

# Vice President Public Relations (VPPR)

Club Officer Training

Facilitator: Joseph Khoury, ACB, ALB



# Vice President Public Relations (VPPR)

- ▶ Emergency
- ▶ Etiquette
  - Cell phones
  - Participates
  - Meet objectives
  - Have fun



# Introductions

- ▶ Name
- ▶ Club
- ▶ First time or...
- ▶ Expectation



# Agenda



- ▶ VPPR  
Role



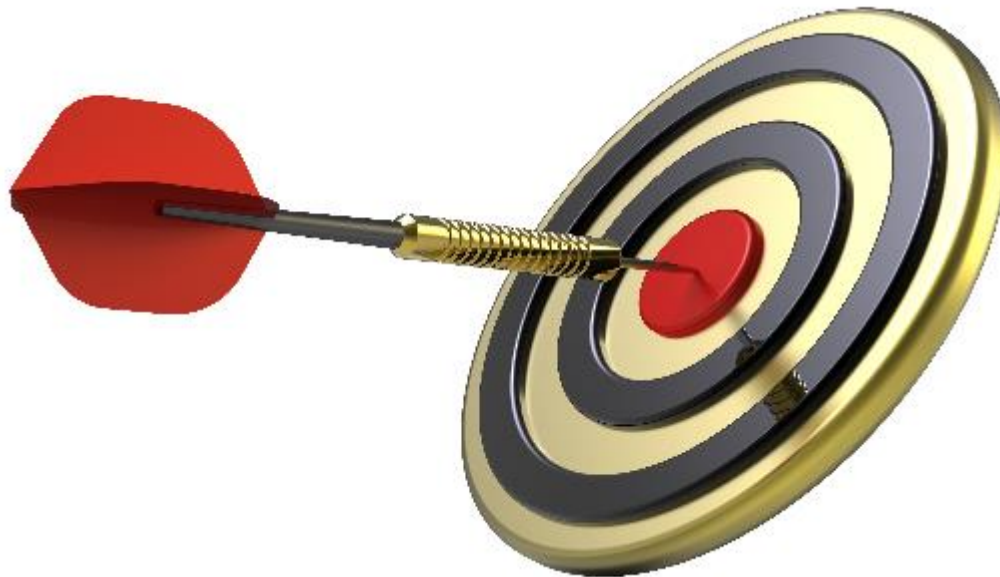
- ▶ VPPR  
Responsibilities



- ▶ VPPR  
Resources

# Session Objectives

- ▶ Identify Role
- ▶ Fulfill responsibilities
- ▶ Find resources



# VPPR Role - CLH

Before Club Meetings  
Upon Arrival at Club Meetings  
After Club Meetings

Common Scenarios Vice Presidents Membership Face

## **Vice President Public Relations** ..... 30

Vice President Public Relations Responsibilities

Publicize the Club

LinkedIn

Facebook

Twitter

YouTube

Meetup

Keep Club Website Current

Safeguard the Toastmasters Brand, Trademarks and Copyrights

Summary of Responsibilities

Before Club Meetings

During Club Meetings

Common Scenarios Vice Presidents Public Relations Face

## **Secretary** ..... 34

Secretary Responsibilities

Take Notes

# VPPR Role

What does the role mean to you?



# VPPR Role

- ▶ Promote club
- ▶ Notify media





# VPPR Responsibilities

Responsibilities?



# VPPR Responsibilities

## 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."**



# VPPR Responsibilities

- ▶ Publicize club
- ▶ Website
- ▶ Brand



# VPPR Responsibilities



The Club Meeting



Outside the Club Meeting



The Executive Committee

# Club Meeting

- ▶ Before
- ▶ Arrival
- ▶ During



# Before Club Meetings

- ▶ Verify info
- ▶ Order promo



# Arrival Club Meetings

- ▶ Distribute
- ▶ Help prepare





# During Club Meetings

- ▶ PR reports
- ▶ PR campaigns
- ▶ Volunteers





# Outside Club Meetings

- ▶ Publicize
- ▶ Promote
- ▶ Website
- ▶ Social network



# Outside Club Meetings

- ▶ Newsletter
- ▶ Membership
- ▶ Exec Meetings
- ▶ Other TM events



# Outside Club Meetings

- ▶ Replacement
- ▶ Successor



# Executive Committee

- ▶ PR report
- ▶ New ideas



# PR Campaign

- ▶ How will you promote the club?
- ▶ What media will you use?
- ▶ Who is available to help you?
- ▶ What materials and resources?
- ▶ Why should guests visit?

# VPPR Resources





# Getting Started

- ▶ Club Officer Training
- ▶ Read materials (DCP, CSP)
- ▶ Meet with outgoing exec
- ▶ Meet with outgoing VPPR
- ▶ Meet with current exec
- ▶ Generate PR committee



# Getting Started

- ▶ Order PR materials
- ▶ Articles for Website
- ▶ Media list





# Additional Resources

## Vice President Public Relations Resources

*Let the World Know* (Item 1140)

[www.toastmasters.org/1140](http://www.toastmasters.org/1140)

*M/PR Newsletter*

[www.toastmasters.org/mprnewsletter](http://www.toastmasters.org/mprnewsletter)

Media Center

[mediacenter.toastmasters.org](http://mediacenter.toastmasters.org)

PR Corner

[www.toastmasters.org/prcorner](http://www.toastmasters.org/prcorner)

All About Toastmasters (Item 124)

[www.toastmasters.org/124](http://www.toastmasters.org/124)

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

[www.toastmasters.org/1111](http://www.toastmasters.org/1111)

Brand Portal

[www.toastmasters.org/brandportal](http://www.toastmasters.org/brandportal)

Marketing Resources

[www.toastmasters.org/marketingresources](http://www.toastmasters.org/marketingresources)

# Q & A and Evaluation



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<http://bit.ly/free-vppr>

**This concludes the session.**

Club Officer Training



Training Vid