



# Workshops Athens

September 2016



**Make weak  
and understrength clubs  
thrive**



# Why do members lose interest?

Problem: How to increase the average retention time?

Average retention time : 2,5 years.

Why are they leaving after 2,5 years:

- ▶ Lack of interest after completion of CC
- ▶ lack of awareness of leadership opportunities
- ▶ main interest lays in competent communication
- ▶ Lack of information
- ▶ CL is not sold properly
- ▶ Innovative programs and creativity
- ▶ Mentorship lack
- ▶ Boaring speeches
- ▶ Disorganisation of meeting
- ▶ Communication through emails
- ▶ Lack of motivation
- ▶ Members do not attend meetings
- ▶ Corporate clubs: conflict with time, lack of sponsor, lack of knowledge
- ▶ Struggle in the middle of the process



# Ideas to check on...

- ▶ Are the members defining goals?
- ▶ Do they use the TMI materials?
- ▶ Does the club understand the needs of members?
- ▶ Is the venue accessible
- ▶ Is the frequency of meetings appropriate?
- ▶ How do the members interact with each other?
- ▶ Do the meetings have a theme?
- ▶ Prepare agenda for fewer roles
- ▶ Choose a member to speak with every guest to understand the needs and assign minor roles if its fits
- ▶ Involve guests in TT
- ▶ Make it fun= happiness with learning
- ▶ Takes guests out socially after the meeting



# Ideas to check on...

- ▶ 20 members declared but not active: paying for others
- ▶ Very active but alone → how to help?
- ▶ How to produce a quality meeting with only 12 members?
- ▶ How to retain guests that came?
- ▶ How to deal with young/experiences officers i.e. if the experiences toastmasters has moved?



# Corporate clubs



# Challenges

- ▶ Time management
- ▶ Distance/Location/geographical isolation
- ▶ Demographics
- ▶ Corporate: non- TM priorities, Turn-over
- ▶ Delegation issues: president or officers
- ▶ Low attendance
- ▶ Lack of variety (program)
- ▶ Few members & low rate for renewal
- ▶ Fluctuation (Universities)
- ▶ High turnover (Expats)



# Solutions

- ▶ Sell leadership and show value
- ▶ Recognition of awards
- ▶ Set up delegation program within the club (login for all in the work) that is easy to use
- ▶ More commitment from officers
- ▶ Research of skilled people





# Marketing & PR



# Ideas for Marketing

- ▶ Get experienced members from other clubs and announce that club accepts external speakers and evaluators
- ▶ Creating videos for internal and external use
- ▶ Motivation: celebrate and report, post pictures and videos
- ▶ Interview “Dinosaures” and release this
- ▶ VPE to promote Mentoring program
- ▶ Contests for new members
- ▶ Communicate extensively via Email (personal), Facebook, EasySpeak
- ▶ Quality meetings
- ▶ Use other locations
- ▶ Follow up on progress of members and communicate with them
- ▶ Use “Other” online resources



# Ideas for PR

- ▶ Distribute nametags for 3 free TM visits
- ▶ PR event for anniversary celebration
- ▶ Expat fair
- ▶ Facebook target advertisement
- ▶ TM sessions out of the club environment
- ▶ Club website
- ▶ Mouth-to-mouth
- ▶ Articles in expat magazine and local newspapers
- ▶ Corporate meetings 400+ participants
- ▶ Meetup
- ▶ SEO
- ▶ Shell TM members, Shell TED
- ▶ TM lunch: bring 4 new



# Ideas to measure PR and Marketing

- ▶ Dashboard/DCP: club, area, division
- ▶ Visualization chart once/quarter
- ▶ Moments of truth and visit of AD (starting a TM year or once/quarter)
- ▶ VPE assess survey to members
- ▶ Plan in advance, set goals and measure results
- ▶ VPE and VPM report on success and follow up
- ▶ PR success, Social Media success, Communication to members



# How to organize a TLI



# How to make the case to other fellow Toastmasters to go to TLI?

- ▶ Make new friends
- ▶ See existing friends
- ▶ Ask questions and address to each person as to why it is in their own interest
- ▶ High quality training – concentrated knowledge
- ▶ Assistance with travel and accommodation
- ▶ At the end there will be fun, i.e. wine tasting



# How to advertise and get the maximum fun?

- ▶ AD representative, Reach CO's
- ▶ Invite organizations (AD; DD)
- ▶ Address prof. association, invite them
- ▶ Press release
- ▶ Take photos/create video during event
- ▶ Post it on social media
- ▶ Delegate to attend
- ▶ Community
- ▶ Club officer meetings
- ▶ Club visits



# How to involve corporate clubs?

- ▶ Ask corporate clubs to organize a leadership workshop for themselves and other corporations
- ▶ Ask corporations to sponsor the TLI and push members to attend-> positive publicity for company
- ▶ Members who attend could get ta notification/recommendation that their employees attended the TLI
- ▶ Explain the Difference between TLI and COT





# What are the differences between a half day, one or two day events?

- ▶ Cost of program are different
- ▶ Half day: Less diversity, more close to COT
- ▶ Whole day: Allows space for leadership
- ▶ Two days: Team-building

We saw that different regions have different conceptions of time. So it is important to understand what will attract more interest.



# How to get a club or team to organize a TLI?

- ▶ Leadership
- ▶ Marketing/branding
- ▶ Visibility
- ▶ Organizational skills
- ▶ Interclub cooperation
- ▶ Networking
- ▶ Solves needs

Organizing a TLI is a great way to improve: Learning!



# How to built the agenda and select speakers/trainers?

- ▶ Identify  
the needs in respect of TM guidelines  
the lack of skills  
volunteers  
through president who they feel are best qualified
- ▶ Ask club presidents who they would advise
- ▶ Set training guidelines and learning objectives
- ▶ Train the trainers



# How do we do the budget?

- ▶ Spreadsheet: Income, Venue expenses, Refreshment expenses (catering), fees speakers, gifts, total
- ▶ Consult your network to get a venue for free
- ▶ Subtract the district fee from the total of expenses and divide by no. of participants