of a man standing and presenting to a group of people seated around a table in a meeting room. At the bottom of the slide, there is a small globe icon and the website address "www.toastmasters.org".

2. PRESENT

- Your club meeting responsibilities are split into three types:
 - Before Club Meetings
 - During Club Meetings

3. SHOW the Before Club Meetings slide.



The slide titled "Before Club Meetings" features a dark blue header with the title in white. Below the header, there is a bulleted list with two items: "Verify that information on website and social media is correct." and "Order promotional materials." To the right of the list is a photograph of a woman sitting at a table, writing on a notepad. At the bottom of the slide, there is a small globe icon and the website address "www.toastmasters.org".

4. PRESENT

- Before Club Meetings:

- Verify that the club's themes, meeting times, and location are current for the following week.
- Order promotional materials for distribution by members.



5. SHOW the During Club Meetings slide.

During Club Meetings

- ▶ Distribute promotional materials.
- ▶ Report results of public relations efforts.
- ▶ Announce public relations campaigns.
- ▶ Solicit volunteers.

A photograph showing a group of people sitting around a long table in a meeting room, engaged in discussion.

www.toastmasters.org



6. PRESENT

- During Club Meetings:
 - Distribute promotional materials to members for distribution at their workplace, school, etc.
 - Report the results of public relations efforts, bringing newspaper clippings, printouts, and so on to share with the club.
 - Announce the commencement of public relations campaigns.
 - Solicit volunteers who may receive credit toward their Competent Leader award for lending a hand.

Outside the Club Meeting

1. SHOW the Outside the Club Meeting slide.



Outside the Club Meeting

- ▶ Publicize the Toastmasters brand.
- ▶ Promote the club.
- ▶ Maintain the club website.
- ▶ Join a Toastmasters-moderated social networking website.



www.toastmasters.org



2. PRESENT

- Outside the Club Meeting:
 - Publicize the Toastmasters brand.
 - Promote the club to local media.
 - Maintain a club website.
 - Join a Toastmasters-moderated social networking website.

3. SHOW the Outside the Club Meeting slide.



Outside the Club Meeting

- ▶ Produce and distribute a club newsletter.
- ▶ Promote membership programs.
- ▶ Attend club executive committee meetings.
- ▶ Attend other Toastmasters events.



www.toastmasters.org



4. PRESENT

- Outside the Club Meeting, continued
 - Produce and distribute a club newsletter, preferably via email.
 - Promote membership programs.
 - Attend club executive committee meetings.
 - Attend other Toastmasters events.



5. SHOW the Outside the Club Meeting slide.

Outside the Club Meeting

- ▶ Arrange your replacement or assistance.
- ▶ Prepare your successor for office.

A photograph showing four people in business attire standing together in what appears to be a club meeting or office setting. A woman in a black dress is on the left, followed by a man in a blue shirt, a man in a white shirt, and a woman in a white blouse on the right. They are all smiling and looking towards the camera. In the background, a sign with the word 'MASTERS' is visible.

www.toastmasters.org

The Toastmasters logo, which is a globe with the word 'TOASTMASTERS' written across it.

6. PRESENT

- Outside the Club Meeting, continued
 - Arrange for a replacement if unable to attend a club meeting.
 - Prepare your successor for office.

The Executive Committee

1. SHOW the Executive Committee slide.



2. PRESENT

- Now that we've looked at your club meeting responsibilities, we'll look at your executive committee responsibilities.
 - Provide a report on your public relations efforts since the last Executive Committee meeting.
 - Propose new ideas to promote the club.

3. PRESENT

- Now that we've looked at your responsibilities in and out of the club, as well as your executive committee, we can explore the specifics.

Activity: How to Fulfill Vice President Public Relations Responsibilities

NOTE TO FACILITATOR

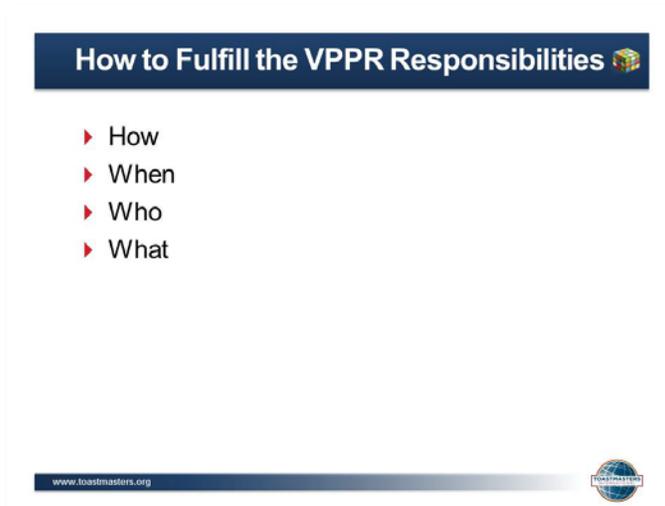
This activity begins with a group discussion about the most important responsibilities of the vice president public relations. Write the responses on a flip chart.

Then, ask participants to get into teams of four and assign each team a responsibility from the flip chart. Each team will create an action plan to fulfill

their assigned responsibility. If there aren't enough responsibilities, assign two groups to each responsibility.



1. **SHOW** How to Fulfill the Vice President Public Relations Responsibilities slide.



2. **ASK**

- What are the most important responsibilities you have as vice president public relations?



3. **WRITE** responses on the flipchart.

4. INSTRUCT vice presidents public relations to arrange themselves in teams of four and assign each team a vice president public relations responsibility from the flipchart.
5. SHOW the Activity: Vice President Public Relations Responsibilities slide.

VPPR Responsibility Action Plan

- ▶ How will you fulfill this responsibility?
- ▶ When will each action be completed?
- ▶ Who is available to help you?
- ▶ What materials and resources can you use?

www.loadmasters.org


6. INSTRUCT teams to spend 15 minutes answering the following questions for their category.
 - How will you fulfill this responsibility? (What specific actions will you complete?)
 - When will each action be completed?
 - Who is available to help you?
 - What materials and resources can you use?
7. TIME 15 minutes.
8. INSTRUCT each team to share their findings with the group.

Debrief: Vice President Public Relations Responsibilities

1. PRESENT
 - You have responsibilities related to the club meeting and club executive committee.
 - All of your responsibilities help to achieve club goals.



15 minutes



- Next, we'll look at some resources to help you fulfill your role.

Vice President Public Relations Resources (10 minutes)

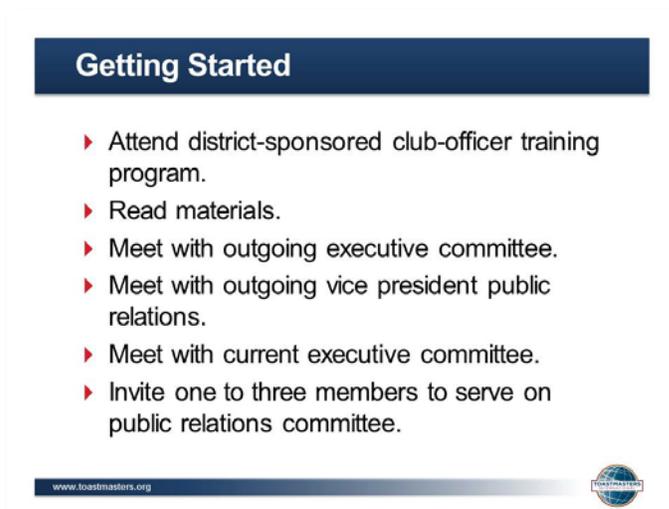
1. SHOW the Vice President Public Relations Resources slide.



2. PRESENT

- There are several resources available to help you in your role as vice president public relations.
- First, there is a checklist to get started.

3. SHOW the Getting Started slide.



4. PRESENT

- Getting Started
 - Attend district-sponsored club-officer training program.
 - Read the Club Leadership Handbook (Item 1310) and Distinguished Club Program and Club Success Plan (Item 1111).
 - Meet with the outgoing executive committee to transfer any necessary information.
 - Meet with the outgoing vice president public relations to transfer any necessary files or information.
 - Meet with the current executive committee and develop the Club Success Plan and budget.
 - Invite one to three members to serve on public relations committee.



5. SHOW the Getting Started slide.

Getting Started

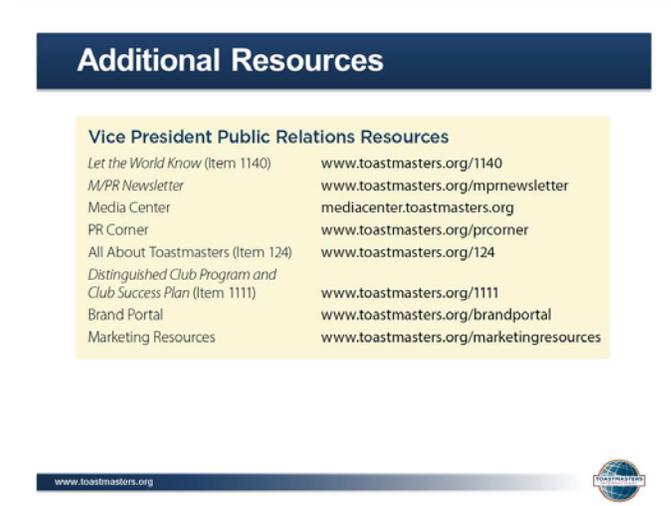
- ▶ Review and order public relations materials.
- ▶ Solicit articles for website.
- ▶ Develop media list.

www.toastmasters.org

6. PRESENT

- Getting Started
 - Review and order public relations materials from the Toastmasters Online Store.
 - Solicit articles for the club website.
 - Develop media list.

7. SHOW the Additional Resources slide.



Additional Resources

Vice President Public Relations Resources

<i>Let the World Know</i> (Item 1140)	www.toastmasters.org/1140
<i>M/PR Newsletter</i>	www.toastmasters.org/mpnewsletter
Media Center	mediacenter.toastmasters.org
PR Corner	www.toastmasters.org/prcorner
All About Toastmasters (Item 124)	www.toastmasters.org/124
<i>Distinguished Club Program and Club Success Plan</i> (Item 1111)	www.toastmasters.org/1111
Brand Portal	www.toastmasters.org/brandportal
Marketing Resources	www.toastmasters.org/marketingresources

www.toastmasters.org

8. PRESENT

- Additional resources can be found in the *Club Leadership Handbook* (Item 1310) in the Vice President Public Relations section.

Debrief: Vice President Public Relations Resources

1. PRESENT

- There are many resources available to the vice president public relations through the Toastmasters website and manuals.

Conclusion



1. SHOW the Conclusion slide.



2. PRESENT

- In this session, you learned about the role and responsibilities of the vice president public relations. Responsibilities include:
 - Creating materials (such as press releases, fliers and newsletters) that promote your club to your local community and beyond.
 - Updating the club website and posting club activities on social media sites.
 - Safeguarding the Toastmasters brand.
- Serving as vice president public relations provides you with an opportunity to learn and practice communication and leadership skills while helping your fellow members and club.

3. INSTRUCT vice presidents public relations to take the session evaluation.



Evaluation

	BEGINNER	INTERMEDIATE	ADVANCED
What level of knowledge of the topic did you have prior to this session?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Indicate to what degree you agree with the following statements about this session.

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
Overall, I was satisfied with the session.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will use the content to strengthen my club.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The learning objectives were met.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Yes	No
Will you implement at least one idea from this session in the next 30 days?	<input type="checkbox"/>	<input type="checkbox"/>

Write your comments about the session.

Indicate to what degree you agree that the facilitator demonstrated the following:

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE
Solid knowledge of the subject matter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Excellent presentation skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

