

Ensures consistent/correct contact info on:

toastmasters.org
pgtoastmasters.ca
d21toastmasters.org
 club website (if used)
 club facebook (if used)

Other electronic channels:

Club website (FTH or GS)
 Facebook
 Twitter
 Meetup
 YouTube

TIP:

Always ask guests where they heard about you from!

Otherwise:

Chairs the club PR committee, and helps members achieve:
 CL#6 "Organize a Club PR Campaign",
 CL#6 "Help Produce Club Newsletter",
 CL#6 "Assist Club Webmaster",
 CL#8 "PR Campaign Chair",
 CL#10 "Chair a PR Campaign",
 CL#10 "Club Newsletter Editor",
 CL#10 "Club Webmaster"

Official resources to draw on:

Virtual Brand Portal

toastmasters.org/vbp

TI Brand Manual

toastmasters.org/brandmanual

Club Leadership Handbook

toastmasters.org/clh

Things you can find on Virtual Brand Portal (VBP):

Logos, photos, website setup guides, stationery templates, marketing materials

Supporting Software (free vs \$\$\$)

FreeToastHost

Google Sites

Google Docs

Microsoft Word

Inkscape

Adobe InDesign

GIMP

Adobe Photoshop

Toastmasters to tell if you're running an event:

Fellow VPPR's
 Area Governor
 Division Governor

Example things to announce at meetings:

Club/Area/Division/District contests and conferences
 Inter-club events
 Special events (i.e. club anniversaries, Christmas meetings)
 Training opportunities (i.e. officer training, ed sessions)
 The yearly TI promos - Smedley Award (Summer), Talk Up Toastmasters (Winter), Beat the Clock (Spring)