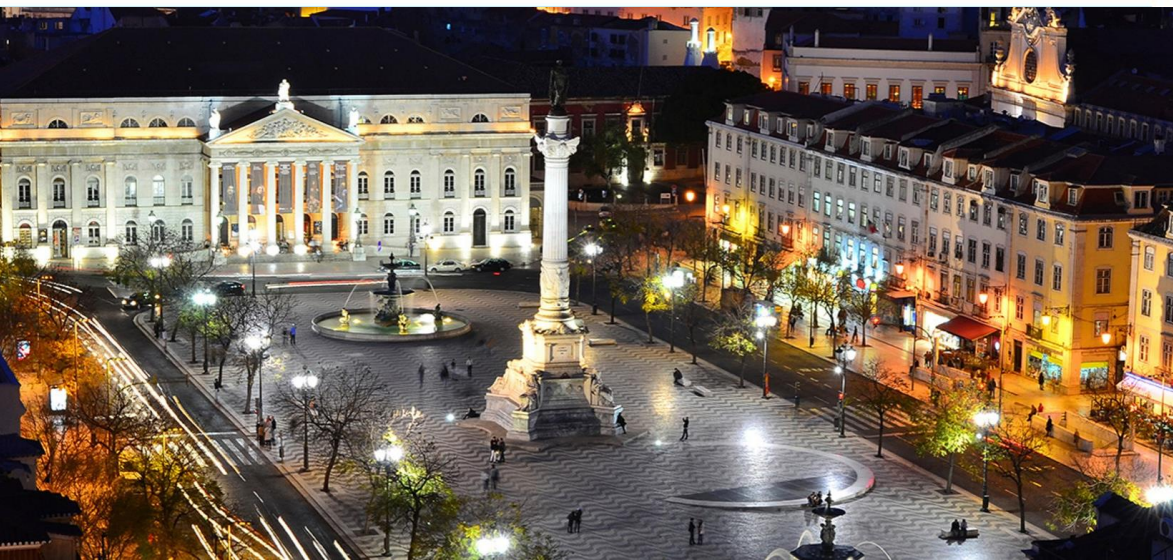




Welcome to D59's DOT – Sept 2017 (Part 1)

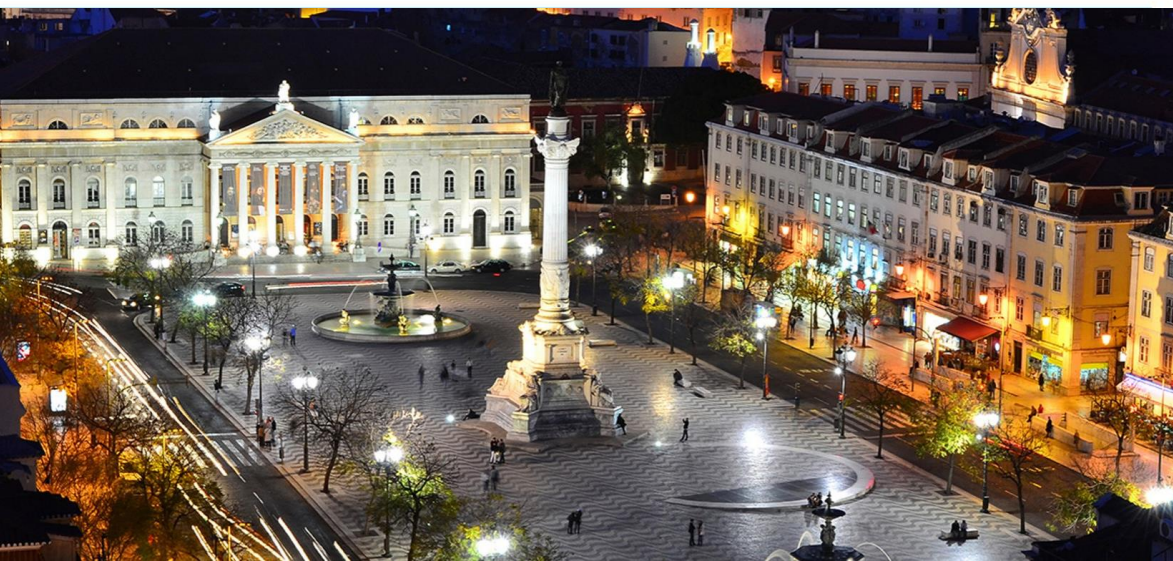


District Officer Training Meeting, Saturday 9th September

Time	Task	Moderator	Room
14.30	Energizer	Nacho	Big room
14.45	“Support for growth”- Workshop with Division Directors Motivating division to participate in contests and trainings Special programs actions Q&A session	Ana-Isabel	Small room
	“Support for growth” – Workshop with Area Directors Valuable club visit reports- Win-Win Motivate club officers for DCP and COT Q&A session	Ulrike/Chantale/Nelson	Big room
16.15	Take action upon TMI dashboard information	Nelson	Big room
16.45	Coffee Break		Coffee room
17.15	Division and area meeting Define communication means, meetings, actions upon strategy Goals, contests (languages, times, content), grow networking, special events Div A, B, C, D, E, F, G, H, I Div J, K, L, M, N	Division Directors	Big room Small room
17.45	Wrap up – Learnings of the day	Chantale	Big room
18.30	End		
20.30	District Dinner with PR awards	Francesco	TBD



Welcome to D59's DOT – Sept 2017 (Part 2)



District Officer Training Meeting, Sunday 10th September

Time	Task	Moderator	Room												
08.45	Gathering	all	Big room												
09.00	Welcome and Wake Up Energizer	Chantale	Big room												
09.45	Public Relations- What can we do for you?	Barbara	Big room												
09.30	Best practice communication with Corporate Clubs How to reach out to them? Who is the best communication partner? How to convince them to align with corporate clubs? Marketing means	Nacho	Big room												
09.50	Pathways information update	Dimitrios													
10.00	Tools and manuals for Division and Area Directors Tools for all; Division Directors; Area Directors	Francesco													
10.15	Coffee Break		Coffee room												
10.30	Group Sessions														
	<table><tr><td>How to motivate for mentoring?</td><td></td><td>How to find new resources for events?</td><td></td><td>How to support weak and understrength Clubs?</td><td></td></tr><tr><td>How to find new leaders?</td><td></td><td>Which special events will enrich a Division this year?</td><td></td><td>How do we start to build a bridge to pathways?</td><td></td></tr></table>	How to motivate for mentoring?		How to find new resources for events?		How to support weak and understrength Clubs?		How to find new leaders?		Which special events will enrich a Division this year?		How do we start to build a bridge to pathways?			
How to motivate for mentoring?		How to find new resources for events?		How to support weak and understrength Clubs?											
How to find new leaders?		Which special events will enrich a Division this year?		How do we start to build a bridge to pathways?											
11.15	Presentations – 5 min each group		Big room												
11.45	Reflection “What did I learn about my role and which questions are still open?”	Ana Isabel	Big room												
12.00	Q&A – Marketplace – Ask the team District core team		Big room												
12.30	Feedback on Training	Ulrike	Big room												
12.55	Next training location and time	Ulrike	Big room												
13.00	End														



Public Relations: what can we do for US ?

Bárbara Piedade
PR Manager
District 59
*Support for
Growth*

1. YOUR CONTACT PERSON



Communication Initiatives
Public Relations Initiatives
Toastmasters Brand Questions

Bárbara Piedade
Public Relations Manager
prm@district59.org



Technical Questions about Websites
Questions about Domains
Other Technical Matters

Francesco Fedele
IT Manager (int)
cgd109@district59.org

2. MY CONTACT PERSON

I also want a contact person!
Who from your Division should I contact?

3. DISTRICT PUBLIC RELATIONS MEANS



Facebook Group



Youtube Account



Facebook Page



District Website



Instagram Account



District Newsletter



4. BENEFITS OF PUBLIC RELATIONS



4. BENEFITS OF PUBLIC RELATIONS



PEOPLE

- AWARENESS OF THE BRAND
- AWARENESS OF EXISTING CLUBS NEARBY
- AWARENESS OF THE IMPORTANCE OF COMMUNICATION AND LEADERSHIP AS SOFT SKILLS

MORE POSSIBILITIES TO HAVE GUESTS AT THE MEETINGS

4. BENEFITS OF PUBLIC RELATIONS



- KNOWLEDGE OF THE ORGANISATION
 - HOW IT WORKS
 - MEMBER BENEFITS
 - DEVELOPMENT OPPORTUNITIES
- THE “I WANT TO BE LIKE THAT” IDEA

**MORE POSSIBILITIES TO HAVE
NEW MEMBERS IN THE CLUBS**

4. BENEFITS OF PUBLIC RELATIONS

- INFORMATION ABOUT EVENTS, ROLES, AWARDS
- ENGAGEMENT WITH THE ORGANISATION

**MORE POSSIBILITIES TO HAVE
NEW MEMBERS IN THE CLUBS**

**MORE POSSIBILITIES TO HAVE
NEW MOTIVATED LEADERS**



MEMBERS

Not a scaled representation

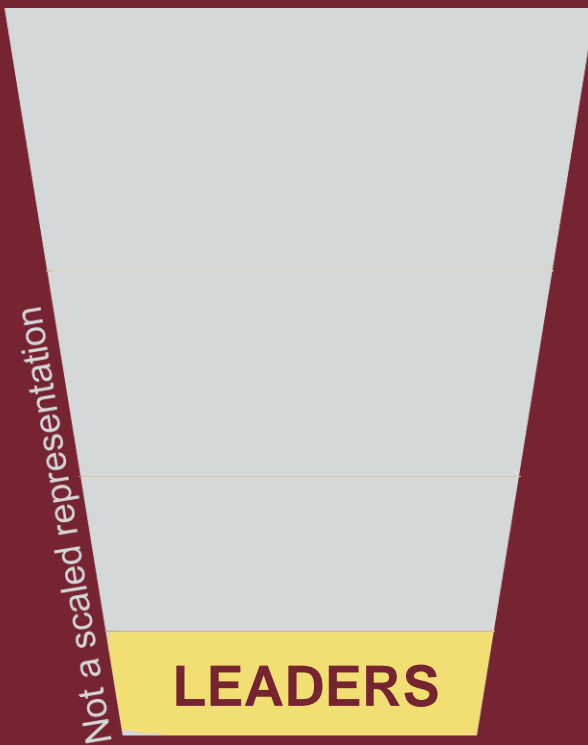
4. BENEFITS OF PUBLIC RELATIONS

- ENGAGEMENT WITH THE ORGANISATION
- MOTIVATION TO DO MORE

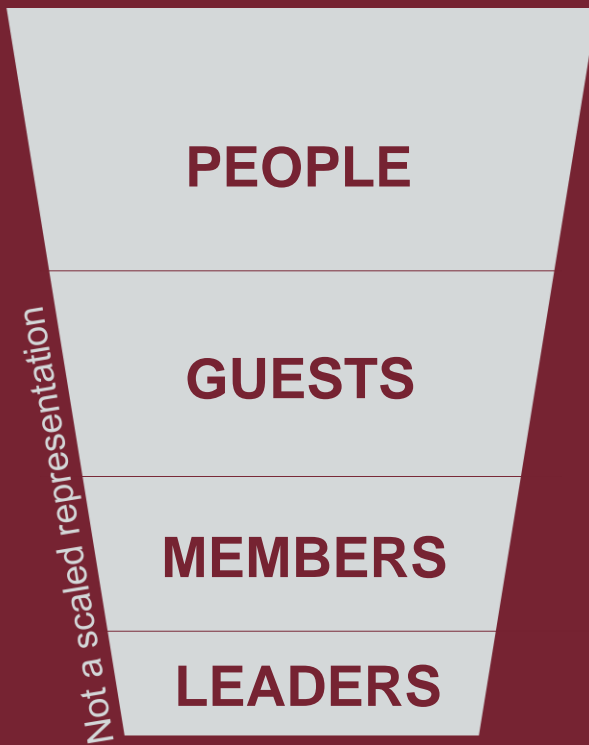
**MORE POSSIBILITIES TO HAVE
NEW MEMBERS IN THE CLUBS**

**MORE POSSIBILITIES TO HAVE
NEW MOTIVATED LEADERS**

**MORE POSSIBILITIES FOR
IMPROVEMENT INSIDE TM**



4. BENEFITS OF PUBLIC RELATIONS



THEY ALL INFLUENCE EACH OTHER

**BE SURE TO COMMUNICATE
APPROPRIATELY**

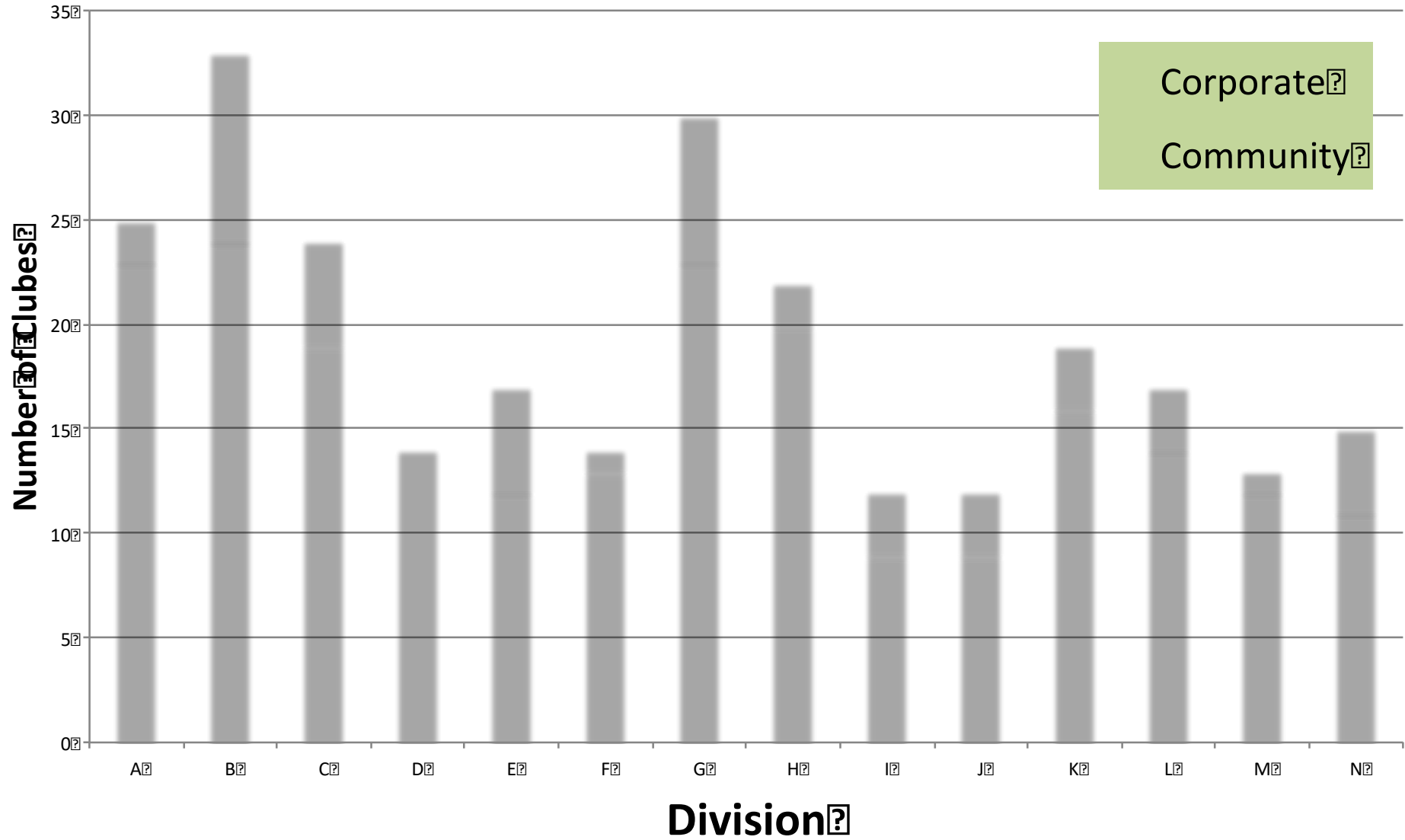




D59 2017-2018

Support for Growth

Corporate Clubs



Groups

- ▶ 4 different groups
- ▶ 4 different topics
- ▶ 1 speaker per group
- ▶ 7 minutes to brainstorm and discuss on the ideas
- ▶ 1 – 2 minutes to present the topic

Group A

- ▶ Alain Meric
- ▶ Bilal Khan
- ▶ Carla Sofia Farinha
- ▶ Cora Hollander
- ▶ Flávio CF Oliveira
- ▶ Igor Versteeg
- ▶ Klemens Hoegenauer
- ▶ Laura Bueno
- ▶ Luca Bertagnolio
- ▶ Pedro Oliveira
- ▶ Rita Pelicas
- ▶ Sandra Almeida Duarte
- ▶ Sílvia Vilas
- ▶ Sophie Crushovalieva
- ▶ Victor Lopez
- ▶ Werner Iser
- ▶ Zavarise Nicola

Group B

- ▶ Aires Marques
- ▶ Alexandra Noble
- ▶ Bigi Vitolic Koblet
- ▶ Christine Coat-Morel
- ▶ Els Kajwahula-Lucassen
- ▶ Fabien Ball
- ▶ Cristina Juesas
- ▶ Luis Prazeres
- ▶ Mansencal Patricia
- ▶ Mónica Bóbeda
- ▶ Nathalie Damas
- ▶ Pascal Vilarem
- ▶ Peter Matejka
- ▶ Rui Carneiro
- ▶ Sofia Andrade
- ▶ Tamar Strietman
- ▶ Thomas Schneider

Group C

- ▶ Arnout Nederpelt
- ▶ David Philippon
- ▶ Emilia Fossati
- ▶ France Aubin
- ▶ Gios Lorenzo
- ▶ Giovanni Curci
- ▶ Jean-Philippe Stijns
- ▶ Joaquim Canhoto
- ▶ Mark Finneran
- ▶ Miao Gerhard
- ▶ Pablo Garcia
- ▶ Pedro Sá
- ▶ Sofia Andrade
- ▶ Sofia Vieira
- ▶ Stella Mally
- ▶ Susana Evangelista
- ▶ Valbona Zefi

Group D

- ▶ Alexandra Nechifor
- ▶ Alexandra Nunes
- ▶ Alicia Mancheno
- ▶ Ana Rita Nogueira
- ▶ António Mendes
- ▶ Aude Herrenschmidt
- ▶ Catarina Real
- ▶ Joaquim Pinto
- ▶ Luc Bollen
- ▶ Manu Alexander
- ▶ Maria Navrouzoglou
- ▶ Metaxia Kritsidima
- ▶ Morel Thierry
- ▶ Mortadha Jouini
- ▶ Sheila MacMillan
- ▶ Stacey Wallaberger

Panels

- ▶ A. Who is the best contact person?
- ▶ B. Which TM benefits are crucial for corporate staff and the organisation?
- ▶ C. How to convince them to align with community clubs?
- ▶ D. Marketing means to be used by Area Director

Panel A

Who is the best contact
person?

Panel B

Which TM benefits are
crucial for corporate
staff and the
organisation?

Panel C

How to convince them
to align with community
clubs?

Panel D

Marketing means to be
used by Area Director



Dimitrios Diamantopoulos, DTM

FM assistant D109 – District 59

“Support for Growth”



WHEN? Let's figure out its coming...

- ▶ 1st Pilot: February 2017
- ▶ 2nd Pilot: March 2017
- ▶ 3rd Pilot: May 2017
- ▶ Rollout 1: July 2017
- ▶ Rollout 2: September 2017
- ▶ Rollout 3: November 2017
 - Pathways Guides already selected
- ▶ Rollout 4: ???
- ▶ Rollout 5 (WE ARE HERE): ???!!!

... and the end of current program

- ▶ 2 years after Rollout 8
 - Rollout 5: ???
 - Rollout 6: ???
 - Rollout 7: ???
 - Rollout 8: ???
 - THE END: ??? (2 years after Rollout 8)

- ▶ Till then both programs run in parallel!!!
 - Almost 3 years to complete your goals and to get your awards in the current program

PATHWAYS DOESN'T CHANGE THE CLUB MEETING

	Today	With Pathways
Your club meeting has an agenda, meeting roles and speeches	✓	✓
You sign up for a speech and receive an evaluation	✓	✓+ Access and store speech evaluations online
Club members support you and give feedback	✓	✓+ Feedback is also available online through Base Camp
You receive recognition	✓	✓+ Receive digital badges and certificates through Base Camp
The Ice Breaker is your first speech	✓	✓
The VPE tracks your progress	✓	✓
Speeches last 5–7 minutes	✓	✓
Learn 68 competencies	✓	✓+ Learn more than 300 competencies
One communication track, one leadership track	✓	✓+ 10 different learning paths tailored to you

THE 10 LEARNING PATHS



Dynamic
Leadership



Effective
Coaching



Innovative
Planning



Leadership
Development



Motivational
Strategies



Persuasive
Influence



Presentation
Mastery



Strategic
Relationships



Team
Collaboration

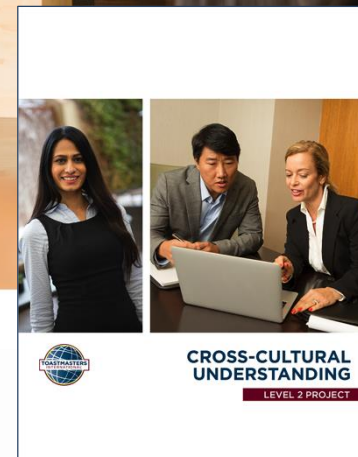


Visionary
Communication

THE 5 LEVELS IN EACH PATH

LEVEL 1 Mastering Fundamentals	LEVEL 2 Learning Your Style	LEVEL 3 Increasing Knowledge	LEVEL 4 Building Skills	LEVEL 5 Demonstrating Expertise
"Ice Breaker" "Evaluation and Feedback" "Researching and Presenting"	Two required projects + "Introduction to Toastmasters Mentoring"	One required project + a minimum of two elective projects *Serve as Topicsmaster, Toastmaster and evaluator by the end of Level 3	One required project + a minimum of one elective project	One required project + a minimum of one elective project + "Reflect on Your Path"

EXAMPLES OF PATHWAYS PROJECTS



PROJECTS AND SPEECHES



MAKE CONNECTIONS THROUGH NETWORKING

BEGIN

LEVEL 3 PROJECT



WHERE LEADERS
ARE MADE

Select to move to another section:



Strategic Relationships 3: Make Connections
Through Networking

BADGES AND AWARDS



Distinguished Toastmaster

New Path to DTM

- ❑ Completion of two learning paths
- ❑ Serve as a club officer for 12 months (current requirement is six months)
- ❑ Serve as Club Mentor or Coach
- ❑ Serve as Club Sponsor or conduct Speechcraft or Youth Leadership Program
- ❑ Serve as a district officer for one year
- ❑ Complete the capstone DTM project

Main Features of Pathways

- ▶ Many paths, choices & opportunities
- ▶ Brand-new & dynamic projects that provide real-world, transferable communication & leadership skills
- ▶ More competencies to learn (300)
- ▶ Elective projects: Tailor-made learning experience (to fit our needs and goals)

Main Features of Pathways (cont.)

- ▶ More flexibility to the members
- ▶ Work and interact online
- ▶ Videos, activities and quizzes online
- ▶ Complete and store evaluation online
- ▶ Share feedback online
- ▶ A new mentoring program: the Pathways Mentor Program

DISTINGUISHED CLUB PROGRAM

EDUCATION (SELECT 6 OF 12 GOALS)

___ Two CC awards

___ Four Level 1's

___ Two more CC's

___ Two Level 2's

___ One ACB, ACS or ACG award

___ Two more Level 2's

___ One more ACB, ACS or ACG

___ Two Level 3's

___ One CL, ALB, ALS or DTM award

___ One Level 4

___ One more CL, ALB, ALS or DTM

___ One Level 5

Pathways Guides

► Responsibilities:

- Club Visits along with Ambassador
- Training (physical & online)
- Read materials to prepare for training
- Complete and submit Club Visit Reports
- Follow up with VPE's
- Collect and submit questions
- Attend office hours conducted by WHQ staff
- Provide answers

► Travel expenses covered by District Budget

Knowledge and Skills

- ▶ Verbal, written and interpersonal communication
- ▶ Organization and time management
- ▶ Leading or moderating discussions
- ▶ Presentations, both in-person and virtual
- ▶ Using technology
- ▶ Setting and meeting deadlines

Selecting Pathways Guides

- ▶ PQD's choose the Guides
- ▶ PQD collaborates with Chief Ambassador
- ▶ Selection based on criteria
- ▶ Criteria includes:
 - Member of a club in good standing
 - At least one year of presentation experience
 - Uphold Toastmasters' core values
 - Able and willing to travel to clubs
 - Commit to serving 6 months

Recognition of Ambassadors and Pathways Guides

► Ambassadors:

- for their Pathways Service get credit for 1 year of District Officer Service

► Pathways Guides:

- for serving 6 months as Guides get credit for 1 year of District Officer Service

Month	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Prep						
Club Visits						
Rollout						
Virtual Support Sessions		At least 4	At least 4	At least 4	At least 2	At least 1





TOASTMASTERS PATHWAYS

— learning experience —