

Vice President Public Relations (VPPR)

Club Officer Training



Agenda



- ▶ VPPR
Role



- ▶ VPPR
Responsibilities



- ▶ VPPR
Resources

Session Objectives

- ▶ Identify your role
- ▶ Fulfill your responsibilities
- ▶ Find resources that help you



VPPR Role



VPPR Responsibilities



The Club Meeting



Outside the Club Meeting



The Executive Committee

The Club Meeting

- ▶ Before Club Meetings
- ▶ Upon Arrival at Club Meetings
- ▶ During Club Meetings



Before Club Meetings

- ▶ Verify that information on website and social media is correct.
- ▶ Order promotional materials.



During Club Meetings

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



Outside the Club Meeting

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



Outside the Club Meeting

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



Outside the Club Meeting

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



The Executive Committee

- ▶ Provide a public relations report.
- ▶ Propose new promotion ideas.



How to Fulfill the VPPR Responsibilities



- ▶ How
- ▶ When
- ▶ Who
- ▶ What

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?

VPPR Resources



Getting Started

- ▶ Attend district-sponsored club-officer training program.
- ▶ Read materials.
- ▶ Meet with outgoing executive committee.
- ▶ Meet with outgoing vice president public relations.
- ▶ Meet with current executive committee.
- ▶ Invite one to three members to serve on public relations committee.

Getting Started

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

Additional Resources

Vice President Public Relations Resources

Let the World Know (Item 1140)

www.toastmasters.org/1140

M/PR Newsletter

www.toastmasters.org/mprnewsletter

Media Center

mediacenter.toastmasters.org

PR Corner

www.toastmasters.org/prcorner

All About Toastmasters (Item 124)

www.toastmasters.org/124

*Distinguished Club Program and
Club Success Plan* (Item 1111)

www.toastmasters.org/1111

Brand Portal

www.toastmasters.org/brandportal

Marketing Resources

www.toastmasters.org/marketingresources

This concludes the session.

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