

Senior Leader Report

By Peter Simmonds the D72 Public Relations Manager

Progress Report submitted 1 September/Updated version provided 24 September

As at 24 Sept, plenty of ground work has been put in to understanding the current way in which we brand ourselves and how members view the content we use to publicise.

Key Miles Stones

- A 5-person public relations team has been formed made up of former division director Reuben Painter, 2023-24 D72 international contest winner Sonya Fenton, former Dollan House club president Vinnie Nasciemento, and UC Toastmaster club member, UC student Ben Walsh and myself.
- A key objective of the team is to ensure our organise is appealing to 16 to 30 year olds.
- We are forging ahead with building a public relations plan for the district to be delivered by 30 September to TI International. The plan will serve not just as a plan, but also a funding proposal and resource for club, VPPR and district leader resource.
- Reuben is responsible for developing the resources section, Sonya for the consent section, Vinnie for data analysis, Ben for search engine optimisation on Google, and I am ultimately in charge of finalising the document's content.
- On or around early October, the draft will be shared with members in the D72 facebook group and the district newsletter for consultation.
- A foundation stone of the plan's development are the results of the D72 member survey. As of 1 September, 38 members had completed the survey. 34 had done it electronically. The other 4 had completed paper copies. TI had earlier assisted in the survey's design and had given it the greenlight.
- Two subsequent changes have been made to the survey. One allows a section to be skipped. An additional age category (35-44) was added, correcting an oversight.
- A second key piece of work is based on information provided to me by Zigzag marketing's Wendy Tibbotts. Her seminar covered off how to market small businesses without the need for (or to rely solely on) social media. Her business's marketing template and seminar will go some way towards developing a wider strategy for publicising the district and solidifies my belief that ongoing data gathering and analysis has an important role to play in "how" we and our clubs do publicity.

Key Activities

- It has become clear that our club VPPRs need to be offered opportunities to be trained in the specific digital skills in order to empower them to create publicity that appeals to digitally-apt members of the public and 18y to 30y people. To that end, I'll be running 10 online and in-person workshops. 5 will be run in Chch and a further 5 will be done online. They will cover how to create reels (short films), newsletters on substack, QR codes and posters on

Canva, how to set up a Canva, Google and Substack account, etc. There might also be time to experiment with Capcut, an app that assists with video development for social media users and Davinci Resolve.

- The RISE podcast series. The acronym stands for the Respect, Integrity, Service and Excellence, the Toastmaster values and more broadly, people rising above their situations. Part one was filmed in central Christchurch. Author and Chch Women's Club member Megan O'Neill was filmed by Ben Walsh and interviewed by me. The film has been published on substack, and will be posted elsewhere. It is hoped the podcast series will help to showcase talented Toastmasters in an authentic way and appeal to people otherwise have decided against considering becoming Toastmasters, and empower clubs to develop their own podcast series. Note: members will also be able to gain Pathways credits for running podcasts.

- Toastmasters Tech Talks. This series is in its infancy and might be produced as short-form video and/or edited videos of the online workshops.

- Collaboration with Lions and Rotary. Lions have been working with me to bring about a youth competition section in 2025's District Convention. Discussions with Rotary have just commenced. Roger has been informed.

Responses still pending

- I have asked for funding for the PR role. No response has been received. Currently I have no funding.

- I have asked for access to data analytics from the FB group. This has not been forthcoming.

- I still am missing access to the District's youtube, website and linkin accounts. Access to these platforms would be appreciated.