

## **Marketing Workshop 1-21-12 – Notes from Group Reports**

### **Group 1: Corporate Club Open House**

- Corporate structure determines what a corporate club can do with an Open House.
- Conduct 3 meetings to plan open house; do it outside of the regular club meeting
- Piggyback on any corporate events or large functions that may be happening. These may be any regular time or place for company meetings or a gathering where people can network.
- Prepare official TI member applications & fill out as much info. as possible ahead of time.
- Put “Toastmasters club member” or “future Toastmasters club member” on badges.
- Speakers should include experienced and inexperienced: CC & someone not yet a CC
- Conduct Q&A session at end of the meeting
- Use theme for the meeting and ideally associate the theme with the company or its tagline.
- Advertise the Open House on company closed-circuit TV, with flyers in bathrooms and breakrooms, on company message boards and in corporate or departmental newsletters

### **Group 2: Community Club Open House**

- Allow a month for event planning.
- Use a Mardi Gras theme to make it fun
- Ask club members to volunteer and donate necessary items
- Strive for a Gavel Club quality meeting
- 1 CC manual and 1 advanced manual speech
- Three table topic speeches
- Publicity – use social media, newspapers, flyers on bulletin boards
- Challenge each club member to bring a guest.
- Follow up with handwritten notes
- Provide acceptable incentive for joining -- such as waiver of club dues for first six months

### **Group 3: Corporate Club Open House**

- Invite a member of the Speakers Bureau to give a speech
- Invite a winner of a humorous speech contest to give a speech.
- Give these speakers a \$5 coupon (e.g. Starbucks gift card) as expression of appreciation
- Use food items such as cookies, but place them strategically in room to preclude grab & go
- Book conference sufficiently large to accommodate a large crowd
- Involve company’s facilities coordinator in event planning
- Make sure you have plenty of guest packets ready
- Focus on having a friendly atmosphere: be welcoming, have a greeter, use large name tags
- Use company intranet to send invitations
- Ask each club member to personally invite 2 or 3 of their non-member friends to attend
- For table topics, use questions such as “How has Toastmasters affected you?”
- Follow up with cards and personal notes, hand-delivered

#### **Group 4: Community Club Open House**

- Have male and female greeters at the event – wearing host / hostess style clothing
- Have lots of good food available
- Hold more than one event so attendees have a choice convenient for them.
- Ask attendees of first event to come back to the second one and bring a friend
- Use posters, flyers and business cards to promote the event
- Use your regular meeting facility as the location so guests will see what real meeting is like
- Have members wear TM name badges
- Have members sit next to guests so they can explain the meeting and answer questions
- Provide acceptable incentive for inviting guests -- such as waiver or reduction of club dues
- Conduct a regular meeting
- Publicity methods should include face-to-face.
- Focus your marketing on a specific audience such as those out of work
- Follow up with handwritten notes