

How to Create and Deliver Large Events that WOW

Build Membership and Club Strength
for Many Clubs with One Large Event

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Rodney is an avid writer and sharer of his leadership and communication experiences in Toastmasters. You can find other writings by him on topics like *How to Create Superb Speech Evaluations*, *How to Win the Evaluation contest*, *How to Build Club Strength*, and more at <http://www.ewoliving.com/toastmasters.php>

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Liability Statement

As with any event that has revenue and expenses you will need to ensure that projected revenue will cover expenses or that there is a source of funds that can be appropriately used to cover potential losses.

If one or more clubs sponsors a WOW event:

The club(s) should have the financial resources to cover any potential losses. Since these funds belong to the clubs any use of club funds should be ratified by the entire club membership.

We also recommend that you notify your Area, Division and District Governors. Part of their responsibility is to protect the Toastmaster brand within the District....they should be aware of WOW events and be kept informed. They should also be aware of the significant effort you are putting out to help build membership and strengthen the Toastmaster brand.

If an independent group of Toastmasters (Area, Division, ad hoc group) sponsors a WOW event:

The sponsors should obtain District approval for the WOW event. You will need to demonstrate to the District team that you can fully fund any financial losses (should they occur) or the District agrees to cover any losses from District funds.

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Introduction

You are most likely reading this document because you are curious about what a WOW event is and how to create and deliver a successful one. While the content of this document came from my experiences with creating and delivering the February 5th, 2011 WOW Vancouver event (in Vancouver, British Columbia, Canada) I've tried to make the ideas and contents general and applicable to any WOW event.

The overall design of WOW Vancouver was guided by the desire to produce an event that would answer as many questions as possible that might occur to the potential member – before, during or after the event. This guided us in the overall program design, selection and production of information materials and overall flow of the event.

The WOW Vancouver venue (Vancouver General Hospital) auditorium has seating for about 265 attendees. We allocated 45% for Toastmasters, 45% for non-Toastmasters and 10% for WOW Vancouver executive and program participants. This arrangement was kept in place until a few days prior to the event. Actual WOW Vancouver numbers were roughly 260 attendees, 60% Toastmasters and 40% non-Toastmasters.

This document is intended to answer three questions regarding WOW events.

- 1 – What is a WOW event?
- 2 – How do we create a WOW event?
- 3 – How do we successfully deliver a WOW event?

What is a WOW event?

Simply put - WOW events are intended to get attendees to say 'WOW.....I didn't realize there was so much (or so much more) to Toastmasters!'

For **non-Toastmasters** – it is intended to showcase the **value of starting** the Toastmaster Journey. WOW events are intended to be the best opportunity of the year to impress non-Toastmasters with the kind of value that Toastmasters provides and to persuade them to join.

For **Toastmasters** – it is intended to showcase the **value of continuing** the Toastmaster Journey

WOW events are intended to attract new members to Toastmasters and to provide existing members with insights into how much more value they will get from Toastmasters by continuing their Toastmasters journey.

In short - WOW events are intended to help build club membership and strengthen the value that club members receive from being in Toastmasters and continuing their Toastmasters journey.

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How do we create a WOW event?

That is what the first portion of this document outlines.

Toastmasters appeals to a broad section of the population and is neutral to gender and heritage – we encourage you to select WOW participants (speakers, presenters, Table Topics speakers and evaluators, etc.) that reflect the diversity of your population base. The more the individual audience members can directly identify with some portion of the program and its participants the more likely they are to consider Toastmasters as something worth serious consideration (non-Toastmasters) or something worth getting more value from (Toastmasters).

The overall design of a WOW event should be such that the energy of the event builds as the program progresses.....so that at the end of the event everyone in attendance says.....WOW.

How do we successfully deliver a WOW event?

That is what the latter portion of this document provides.

I've included discussion of WOW Vancouver's main operational roles (Promotions Chair, Registration Chair, etc.) and main program roles (speakers, presenters, etc.). The appendixes contain much of the WOW Vancouver promotional email content - so that you can see how the email communiqués were crafted. You can use whatever content is suitable for your own communiqués.

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Major Roles to be Filled

During the design phase of the WOW Vancouver event we identified several critical roles that needed to be filled in order to ensure the smooth and successful delivery of WOW Vancouver.

A WOW event is meant to appeal to both Toastmasters and non-Toastmasters. During the design of WOW Vancouver we allocated about 45% of the seats for Toastmasters, 45% for non-Toastmasters and about 10% of the seats for WOW executive and program participants.

Ambassador Chair

The Ambassador Chair selects and coordinates the WOW ambassador's. WOW ambassador's should be experienced Toastmasters who can easily engage non-Toastmasters in conversation, answer questions related to Toastmasters and help them identify what club(s) may be suitable for them to join.

WOW Ambassador's should be stationed around the Registration Desk and in the Club Promotion Room and be easily identifiable.

The WOW Vancouver Ambassador Chair selected seven experienced Toastmasters to act as ambassadors. Each ambassador was given a small, distinctive scarf that they wore around their neck or wrist. Ambassadors were able to distinguish Toastmasters from non-Toastmasters by the color of the attendee's nametag.

Recommendation: Make it easy for ambassadors to distinguish Toastmasters from non-Toastmasters and for WOW event attendees to identify ambassadors. Depending on your WOW events budget you may wish to consider hats, shirts, buttons, etc.

Club Promotion Chair

The Club Promotions Chair is responsible for all aspects of the portion of a WOW event related to club promotion. Since a WOW event is intended to attract both Toastmasters and non-Toastmasters the WOW committee should invite both community clubs and advanced clubs.

At the WOW Vancouver venue we had a large room that we designated as the club promotions room. The room was able to accommodate 15 tables (3' x 8'), one for each club, and about 100 people.

For WOW Vancouver the Club Promotions Chair invited clubs to participate, provided them with information and suggestions on how to use the space to promote their club, compiled and printed

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contact information for about 30 clubs in the City of Vancouver and created a poster board that had all the club locations identified on a map of Vancouver.

Since WOW Vancouver was targeted primarily at the City of Vancouver (Division B) we also involved the Division B Governor and Division B Area Governors in promoting and motivating clubs within the City of Vancouver to participate. All 15 tables were filled. We printed about 200 copies of the club list. In addition to asking the individual clubs to bring about 20 copies each of the Toastmasters Membership form we also printed 50 copies of the form as backup.

Event Promotion Chair

The Event Promotion Chair is responsible for ‘filling the auditorium’. The WOW Vancouver executive committee discussed the two major options for promoting the WOW event to non-Toastmasters.

Option 1 – promote WOW Vancouver to Toastmasters as a great way for them to impress non-Toastmasters (that they are trying to get to join Toastmasters).

Option 2 – promote WOW Vancouver to larger organizations in the City of Vancouver and in the extended Lower Mainland of British Columbia.

Option 2 was not pursued very vigorously because it was felt that it would be a much harder to ‘sell’ the value of Toastmasters to people who had no previous knowledge or experience with Toastmasters.

Option 1 was deemed the more effective way of attracting non-Toastmasters to the WOW event and persuading them to join a club. These non-Toastmasters already had knowledge of Toastmasters most likely had already attended a club meeting and already knew at least one Toastmaster.

The promotion campaign was primarily email based. Initially only Division B Toastmasters (about 450) received the promotional emails. About three weeks prior to the WOW Vancouver event we opened the event up to all Toastmasters in the BC Lower Mainland (about 2500 Toastmasters).

The initial WOW Vancouver promotional email was sent out two months in prior to the event. See appendixes for email content.

There is a marketing ‘rule’ that a consumer must be ‘touched’ between seven and fifteen times before the consumer will make a decision to ‘buy’. In the case of the WOW Vancouver event the ‘purchase’ decision came when the person decided to attend but the actual ‘payment’ did not occur until the WOW Vancouver event itself – pay at the door.

Because the consumer’s decision could be reversed without any financial lose - up to the very day of the WOW Vancouver event - it was decided that a strategy of ‘touching’ the consumer as many times as reasonably possible up to the day of the event would be pursued.

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To mass-email this many people we used the District 21 (iContact) email system. The iContact email database already had all the Toastmaster email addresses segmented by Division.

Details of email promotional effort and process:

- each promotional email emphasized that WOW Vancouver would be a full event and that all attendees must be pre-registered.
- event registration was made easy by asking people to simply RSVP to the email they had just received
- from two months prior to the event until three weeks prior to the event we sent out three equally spaced promotional emails only to Division B Toastmasters.
- for the final three weeks we sent out three more emails, each about five days apart.
- each email response, indicating that a person or persons wanted to attend WOW Vancouver, was responded to with a short email indicating that the person(s) were now registered.
- an excel spreadsheet was also maintained with the first and last name of each Toastmaster, first and last name of each guest, email address of each Toastmaster and guest and how much the Toastmaster would pay at the door. (see budget portion of this document for fee details)
- the spreadsheet also kept track of the overall number of Toastmasters and non-Toastmasters that were registered and projected revenue.
- two days prior to the WOW Vancouver event we sent out an email to all registered Toastmasters and guest that included timing, encouragement to come early and talk to club representatives and details about parking and transit.

Other promotional efforts included:

- creating a PDF brochure and putting it on the home page of the District 21 web site
- listing the WOW Vancouver event on the District 21 calendar
- ad hoc verbal promotion of WOW Vancouver at club meetings

Master of Ceremonies (MC)

The MC role is critical to the successful delivery of the WOW program. The person must be organized, and accomplished speaker and MC.

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Organized – they must be able to attend to the details of collecting and crafting interesting introduction material for all the WOW program participants.

Accomplished Speaker – they must be able to smoothly deliver introductions and other bridging material with an energy and dynamic that helps build energy and interest as the WOW event progresses – and with as few notes as possible

Accomplished MC – the MC role is not simply about giving short speeches (introductions) during the course of the WOW event. The MC role is about providing introductions that continue to build interest, energy and momentum over the course of the WOW event so that the audience says WOW at the end of the program. The MC needs to be a solid presence throughout the WOW program without becoming an overt part of the program. The MC chosen should have previous MC experience.

To choose the MC for the WOW Vancouver event we all proposed people that we thought would be suitable, discussed the merits of each and then conducted a private vote to select the MC for WOW Vancouver.

Registration Chair

The Registration Chair is responsible for the design and implementation of the registration process for the day of the event. Whatever registration process you design it should be able to move people quickly and effortlessly through the registration process.....so their first interaction with your WOW event is a positive one.

The WOW Vancouver Registration Chair designed the following registration process:

- a few days prior to the WOW Vancouver event the Event Promotion Chair provided the Registration Chair with a spreadsheet containing the first and last names of all attendees and whether they were Toastmasters or not.
- the Registration Chair pre-printed badges for all registered attendees.....red for non-Toastmasters, blue for Toastmasters. Color distinction allowed the ambassadors to easily distinguish between Toastmasters and non-Toastmasters.
- the pre-printed registration badges were arranged alphabetically for easy retrieval.
- four people attended to the operation of the registration desk.
- all promotional literature targeted to non-Toastmasters was at the registration desk and handed to non-Toastmasters as they registered.

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Budget

With any major event, where you have revenue and expenses, there will be discussion regarding how much to spend, what to spend it on and how much to charge attendees.

Here is a list of some of the expense items you may want to include in your budget – venue rental, food, charts, displays, handouts, ambassador ribbons, registration badges, promotional materials, photocopies, speaker gifts, etc.

In this Budget section we include two aspects of our discussion – how to set attendance fee(s) and a break even budget analysis.

Attendance Fee Analysis/Discussion:

Different fee setting philosophies:

One takes the stand that:

- if there is no charge then many will not see a value to it
- value is created when a fee is charged
- it should be the same fee for all

Another takes the stand that:

- for low level fee's (\$5 or \$10) the perceived value is not in the fee level but rather it's in the overall perception of the program.

Here is some of the analysis:

For some things the perceived value is proportional to the amount paid. These are typically physical things such as high end cars, all inclusive packages, etc. Higher \$\$ = Higher Value = Higher Status. These sorts of things are heavily marketed and positioned as status objects or services.

That's not what we are 'selling' here.

The marketing model that is more appropriate here is the ones that many software companies, self-development companies, etc. use.

This model assumes that the public knows very little about the product or service and that the brand is not well known or that the brand value proposition is not well understood.

In this model the companies give away their product for a limited time so that there is no \$\$ barrier to having the public experience the value of their product.

Service companies like those in the self-development arena will offer free coaching or free evening/one-day seminars so that people can experience the value of the service and so that the company has a more

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positive environment (at the seminar) in which to market the value proposition associated with the services they are offering.

I believe that Toastmasters very much fits into the self-development arena.

The WOW Vancouver pricing.....

All Non-Toastmasters – FREE

Toastmasters that **do** bring a Non-Toastmaster guest – \$5

Toastmasters that **do NOT** bring a Non-Toastmaster guest – \$10

.....was developed as a set of graded incentives.

Guests are free so that there is no \$ barrier to their decision. The value of attending for guests is not really to find out about TM but to enjoy themselves in an environment that will convey that Toastmasters can become a valuable part of their life if they choose to take that path.

Toastmasters that bring a guest – that they want to persuade to join TM – are half price.....A small \$ incentive to Toastmasters to bring guests. By bringing a guest they have done some work on behalf of WOW Vancouver marketing/promotion and for the benefit of Toastmasters in general so they receive a small \$ break.

Toastmasters that do not bring a guest are charged full price. They already see the value of Toastmasters. The WOW Vancouver event is providing them with even more reasons/value to continue their TM journey.

Break Even Budget Analysis

A break even budget analysis takes certain variables into account and determines what the lowest expected revenue level would be for a successful event. Generally expenses should not exceed the lowest expected revenue level. The variables in this analysis are the number of Toastmasters vs. non-Toastmasters, the number of Toastmasters who bring guests, the attendance fee and the number of complimentary seats reserved.

Fixed numbers and assumptions:

- the VGH auditorium can hold a maximum of 265 people.
- 35 complimentary seats will be reserved for WOW Vancouver executive, volunteers and program participants.
- 115 seats will be allocated for Toastmasters
- 115 seats will be allocated for non-Toastmasters
- \$10 for Toastmasters that do not bring a guest
- \$5 for toastmasters who do bring a guest

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- Free for guests
- We assume that the WOW Vancouver event will be full

Analysis:

If all Toastmasters brought a guest then each Toastmaster would be charged \$5.

Minimum revenue, assuming a full event, will be $115 \times \$5 = \575

If no Toastmaster brought a guest then each Toastmaster would be charged \$10.

Maximum revenue, assuming a full event, will be $115 \times \$10 = \1150

Implications: (assuming a full WOW event)

- budget expenses should be kept below \$575 to ensure that all expenses can be paid from revenue
- the expected range of revenue is between \$575 and \$1150

The WOW Vancouver event yielded revenue which was about half way between the maximum and minimum expected revenue.

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Appendix 1 – First Email Inviting Division B Toastmasters

Email Subject Line:

Your Invitation to the - First Annual WOW Vancouver - February 5th -- Presented by Division B Toastmasters

Email Body:

Dear Fellow Division B Toastmasters

On Saturday February 5th, 2011 (7pm to 9pm) in the 250 seat Vancouver General Hospital (VGH) Paetzold Auditorium we will be holding the First Annual WOW Vancouver

Address -- 890 West 12th Ave, Main Entrance to VGH

**** THIS EVENT WILL BE FULL – Please RSVP to this email or to Rodney Denno rodney@ewoliving.com ****

Limited Time - Division B - Seating Exclusivity

Until January 22 - WOW Vancouver seating will be available exclusively to Division B (the City of Vancouver) Toastmasters – and their guests.

After January 22 - If there are any seats still available they will be offered to all Toastmasters – and their guests – within the Lower Mainland.

Once all the seats have all been taken we will be maintaining a Waiting List.

Please NOTE

All Toastmasters and Guests MUST be registered in order to attend WOW Vancouver – We will not be accepting walk-ins.

To Register please REPLY to this email or send an email to rodney@ewoliving.com.

You must include your name, the name of your Toastmaster club and the name(s) of your guests.

Limited Seating Availability

115 seats are available for Toastmasters.

115 seats are available for non-Toastmasters.

35 seats are allocated for volunteers and WOW Vancouver participants.

Pricing:

All Non-Toastmasters – FREE

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Toastmasters that **do** bring a Non-Toastmaster guest – \$5
Toastmasters that **do NOT** bring a Non-Toastmaster guest – \$10

***** THIS EVENT WILL BE FULL – Please RSVP to this email or to Rodney Denno
rodney@ewolving.com *****

Why was WOW Vancouver created?

For **non-Toastmasters** – to showcase the value of **starting** the Toastmaster Journey
(This is the best opportunity this year to impress non-Toastmasters with the kind of value that Toastmasters provides and to persuade them to join)

For **Toastmasters** – to showcase the value of **continuing** the Toastmaster Journey
(In the words of John Noonan – Past Toastmasters International President – “You CANNOT give back to Toastmasters more than what Toastmasters gives to you.”)

.....and to be informed, inspired and entertained by some very talented speakers and presenters.

Ultimately WOW Vancouver is intended to help build club membership and strengthen the value that club members receive from being in Toastmasters and continuing their Toastmasters Journey.

What's in the WOW Vancouver lineup?

====> Meet, greet and listen to **Toastmaster International President (2010 - 2011) – Pat Johnson** – talk about her toastmasters journey from non-Toastmaster to Toastmasters International President.

====> Hear the **inspiring words of former Toastmaster, Motivational Speaker and Best Selling Author - Joe Roberts** - (known as the Skid Row CEO). Joe Roberts is an inspirational example of overcoming adversity and managing change. In 1989 he was living under a bridge as a homeless skid row street person. Today he is an author, CEO and internationally sought after professional speaker who motivates and inspires audiences. Joe will be available for a half hour book signing at the end of WOW Vancouver.

====> Listen and learn from **Author, Speaking Coach and Distinguished Toastmaster - John Hawkins** – as he weaves together the story of his Toastmasters Journey with the real value of completing the entire Toastmaster program – from completing the Competent Communicator (CC) to fully appreciating the personal transformation that takes place as you complete all the requirements for receiving your Distinguished Toastmaster (DTM) designation.

====> Learn the art of being a Master of Ceremonies (MC) from **Distinguished Toastmaster – and WOW Vancouver Master of Ceremonies - Dorothea Hendriks** as she guides the evenings proceedings.

====>and lots more (rapid fire Table Topics speakers and evaluators, a very humorous speech by)

Rodney Denno, ACS, ALS
Communications & Technology Officer (2010 - 2011)
Achieving Greatness Together with Passion, Service and Leadership

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Appendix 2 – First Email Inviting all BC Lower Mainland Toastmasters

Email Subject Line:

Your Invitation to attend WOW Vancouver

Email Body:

WOW Vancouver

Saturday February 5th, 2011 (7pm to 9pm) in the
250 seat Vancouver General Hospital (VGH) Paetzold Auditorium
899 West 12th Ave, [Main Entrance to VGH](#)

Please respond to this invitation if you have NOT already received registration confirmation.
Once all the seats have been claimed we will be maintaining a Waiting List.

NOTE

All Toastmasters and Guests MUST be registered in order to attend WOW Vancouver.
To REGISTER please REPLY to this email or send an email to rodney@ewoliving.com.
Please include your name, the name of your Toastmaster club and the name(s) of your guests.

***** We anticipate THIS EVENT WILL BE FULL – Please RSVP to this email or to Rodney Denno
rodney@ewoliving.com *****

WOW Vancouver lineup

====> Meet, greet and listen to Toastmaster International President (2010 - 2011) – Pat Johnson – talk about her toastmasters journey from non-Toastmaster to Toastmasters International President.

====> Hear the inspiring words of former Toastmaster, Motivational Speaker and Best Selling Author - Joe Roberts - (known as the Skid Row CEO). Joe will be available for a half hour book signing at the end of WOW Vancouver.

====> Listen and learn from Author, Speaking Coach and Distinguished Toastmaster - John Hawkins – as he weaves the story of his Toastmasters Journey.

====> Laugh along with Ryan Lyster - District 21 Humorous Speech Contest Finalist

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====>and lots more (rapid fire Table Topics speakers and evaluators,.....)

Pricing:

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Toastmasters that **do NOT** bring a Non-Toastmaster guest – \$10

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Appendix 3 – Final Email Inviting all BC Lower Mainland Toastmasters

Email Subject Line:

WOW Vancouver - Sold Out - Waiting List Only

Email Body:

WOW Vancouver

You may be wondering - since all 250 seats have been taken - why I'm sending out an email asking for more Toastmasters and Guests to register.

The reasons:

- 1 - **Anyone who has already registered but knows they will NOT be able to attend --- please email me so we can release the seat. There are 10 people already waiting. Just REPLY to this email. THANKS**
- 2 - Reason #1 should result in 15 or 20 seats becoming available.
- 3 - We will maintain a Waiting List -- requests for seats are still coming in and we would like to have as many people at WOW Vancouver as possible.
- 4 - It's going to be a fun and inspiring two hours!

Here are the details:

=====

Saturday February 5th, 2011 (7pm to 9pm) in the
250 seat Vancouver General Hospital (VGH) Paetzold Auditorium
899 West 12th Ave, [Main Entrance to VGH](#)

All Toastmasters and Guests MUST be registered in order to attend WOW Vancouver.
To REGISTER please REPLY to this email or send an email to rodney@ewoliving.com.
Please include your name, the name of your Toastmaster club and the name(s) of your guests.

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====> Laugh along with Ryan Lyster - District 21 Humorous Speech Contest Finalist

====>and lots more (rapid fire Table Topics speakers and evaluators,.....)

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Toastmasters that **do** bring a Non-Toastmaster guest – \$5

Toastmasters that **do NOT** bring a Non-Toastmaster guest – \$10

Why was WOW Vancouver created?

For **non-Toastmasters** – to showcase the value of **starting** the Toastmaster Journey

(This is the best opportunity this year to impress non-Toastmasters with the kind of value that Toastmasters provides and to persuade them to join)

For **Toastmasters** – to showcase the value of **continuing** the Toastmaster Journey

(In the words of John Noonan – Past Toastmasters International President – “You CANNOT give back to Toastmasters more than what Toastmasters gives to you.”)

.....and to be informed, inspired and entertained by some very talented speakers and presenters.

Rodney Denno CISSP, ACS, ALS

Toastmasters International, District 21

Communications & Technology Officer (2010 - 2011)

Achieving Greatness Together with Passion, Service and Leadership

Rodney is an avid writer and sharer of his leadership and communication experiences in Toastmasters. You can find other writings by him on topics like *How to Create Superb Speech Evaluations*, *How to Win the Evaluation contest*, *How to Build Club Strength*, and more at <http://www.ewolving.com/toastmasters.php>



Appendix 4 – Email to all WOW Vancouver Attendees

This email was sent to all registered attendees two days prior to the event happening.

Email Subject Line:

WOW Vancouver Parking, Transit and Logistics

Email Body:

Fellow WOW Vancouver Attendees

WOW Vancouver is only two days away! We have 259 registered attendees.....so the auditorium will be full. In order to ensure that we are able to start and end on time here are the timing logistics.

6:00 PM – Registration Opens, Networking, Talk to club representatives about their clubs

6:30 PM – Auditorium opens for general seating

6:55 PM – Everyone is in their seat

6:55 PM – Anyone arriving after 6:55 PM must enter at the back of the auditorium (signs will direct you)

7:00 PM – Sergeant at Arms opens WOW Vancouver

9:00 PM – WOW Vancouver closes

9:00 PM – 9:30 PM – Networking, Talk to club representatives about their clubs, Joe Roberts book signing

Parking, Transit and Address:

1 - Attached is a PDF containing some parking lots around VGH.

2 - Here is a link that looks like it contains much of the same information

<http://wcfp.squarespace.com/journal/2010/3/24/alternative-parking-facilities-around-vancouver-general-hosp.html>

3 – For those of you who would like to try Translink as an alternative to driving <http://www.translink.ca/>

4 - The Vancouver General Hospital address is 899 12th Ave, Vancouver

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Toastmasters International, District 21

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Appendix 5 – Email to All Club Officers/Leaders

Email Subject Line:

WOW Vancouver - Promote your club to 250 potential new members

Email Body:

Dear Club Leaders

This email has been sent to ALL club leaders in Division B.

Is your club looking to build membership? I'm almost certain your answer was yes!

Division B is holding its first WOW Vancouver event.....designed to get a large number of non-Toastmasters to come and enjoy themselves and experience the value of starting their Toastmaster journey.

WOW Vancouver takes place on February 5th in the main auditorium of the Vancouver General Hospital(VGH).

The VGH auditorium holds 265 people. We have allocated 115 seats just for non-Toastmasters.

>>>>>>>If you are a community club WOW Vancouver provides your club with the opportunity to promote to over 115 non-Toastmasters.

>>>>>>>If you are an advanced club you will have the opportunity to promote your club to over 150 Toastmasters.

We have set aside a large room, next to the main auditorium, for all Division B clubs to promote the unique character and value of their club.

Each club will be provided with half of a 3ft x 8ft table where they can display their club brochure, banner, signage, club value proposition, etc.

What do you need to provide?

1 - A club member who can be present at the table and talk to/persuade potential members to join your club.

This person should be present from 6pm to 6:50pm, 8pm to 8:20pm and 9pm to 9:30pm.

2 - Club brochures that can be handed to potential members along with whatever other club promo

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materials you would like to give out so that potential members will remember your club and want to join.

3 - If you plan to bring your club banner.....please also provide a stand for the banner.

4 - Bring as many Membership forms as you feel you will need. Pre-filling the Membership forms with your clubs information is an effective persuasion technique.

We are expecting to fill the auditorium – 265 seats.

We've done the planning and promotion for you.....so come out, promote your club and see how many new members you can sign!

Please contact --- *name and email of contact* --- or simply REPLY to this email.

We wish you all the best in your recruiting efforts.

Rodney Denno CISSP, ACS, ALS
Toastmasters International, District 21
Communications & Technology Officer (2010 - 2011)
Achieving Greatness Together with Passion, Service and Leadership

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Appendix 6 – Email to all Division B Area Governors

This email was sent to all Division B Area Governors encouraging them to motivate their clubs to participate in the club promotion portion of WOW Vancouver.

Email Subject Line:

Biggest Membership Building Drive in the history of Division B - February 5th at VGH

Email Body:

Dear Division B Area Governors

On February 5th (from 7pm to 9pm at the VGH) we will be having the biggest membership building drive in the history of Division B.

We have named this event ‘WOW Vancouver’ since there are two other WOW events taking place in more outlying regions of the lower mainland a few days prior to the WOW event in Vancouver.

The planning and delivery of this WOW event has (will have by the time it is over) involved:

- 1 - Core planning executive of 7 volunteers (about 300 volunteer hours)
- 2 – An additional 20+ volunteers at the WOW event itself (another 100+ volunteer hours)
- 3 – About \$400 in expenses to add a very professional image to the event.
- 4 –and a lot more (such as the TI President – Pat Johnson – and a world class motivational speaker – and former Toastmaster – Joe Roberts)

Two main objectives have guided the planning and creation of WOW Vancouver:

Objective 1 – For **non-Toastmasters** --- create a first class event that showcases the value of **starting** the Toastmaster Journey

Objective 2 - For **Toastmasters** --- create a first class event that showcases the value of **continuing** the Toastmaster Journey

>>>>>>>> Both objectives will ultimately result in building and strengthening clubs – by building membership and – by strengthening the value that club members receive from being in Toastmasters and continuing their Toastmasters Journey.

Since there are only 265 seats in the VGH auditorium and since we have allocated 35 for volunteers, etc. there are only 230 seats available for attendees.

The 230 seats will be split evenly between Toastmasters and non-Toastmasters.

Rodney is an avid writer and sharer of his leadership and communication experiences in Toastmasters. You can find other writings by him on topics like *How to Create Superb Speech Evaluations*, *How to Win the Evaluation contest*, *How to Build Club Strength*, and more at <http://www.ewolving.com/toastmasters.php>



We will be doing extensive promotion of the WOW Vancouver event over the next four weeks. Anyone planning to attend will have to RSVP to me and be placed on one of three lists – Toastmaster List, Non-Toastmaster List, Wait List.

We will NOT be accepting any walk-ins ----- that will be made clear in the promotional emails. Name badges will be printed in advance and will be a different color for Toastmasters and Non-Toastmasters.

Pricing:

All Non-Toastmasters – FREE

Toastmasters that do bring a Non-Toastmaster guest – \$5

Toastmasters that do NOT bring a Non-Toastmaster guest – \$10

Promotion:

First two promotional emails will be ONLY to Division B Toastmasters.

All further promotional emails will be to all Divisions in the Lower Mainland.

*****THIS WILL BE A FULL EVENT*****

We have reserved the large multipurpose room (MPR) beside the main VGH auditorium for clubs to promote themselves. We will have 15 tables in the MPR - two clubs per table for their brochures, signage, etc. If all the table spaces are not used by Division B clubs then clubs from other Divisions will be allowed to promote.

Why am I telling you all this?

Because this event is primarily to help clubs grow their membership!

We (the WOW Vancouver executive committee) need your help in ensuring that EVERY club in Division B has at least one representative that can be present in the MPR from (6pm to 6:50pm, during the 20 minute break, and from 9pm to about 9:30pm)

They will need to bring club promo materials. We will provide membership forms and other informational and promotional materials.

Because you already have close relationships with each of your club executives -----

We need you to contact every one of your clubs and get a commitment from at least one person in each club to be at the event to promote their club.

I believe that there is at least one person in each club that would be willing to attend and promote their club so.....I ask that you do NOT accept NO as an answer.

Please convey to the clubs the significant effort that is being put out on their behalf – all they have to do is send a club representative. Thanks

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Your Division B Governor will be discussing this with you at your Division Executive meeting on Tuesday and I will be calling all of you during this coming week to discuss your clubs and how we can collectively ensure that all Division B clubs are present – and promoting their clubs - at WOW Vancouver.

Thank You all for doing this!

Rodney Denno CISSP, ACS, ALS
Communications & Technology Officer (2010 - 2011)

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Appendix 7 – Email Soliciting Ambassadors

This email was sent by the Ambassador Chair to a large number of advanced Toastmasters to solicit their help as WOW Vancouver ambassadors.

Email Subject Line:

WOW Vancouver Event - Saturday, February 5th (7-9 PM) - Toastmaster Ambassadors Wanted - Your chance to "Talk up Toastmasters!"

Email Body:

Greetings and happy Year!

If you're one of those hard core members who just love to talk up Toastmasters to the general public then here is your chance to talk up a storm!

The WOW Vancouver event showcases Toastmasters to the general public and gives current Toastmasters the opportunity to demonstrate how well they have benefited from the Toastmasters program.

We are expecting **260 people** at the WOW Vancouver event on Saturday, February 5th, 7-9 PM, Vancouver General Hospital lecture room. Up to 110 not yet members will be attending.

As Ambassador Coordinator for the WOW I am looking for 10-12 members who will talk to interested individuals about Toastmasters.
You will be given handout sheets that list all the clubs in Division B and membership application forms.

Again the purpose of the WOW is to build membership in clubs and to give current members the opportunity to shine.

Cheers and thanks!

WOW Vancouver Ambassador Coordinator

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Appendix 8 – Email Inviting Toastmasters to Speak at WOW Vancouver

This email was sent to all Division B Toastmasters. From the responses to this email - six speakers were chosen - three Table Topics speakers and three Table Topics Evaluator speakers.

Email Subject Line:

An Opportunity for you!

Email Body:

Division B Toastmasters here is an opportunity for you!

To celebrate Toastmasters week, in February, Division B is hosting the WOW extravaganza on Saturday, February 5th at VGH, 7pm to showcase the benefits of Toastmasters. This event, the first ever for Division B, is open to both members and non-members. To help us make this action-packed event an outstanding success, we have six speaking opportunities available for you: three as Table Topics speaker and three as Table Topics evaluator.

Deadline for submission is midnight, Monday, January 17, 2011.

If you are interested, please read the '**Submission Rules**' below.

SUBMISSIONRULES

1. Any Toastmaster in good standing in Division B can submit his or her name.
2. Include club name and number as well as contact information.
3. Speaker and evaluator roles will be determined by draw: three speakers first, then three evaluators. Participants must be willing to accept their role.
4. While any club member can enter the draw, only one person from any one club will be chosen to participate. If it happens that two names are drawn from the same club, only the first drawn will be accepted.
5. Winners must confirm their acceptance and confirm their attendance at the WOW event as soon as possible after they are notified.
6. If the candidates chosen are unable to participate, they should notify me as soon as possible so that alternates can be chosen.

Good Luck to everyone! The draw will take place Tuesday January 18, 2011 and winners will be notified that day.

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Appendix 9 – WOW Vancouver Event Time Line

Start Time	Duration	Who	What
5:00pm	1 hour	WOW committee	Set-up for event at VGH
6:00pm	1 hour	Registration Team	Registration opens
6:40pm	20 minutes	Foyer Ambassadors	Open up doors to auditorium
7:00pm	5 minutes	SAA	Welcomes all/ Opens Event & intro dignitaries & MC
7:05pm	1 minute	MC	Introduce District 21 Governor
7:06pm	5 minutes	District 21 Governor	Speech
7:10pm	-----	Registration team	Close registration
7:11pm	2 minutes	MC	Introduce Education Session
7:13pm	10 minutes	John Hawkins	Education Session on TM
7:24pm	2 minutes	MC	Introduces Pat Johnson (TI President)
7:26pm	15 minutes	Pat Johnson	Speech
7:41pm	1 minute	MC	Thank Pat Johnson (gift)
7:42pm	2 minutes	MC	Introduce Table Topic Speaker #1
7:44pm	2 minutes	TT Speaker #1	Table Topic Speech
7:46pm	1 minute	MC	Introduce TT Evaluator #1
7:47pm	1.5 minutes	TT Evaluator #1	Evaluation
7:49	1 minute	MC	Introduce Table Topic Speaker #2
7:50pm	2 minutes	TT Speaker #2	Table Topic Speech
7:52pm	30 seconds	MC	Introduce TT Evaluator #2

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7:53pm	1.5 minutes	TT Evaluator #2	Evaluation
7:55pm	1 minute	MC	Introduce Table Topic Speaker #3
7:56pm	2 minutes	TT Speaker #3	Table Topic Speech
7:58pm	30 seconds	MC	Introduce TT Evaluator #3
7:59pm	1.5 minutes	TT Evaluator #3	Evaluation
8:01pm	2 minutes	MC	Introduce Humorous Speaker
8:03pm	7.5 minutes	Ryan	Humorous Speech
8:11pm	30 sec	MC	Thank Ryan (gift)
8:12pm	20 minutes	WOW Committee	Break Time
8:32pm	1.5 minutes	SAA	Call to order & introduce MC
8:33pm	2 minutes	MC	Introduce Joe Roberts
8:35pm	20 minutes	Joe Roberts	Speech
8:55pm	1 minute	MC	Thank Joe Roberts (gift)
8:56pm	2 minutes	MC	Thank to committee & all Remind people about Joe's book signing
8:58pm	Close WOW		
9:00pm	30 minutes	WOW Committee	Networking and Joe's book signing
9:30pm	30 minutes	WOW Committee	Restore venue to pre-WOW condition

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About Rodney Denno



Rodney founded EWOL Training & Development on the principle that – people and organizations can transform from good to great and from being '**created by circumstances**' to actively '**creating their own circumstances**'.

He is a former technologist, risk manager and senior executive turned entrepreneur, coach and experiential trainer who is passionate about helping others succeed in life on their terms.

Rodney has served as Risk Management Consultant, Chief Security Officer, VP Product Marketing, Corporate Strategist, College and University Instructor, President of various volunteer organizations and founded three companies. He holds two patents, has served on various National and International Standards Committees, has a Private Pilots License and successfully transitioned from a technology executive to a people potential entrepreneur.

Rodney specializes in helping individuals and corporations integrate effective personal and professional development technologies into their lives and businesses. His first book **Evaluation Maven Manifesto 2.0** was published in February 2012 <http://www.ewolving.com/toastmastersEMM.php>

He was born in Montreal, grew up and was educated in Toronto, lived in California for six years and has traveled extensively throughout the world.

Rodney believes that in order for society to grow and prosper we must give back more than we take. Over the years he has volunteered whatever time he can to various non-profit organizations. In the past few years his volunteer efforts have been focused, through [Toastmasters International](#), on the development of leadership and communications skills in the almost 5,000 Toastmasters throughout British Columbia.

Over the past five years he has served as Club President, Area Governor, Division Governor, District Public Relations Officer and District Communications & Technology Officer and led the effort to create and deliver the first Online Club Officer Training program in the world.

He has received the two highest Toastmasters honors in British Columbia (District 21) - the **2009 Rookie of the Year Award** and the **2010 Outstanding Toastmaster of the Year Award** and in **2011 he won First Place in the Division B International Speech Contest**.

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