

Get To SOLD OUT

Promoting Your District Conference

**How District 21 Successfully
Promoted and
SOLD OUT its Fall Conference**

(Contains all the plans and email content)

The primary audience for 'How To Get To SOLD OUT' is District Leaders, Conference Chairs and the Marketing Chair and team that are responsible for promoting the conference and getting to 'SOLD OUT'. It is an amazing feeling attending a SOLD OUT conference!

Rodney G. Denno, DTM

Rodney is an avid writer and sharer of his Toastmasters leadership and communication experiences. You can find more writings by him at <http://www.ewoliving.com/toastmasters.php>

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In particular the **BY-NC-SA** license lets others remix, tweak, and build upon your work non-commercially, and although their new works must also acknowledge you and be non-commercial, they don't have to license their derivative works on the same terms. Now You Know!

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Important Word Usage Note – I use the word ‘person’ deliberately so that you think of communicating with an individual and not the masses denoted by the words ‘people’, ‘they’, etc. We think very differently – and more personally – when we think of a person instead of an amorphous mass of people. Promotion is about connecting with each person so they – ideally – feel like you are talking to them.

My take on PR

I joined the Fall Conference team about seven weeks prior to the event and needed to get up to speed quickly with what had already taken place in the teams thinking and actions regarding promoting the Fall Conference. In order to get everyone on the same page as quickly as possible I sent the team my thoughts/take on PR.....so any major disagreements could be sorted out and not impede our efforts to fill every seat with enthusiastic bums.

Individual PR Messages: PR is about getting and holding a person’s attention long enough to communicate a relevant (to them) and persuasive message.

The PR Process: 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’. ‘Touches’ include email (if the person reads it), social media tweets, postings, etc. (if the person has chosen to connect with these types of media) and in-person promotion (at an event, personal invitation).

Getting a person’s attention is a difficult challenge in a world where we are bombarded by attention seeking messages that try to persuade us to do/buy/etc. something. Recent studies have shown that our attention span has shrunk over the past few decades to about 9 or 10 seconds. Not long.....but long enough.

This means that the opening line or statement must be crafted and communicated in such a way that it takes the person’s attention away from all the other internal and external things competing for attention and brings the person’s focus onto the message.

Once the person’s attention is directed towards the message the person will be asking two questions – “Is this relevant to me?” and “Why should I continue to give this message my attention?”

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Even if the opening line or statement is compelling enough to get their attention they may disengage because the message is not relevant to them (they can't or do not want to attend the Fall Conference) or the message is not compelling and persuasive enough to keep their attention and persuade them to take further action (finding out more about the conference, making a decision to attend).

PR Strategy

Avenues for Promotion

PR for the Fall Conference can be divided into three segments – email, social media and club visits. Each of these PR efforts reaches somewhat different audiences ...however... the messaging should be consistent between all three.

Email – This form of PR reaches the largest number of people and the widest demographic. There are several drawbacks:

- 1 – It is harder to craft a targeted and persuasive message to a wide demographic.
- 2 – Email can be blocked from ever reaching the intended person or it can simply be ignored if it does reach the person. (From past District 21 email campaign experience the 'open rate' is about 15% to 20%. Open rate refers to the % of people who actually open the email.....this does not imply that they actually read it.)
- 3 – If the email is opened but the first few words/sentences do not capture the person's attention then the remainder of the email will be ignored.

Social Media – This form of PR requires the person to 'opt in'. In other words it will only reach those people who are interested in following (or contributing to) Twitter Tweets, Facebook postings, etc. This demographic has self-selected and wants to find out more about what the conference is about (if they have not already committed to attending) or have already purchased a ticket and wants to continue to be engaged in the conversation. Some questions to consider – 'How many Twitter followers?', 'How many Facebook friends?', 'How many of each have already committed to attending the conference?'

Club Visits – This is the most effective – and time consuming way - to promote the conference. A great example of club visit promotion effectiveness is the success of the 2008 Spring Conference. It was held in Whistler and was able to attract almost 400 attendees. Relentless visits to clubs, contests, training sessions and whatever other Toastmasters gatherings were happening resulted in one of the best attended conferences in District 21 history. Toastmasters designated to visit clubs and other Toastmasters events to promote

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the conference should be provided with a list of the salient conference benefits and bring some brochures that can be handed to people who seem interested in attending.

Reasons for Communicating

It goes without saying – but I will say it anyway – There should always be a good reason for any promotional type of communication.

Sometimes the reason is to inform the person about the upcoming event – it should always include relevant benefits that the person will get from attending (what benefit do they get for paying money and taking time away from doing other things).

Sometimes the reason is to inform the person about the end of something (like early bird fee) or the availability of something (a la carte menu and pricing). Again – it should always include relevant benefits that the person will get from attending (what benefit do they get for paying money and taking time away from doing other things).

Sometimes there are naturally occurring event (such as the passing of *LaShunda Rundles*) that offer opportunities to inform and promote. (With the passing of La Shunda we had the opportunity to inform people about the kind of person she was, what Toastmasters meant to her and how she was able to live into a bigger vision of herself by being part of Toastmasters.)

What, Where, When, How and Why

So.....my question - to all of you who have read this far - is “What, Where, When, How and Why should we communicate with the entire District or targeted sub-groups?” Here is my kick at answering this question.

District Wide Emails

What – Information that is generally applicable to all District 21 Toastmasters (EX. Initial announcement, End of Early Bird Pricing, Passing of *LaShunda Rundles*, Ed Tate as the replacement keynote speaker, Announcement of Final Ed Session and Cracker Barrel Lineup, Announcement of a la carte menu and pricing, ??????)

When – TBD (should be timed so emails are adequately spaced)

How – District wide iContact email blast.

Why – Some people are waiting for this information in order to make a decision while others need the extra ‘touches’ in order to persuade them to register.

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Sub-Group Targeted Emails

What – Emails targeted to specific groups (Distant or struggling Divisions {C, D and E}, Division and Area Governors, Club Presidents, ???).

When – As the need is identified.

How – iContact has sorted sub-group email lists already compiled and ready for use.

Why – Targeted emails can address the needs of the sub-group more directly and promote the conference benefits more clearly.

Social Media

I worked with the social media coordinator to ensure that the social media messages were coordinated (timing and content) with the email messaging.

Club and Event Visits

What – One or more Toastmasters give a short presentation to clubs or other Toastmaster events.

When – ASAP

How – We provide a speech framework – that includes all the relevant benefits – to the Toastmasters that have volunteered to do club and event in-person promotion.

Why – The most effective way to get and keep a person's attention and convey the value associated with attending the conference. Questions can be answered immediately and anyone who looks like they are interested can be given special attention.

The PR plan is divided into four areas (District Wide emails, Targeted emails, Social Media, In Person club/event visits)

District Wide Emails

To ensure that the greatest number of recipients are enticed to open and read the emails we need to give consistency to the messaging, be concise in its content and above all....make sure it adds value to their day.

Consistency starts with the Subject Line ----- it will be "**Insights & Upadtes** - {indication of content}". These emails will go out every 3 or 4 days (about 10 over the six week period prior to the conference) and give the recipient an insight into an aspect of the conference and what value it may hold for them.

Targeted Emails

Specific emails targeted to Area or Division Governors, current registrants, etc.

Social Media

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Work with the social media coordinator to align message timing and content.

In Person club/event visits

Build a list of possible benefits that the conference offers. The idea is to include enough diverse benefits - that cover the majority of Toastmasters from newbie to seasoned DTM - that the presenter can use the ones most appropriate to the audience. Build a team of presenters that can promote at clubs, contests, etc over the seven or eight weeks prior to the event.

Video – We created a short two minute video that was used to promote the event. The video – and all the videos that were created during the event are posted on YouTube - <http://www.youtube.com/user/rippleeffect2012>

District Wide Emails

To make the messaging consistent and easily readable I propose having ----

1 - The subject line always contain "Insights & Updates: Toastmasters District 21 Fall Conference -- xxxxxxxxxxxxxxxxxxxx"the xxxxx's are hints at the content.

2 - The email body start with "Contents:....." so the reader can see what is in the email at a glance.....and that we limit the contents to 2 or 3 items.....so they are quickly readable, digestible and actionable.

Suggestion: Make a list of all the different aspects of the conference and then strategically use two or three of them in each email.

Here is the list we used for the Fall Conference:

- Silent Auction donations
- Value for New TM's
- Ed Tate
- Brian Fraser
- Speech Contests
- Value for Experienced TM's
- Animal Video
- Education Sessions
- Sponsorship Opportunities
- First Timers Reception
- Entertainment
- A La carte
- Volunteer Opportunities
- Business Meeting (Have Your Say)

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Targeted Emails

Distribution - DW (District Wide) or TS (Target Segment)

Frequency - As needed

To – Registered Attendees and Club Presidents

Social Media - Tweets and Posts

Distribution - LinkedIn(LI), Twitter (T), FaceBook (FB)

Frequency and content linked to email frequency and content.

Club and Toastmaster Event Promotion - In Person

Distribution - District Wide

ASAP - by building a team and using existing club list

Build a speech framework - that includes list of benefits - to help presenters deliver consistent and persuasive message.

Dear reader --- The Appendixes that follow contain the content that was sent to promote the 2012 Fall Conference. Some is reusable and some is conference specific. It's all there so you can use what you like and don't have to write content from scratch.

All the Best!

Rodney Denno, DTM

rodney@ewoliving.com

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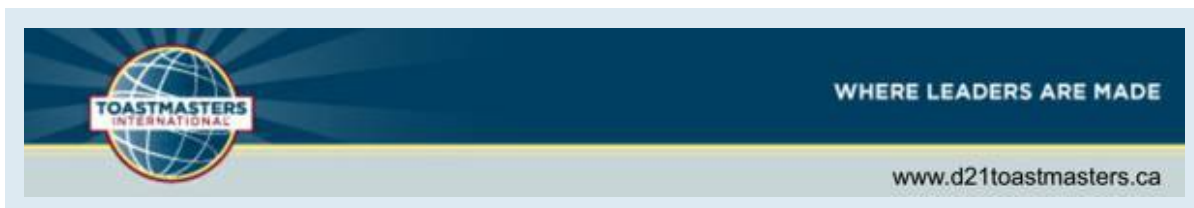


Appendix A – District Wide Email #1

Subject Line:

Insights & Updates: Toastmasters District 21 Fall Conference -- Keynote Speaker, Education Sessions & Hotel Discount

Email Body:



Regular emails to keep you up-to-date on changes and announcements for the Fall Conference.

Contents:

- 1 – World Champion Ed Tate confirmed as keynote
- 2 – Education Sessions lineup now available
- 3 - October 1st -- Last day to get the discounted Hotel room rate

>>> There are only **42 seats remaining out of 250.....we expect that they will all be gone in the next couple weeks.**

>>> Go to <http://www.d21fallconference.ca/registration> and register for an experience that will be one part educational, two parts entertaining and three parts inspiring.

World Champion Ed Tate confirmed as keynote

Get a taste of what you will hear from Ed Tate at the Fall Conference by reading LINK reporter Isabelle Southcott's extensive interview article on Ed Tate. To read the complete article click here <http://d21toastmasters.org/index.php/172-world-champion-ed-tate-confirmed-as-keynote>

Word count: 1267

Estimated reading time: 5 minutes

Estimated Value: That depends on you!

For those of you who don't have the time to read Isabelle's article right now.....here is Ed Tate's [Speech Vetting Checklist](#) that you can start using right away.

Ed Tate's 4H checklist

Does your speech contain the following four elements? If not, you may be missing something. Ed Tate advises vetting your speech to make sure it hits these markers:

Head: Will your speech make people think? Is it thought provoking?

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Heart: Can people relate to it? Connect?

Humour: Do you use humour? Does it make people laugh? This, Ed says is optional because not all speeches are funny.

Heavy hitting: What does your audience walk away with?

Education Sessions lineup now available

Start planning which Education sessions to attend on Saturday morning November 3rd. Four tracks are available – Toastmaster Development, Communications Skills, Personal Development and Leadership.

If you think these Education sessions are only for new Toastmasters check out the Advanced Level Education Program offered by Margret Hope and her team!

Here is the link <http://d21fallconference.ca/program-2012>

October 1st -- Last day to get the discounted Hotel room rate

The special rate of \$109.00 per night at [The Radisson Vancouver Airport Hotel](#) ends on October 1st.

Contact the hotel toll free or via email.....mention "District 21 Toastmasters Group" (800) 395-7046

reservations@radissonvancouver.com

See you all at the Fall Conference!

Rodney Denno

Fall Conference PR Chair



Appendix B – District Wide Email #2

Subject Line:

Insights & Updates: What do an Animal Video, \$35, \$229 and 54 have in common?

Email Body:



"You make the world a better place by making yourself a better person."
-- Scott Sorrell

Changes and announcements for the Toastmasters District 21 Fall Conference.

Contents:

- 1 – Animals speak out about the Fall Conference - 3 minute Video
- 2 – Sponsorship Opportunities (for as little as \$35)
- 3 – Save \$20 - Register before October 15th - price increases to \$229

>>> There are only **54 seats left out of 280**.....we expect that they will all be gone in the next couple weeks.

>>> Go to <http://www.d21fallconference.ca/registration> and register for an experience that will be Educational, Entertaining, Inspiring and Fun.

Animals speak out about the Fall Conference - 3 minute Video

What do Frogs, Birds, Goats, Skunks, Snakes, Rodents, Zebras and an Otter have to say about the 2012 Fall Conference?

Watch this funny 3 minute video -- <http://www.d21fallconference.ca/> -- to find out!
Reserve your seat here >>>> <http://www.d21fallconference.ca/registration>

Sponsorship Opportunities (for as little as \$35)

Individuals, Clubs and Corporations – **get your message out to over 5,000 Toastmasters throughout British Columbia** –and help make the District 21 Fall Conference an even greater success!

Sponsorship Levels:

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Gold level - \$2,000
Silver level - \$1000
Bronze level - \$500
Blue level - \$200
Red level - \$100
Yellow level - \$50
First Timers Congratulations - \$35

To find out more click here >> <http://www.d21fallconference.ca/sponsorship>
Contact – Xxxxxx Xxxxxx xxxxx@xxxxx.com.....and Thanks for Helping!

Save \$20 - Register before October 15th

October 14th is the last day to get the discounted individual rate of \$209. From October 15th on the rate will be \$229.

Reserve your seat here >> <http://www.d21fallconference.ca/registration>

See you all at the Fall Conference!
Rodney Denno
Fall Conference PR Chair

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Appendix C – District Wide Email #3

Subject Line:

Insights & Updates: The REAL VALUE of attending the Fall Conference

Email Body:



"You can become an even more excellent person by constantly setting higher and higher standards for yourself and then by doing everything possible to live up to those standards."
- Brian Tracy

Contents:

1 – The REAL VALUE of attending the Fall Conference!

2 – Save \$20 - Register before October 15th - price increases to \$229

>>> Go to <http://www.d21fallconference.ca/registration> and register for an experience that will be Educational, Entertaining, Inspiring and Fun.

The REAL VALUE of attending the Fall Conference!

What do you get for \$209 and two days of your time?

Dining - You get two (2) Breakfasts, two (2) Dinners and one (1) Lunch -- approximate restaurant value \$110

Dancing & Dating – Bring the love of your life.....or.....find the love of your life. It's happened before!

Networking & Socializing – Meet over 300 Toastmasters from all over British Columbia. You never know what connections will result from networking and socializing with such a diverse group of people!

District Executive Council Meeting & Business Meeting - Meet the talent that keeps one of the biggest Toastmaster Districts in the world running & Participate in the decision-making process. Enjoy a well run meeting in action.

First Timers Reception - If this is your first time at a District conference were throwing a party in your honour.

Awards Luncheon - Enjoy lunch and be inspired by how many fellow Toastmasters have achieved Education and Leadership Awards.

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Keynote Speeches – Practical and Inspiring (Dr. Brian Fraser & Ed Tate)

Brian Fraser & Jazzthink band >>> The Essentials of SMARTer Teamwork™

Ed Tate >>> Mindset Shifts: Overcome the Little Voices in Your Head

Ed Tate >>> Breakfast with a Champion

Educational Workshops - Nine (9) hours to choose from -- Three (3) hours of immersive education

[Marg Hope](#) -- [Advanced Level Education Program \(The Advanced Ripple\)](#)

[Stephanie Michelle Scott](#) -- [Create a Web Video that Sparks](#)

[John Kimak](#) -- [The 5 Habits of Highly Effective Leaders](#)

[Bruce Raine](#) & [Michelle Westford](#) -- [Ride the Waves of Success](#)

[Isabelle Southcott](#) & [Susan Young de Biagi](#) -- [Your Toastmasters Toolbox: Membership Building from the Ground](#)

[Colin Moorhouse](#) -- [Confessions of a Freelance Speechwriter](#)

Humorous Speech & Table Topics Contests - See and hear the 10 best humorous speeches and 10 best impromptu speakers in District 21 (we have over 5,000 Toastmasters). It's always a great display of humor and speaking talent!

Total Cost - \$209 >>>> Impact on your life --- \$Priceless

Reserve your seat here >>>> <http://www.d21fallconference.ca/registration>

Save \$20 - Register before October 15th

October 14th is the last day to get the discounted individual rate of \$209. From October 15th on.....the rate will be \$229.

Reserve your seat here >> <http://www.d21fallconference.ca/registration>

See you all at the Fall Conference!

Rodney Denno

Fall Conference PR Chair



Appendix D – District Wide Email #4

Subject Line:

Insights & Updates: Fall Conference *a la carte* Menu, First Timer party, Silent Auction

Email Body:



"We act as though comfort and luxury were the chief requirements of life, when all that we need to make us really happy is something to be enthusiastic about."

-- Charles Kingsley

Contents:

- 1 - Fall Conference a la carte Menu
- 2 - Value for New Toastmasters
- 3 - First Timers Reception
- 4 – Silent Auction

The Ripple Effect, November 2, 3 & 4, 2012
Radisson Vancouver Airport, <http://www.d21fallconference.ca>

Fall Conference a la carte Menu

For Toastmasters that are unable to join us for the entire conference, we have a selection of events for you to choose from:

Friday (\$80.00 -- all Friday events + Friday dinner)

Saturday (\$155.00 – all Saturday events + Humorous Speech Contest + all Saturday meals)

Sunday (\$50.00 -- all Sunday events + Table Topics Speech Contest + Sunday breakfast)

Humorous Speech Contest

Saturday Evening 7:45 pm (**\$25.00** – Humorous Speech Contest only, no other events, no meal)

Table Topics Speech Contest

Sunday Morning 9:00 am (**\$20.00** – Table Topics Contest only, no other events, no meal)

Go to <http://www.d21fallconference.ca/registration> to select and register.

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Value for New Toastmasters

If you've only been in Toastmasters for a few months.....you may be wondering what all the fuss is about and why it's important for you to attend a District Conference.

Toastmaster's is like a 100 room house with more opportunities to learn and grow as a leader and communicator than you can imagine.

Attending a District Conference allows you to quickly peek into many of the rooms and gain a much bigger perspective of what the Toastmasters program and the Toastmasters organization have to offer you.

Here's a peek into some of those rooms:

Education Sessions - Nine (9) hours to choose from -- Three (3) hours of immersion. There are sessions on speech writing, effective leadership, making web videos, presentation skills and advanced speaking skills training.

Keynote Speeches – Practical and inspiring from innovative thinkers and a World Champion of Public Speaking.

Dining, Dancing & Dating – Five enjoyable meals. Bring the love of your life.....or.....find the love of your life. It's happened before!

Networking & Socializing – Meet over 300 Toastmasters from all over British Columbia.

Business Meetings - Meet the talent that keeps one of the largest Toastmaster Districts in the world running and participate in the decision-making process.

Awards Luncheon – Be inspired by what Education and Leadership awards your fellow Toastmasters have achieved.

Humorous Speech & Table Topics Contests - See and hear the 10 best humorous speeches and 10 best impromptu speakers in District 21 (we have over 5,000 Toastmasters). It's always a great display of humor and speaking talent!

Total Cost - \$229 >>>> Impact on your life --- \$Priceless

You can check out the detailed program here <http://www.d21fallconference.ca/program-2012>

To join us click <http://www.d21fallconference.ca/registration>

First Timers Reception

If this is your first time at a District conference, we are throwing a party in your honor. Meet other first timers to the conference and make new friends.

The First Timer party starts at 5pm Friday November 2nd. See you there!

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Silent Auction

Promote yourself, your business or just help make the Fall Conference an even bigger success. We are looking for more auction items to include in the Silent Auction.

Here are some examples of what you may wish to donate:

Gift Certificates (\$25, \$50, \$100, for coffee, restaurant meals, salons, stores, clubs)
bottles of wine, books, personal care, framed pictures, coaching, subscriptions.....your family friendly imagination sets the limits.

For more ideas on what to donate and who to contact, click
<http://www.d21fallconference.ca/silent-auction-2012>

Thanks!

Rodney Denno
PR Chair, 2012 Fall Conference



Appendix E – District Wide Email #5

Subject Line:

Insights & Updates: Value for Experienced Toastmasters, Education Sessions, Volunteer & Sponsorship Opportunities

Email Body:



"If you would hit the mark, you must aim a little above it;
every arrow in flight feels the attraction of earth."
-- Henry Wadsworth Longfellow

Contents:

- 1 - Value for Experienced Toastmasters
- 2 – Education Sessions
- 3 – Volunteer & Sponsorship Opportunities

The Ripple Effect, November 2, 3 & 4, 2012

Radisson Vancouver Airport, <http://www.d21fallconference.ca>

>>>> **Last day to register for Full Conference or a la carte is - October 26, 2012**

Value for Experienced Toastmasters

Whether you are an experienced athlete, artist, acrobat or Toastmaster the rule in life seems to be “If you don’t use it....you lose it” or as Longfellow says more eloquently “Every arrow feels the attraction of earth”.

As an experienced Toastmaster you’ve already spent a significant amount of time developing your leadership and communication skills - you appreciate the value of participating in club meetings and understand the value that the Toastmasters program and the Toastmasters organization have to offer.

By attending a District conference you provide your arrow with an updraft of air that counteracts the “...attraction of earth”.

Here are some of the updrafts you could experience:

Keynote Speeches – Practical and inspiring. Innovative thinking. A World Champion of

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Public Speaking.

Networking & Socializing – Meet over 300 Toastmasters from all over British Columbia.

Business Meetings - Meet the talent that keeps one of the largest Toastmaster Districts in the world running and participate in the decision-making process.

Awards Ceremony – Be inspired by the Education and Leadership awards your fellow Toastmasters have achieved.

Humorous Speech & Table Topics Contests - See and hear the 10 best humorous speeches and 10 best impromptu speakers in the District. It's always a great display of humor and speaking talent!

Price - \$229 >>>> Impact on your life - \$Priceless

You can check out the detailed program here
<http://www.d21fallconference.ca/program-2012>

To join us click <http://www.d21fallconference.ca/registration>

Education Sessions

Some say that the entire conference is one BIG education session!

However, there are two portions of the conference that are specifically designed for your education – the Keynote's and the Saturday morning Ed Sessions.

Keynote's – Dr. Brian Fraser and Ed Tate deliver three practical and inspiring sessions.

To find out more about Brian and Ed and their respective sessions click
<http://www.d21fallconference.ca/102-keynote-brian-fraser> and
<http://www.d21fallconference.ca/102-keynote-brian-fraser>

Educational Workshops - In this email we are highlighting the **Advanced Ripple** – specifically designed for experienced Toastmasters. Here is what Margaret Hope – the Advanced Ripple champion – has to say.....

Participate in D-21's first ever morning of education provided by advanced level members (CC and way beyond) for advanced speakers. The entire morning is devoted to one topic – Facilitating Discussion. Talented speakers drawn from every Division will demonstrate the five projects from the Advanced Manual called, Facilitating Discussion. We start with a panel presentation, then break out for a brainstorming session, back to the entire group to learn how to lead when your audience has some VERY difficult people in it, break out again to practice problem solving and return to a full group to build consensus. Every topic we discuss is significant to advanced speakers. This is not a morning where you'll just sit and listen; because these projects involve audience participation, you'll be involved throughout.

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We've got Talent: We're not revealing the performers just yet but a Past International President, a Past International Director and several Past District Governors have committed to this project. Don't miss this!

Take Home Value: See how these projects can enrich your club meeting, fit into a regular club program, challenge and strengthen your skills, involve everyone at your meeting and help your club reach their educational achievements.

Limited Seating: if you want to ensure yourself a seat at this event and you have at least a CC – apply to become one of the evaluators or assist with other aspects of this event. xxxxx@xxxxx.ca Tell us what club and Division you represent and your TM designation. Be sure to add a phone # and a time of day that is best to reach you.

For a complete schedule of Ed Sessions click <http://www.d21fallconference.ca/program-2012>

To reserve your seat click <http://www.d21fallconference.ca/registration>

Volunteer Opportunities

Toastmasters clubs and events succeed because many Toastmasters volunteer their time, expertise and energy to make it all happen.

The Fall Conference is no different.....we need a few more volunteers. Some positions only take a few minutes (ex. speaker introduction), others may take a couple hours (ex. welcoming and registering attendees).

To find out how you can help click <http://www.d21fallconference.ca/volunteers>

OR contact: Xxxxxx Xxxxxx xxxxx@xxxxx.com

Sponsorship Opportunities

Individuals, Clubs and Corporations – get your message out to over 5,000 Toastmasters throughout British Columbia – and help make the District 21 Fall Conference an even greater success!

Sponsorship Levels range from \$35 to \$2,000.

To find out more click <http://www.d21fallconference.ca/sponsorship>
Contact -- Xxxxxx Xxxxxx xxxxx@xxxxx.comThanks for Helping!

Rodney Denno
PR Chair, 2012 Fall Conference

Rodney is an avid writer and sharer of his Toastmasters leadership and communication experiences. You can find more writings by him at <http://www.ewolving.com/toastmasters.php>



Appendix F – District Wide Email #6

Subject Line:

Insights & Updates: District 21 Reformation, Silent Auction, Registration Closes October 26

Email Body:



"Life is like a 10-speed bike. Most of us have gears we never use."
-- Charles Schulz, Cartoonist

Contents:

- 1 – Fall Conference a la carte Menu
- 2 – District 21 Reformation Business Meeting (Have Your Say)
- 3 – Silent Auction

The Ripple Effect

Toastmasters District 21 Fall Conference

November 2, 3 & 4, 2012

Radisson Vancouver Airport, <http://www.d21fallconference.ca>

Fall Conference a la carte Menu

>> Last day to register for full conference or a la carte is - October 26, 2012
For Toastmasters that are unable to join us for the entire conference, we have a selection of events to choose from:

Friday (\$80.00 -- all Friday events + Friday dinner)

Saturday (\$155.00 – all Saturday events + Humorous Speech Contest + all Saturday meals)

Sunday (\$50.00 -- all Sunday events + Table Topics Speech Contest + Sunday breakfast)

Humorous Speech Contest

Saturday Evening 7:45 pm (\$25.00 – Humorous Speech Contest only, no other events, no meal)

Rodney is an avid writer and sharer of his Toastmasters leadership and communication experiences. You can find more writings by him at <http://www.ewoliving.com/toastmasters.php>



Table Topics Speech Contest

Sunday Morning 9:00 am (\$20.00 – Table Topics Contest only, no other events, no meal)

Go to <http://www.d21fallconference.ca/registration> to select and register.

District 21 Reformation Business Meeting

This is one of the most important and exciting business meetings we've had at a District conference! District 21 has grown to the point that it is necessary to reform it into two separate Districts. The District Leadership Team has been working diligently to develop different options to make this reformation possible. The final decision will be determined at the District Council Meeting at the Fall Conference.

To review the reports please visit

<http://www.d21toastmasters.org/index.php/2012-06-16-16-29-19/d21-reformation>

Please attend and have your say! You will also meet the talent that keeps one of the largest Toastmaster Districts in the world running.

To join us, click <http://www.d21fallconference.ca/registration>

Silent Auction

Promote yourself, your business or just help make the Fall Conference an even bigger success. We are looking for more auction items to include in the Silent Auction.

Here are some examples of what you may wish to donate:

Gift Certificates (\$25, \$50, \$100, for coffee, restaurant meals, salons, stores, clubs)
bottles of wine, books, personal care, framed pictures, coaching, subscriptions.....your family friendly imagination sets the limits.

For more ideas on what to donate and who to contact, click

<http://www.d21fallconference.ca/silent-auction-2012>

Thanks!

Rodney Denno

PR Chair, 2012 Fall Conference



Appendix G – District Wide Email #7

Subject Line:

Insights & Updates: SOLD OUT – Waiting List, Some A La Carte available, Tweeting and Posting

Email Body:



"You can't wait for inspiration. You have to go after it with a club."
-- Jack London, Author

Contents:

- 1 – Limited a la carte Menu
- 2 – Waiting List
- 3 – Two Free events
- 4 – Social Media Friendly Conference

On behalf of the entire Fall Conference team – thanks for reading the fall conference Insights & Updates emails.

The Ripple Effect
Toastmasters District 21 Fall Conference
November 2, 3 & 4, 2012
Radisson Vancouver Airport, <http://www.d21fallconference.ca>

Limited a la carte Menu

The conference is sold out – only two events to choose from:

Humorous Speech Contest

Saturday Evening 7:45 pm (\$25.00 – Humorous Speech Contest only, no other events, no meal)

Table Topics Speech Contest

Sunday Morning 9:00 am (\$20.00 – Table Topics Contest only, no other events, no meal)

Go to <http://www.d21fallconference.ca/registration> to select and register.

Rodney is an avid writer and sharer of his Toastmasters leadership and communication experiences. You can find more writings by him at <http://www.ewoliving.com/toastmasters.php>



Waiting List

The conference is sold out! However; occasionally life gets in the way and attendees have to resell their ticket. While there are currently no tickets for resale we are maintaining a waiting list in case some tickets become available. You can sign up on the waiting list (first-come-first-served) here <http://www.d21fallconference.ca/waiting-list>

Two Free Events

There are two free events that any Toastmaster can attend on Saturday November 2nd (up to the room limit capacity). They are the Awards Ceremony at 12 noon and the Business Meeting at 3:30pm.

Social Media Friendly Conference

The District 21 Fall Conference is social media friendly. If you are unable to attend you can still find out what's happening through the many tweets and posts published by our band of roving reporters. Here's how:

Twitter – <https://twitter.com/@D21Toastmasters>

Facebook – <https://www.facebook.com/groups/bcttoastmasters/>

Linkedin – <http://linkedin.com> Toastmasters: District 21

That's it folk.....no more emails promoting the fall conference.

Now it's time to get ready for an educational, inspirational and just plain fun weekend!

Rodney Denno

PR Chair, 2012 Fall Conference



Appendix H – Targeted – Registered Attendees Email #1

Subject:

Toastmasters Fall Conference: Keynote Update & Education Session Lineup Release

Body:

Keeping you up-to-date on changes and announcements for the Fall Conference.

Contents:

- 1 – World Champion Ed Tate confirmed as keynote
- 2 – Education Sessions lineup now available
- 3 - October 1st -- Last day to get the discounted Hotel room rate

>>> **Help us spread the word and fill the hall** --- Forward this email on to all your Toastmaster friends who have not yet registered. Thanks!

World Champion Ed Tate confirmed as keynote

Get a taste of what you will hear from Ed Tate at the Fall Conference by reading LINK reporter Isabelle Southcott's extensive interview article on Ed Tate. To read the complete article click here <http://d21toastmasters.org/index.php/172-world-champion-ed-tate-confirmed-as-keynote>

Word count: 1267

Estimated reading time: 5 minutes

Estimated Value: That depends on you!

For those of you who don't have the time to read Isabelle's article right now.....here is Ed Tate's [Speech Vetting Checklist](#) that you can start using right away.

Ed Tate's 4H checklist

Does your speech contain the following four elements? If not, you may be missing something. Ed Tate advises vetting your speech to make sure it hits these markers:

Head: Will your speech make people think? Is it thought provoking?

Heart: Can people relate to it? Connect?

Humour: Do you use humour? Does it make people laugh? This, Ed says is optional because not all speeches are funny.

Heavy hitting: What does your audience walk away with?

Education Sessions lineup now available

Start planning which Education sessions to attend on Saturday morning November 3rd.

Four tracks are available – Toastmaster Development, Communications Skills, Personal Development and Leadership.

If you think these Education sessions are only for new Toastmasters check out the Advanced Level Education Program offered by Margret Hope and her team!

Rodney is an avid writer and sharer of his Toastmasters leadership and communication experiences. You can find more writings by him at <http://www.ewoliving.com/toastmasters.php>



Here is the link <http://d21fallconference.ca/program-2012>

October 1st -- Last day to get the discounted Hotel room rate

The special rate of \$109.00 per night at [The Radisson Vancouver Airport Hotel](#) ends on October 1st.
Contact the hotel toll free or via email.....mention "District 21 Toastmasters Group"

[\(800\) 395-7046](tel:8003957046)

reservations@radissonvancouver.com

See you all at the Fall Conference!

Rodney Denno

Fall Conference PR Chair

Rodney is an avid writer and sharer of his Toastmasters leadership and communication experiences. You can find more writings by him at <http://www.ewolving.com/toastmasters.php>



Appendix I – Targeted – Registered Attendees Email #2

Subject Line:

Fall Conference: Animal Video, Gift Offer (for Non-Toastmasters), Volunteer Opportunities

Email Body:

***The only thing to do with good advice is to pass it on.
- Oscar Wilde.***

Changes and announcements for the Toastmasters District 21 Fall Conference.

Contents:

- 1 – Animals speak out about the Fall Conference - 3 minute Video
- 2 – Gift Offer (purchase a gift for your Non-Toastmaster friends)
- 3 – Volunteer Opportunities

Animals speak out about the Fall Conference - 3 minute Video

What do Frogs, Birds, Goats, Skunks, Snakes, Rodents, Zebras and an Otter have to say about the 2012 Fall Conference?

Watch this funny 3 minute video -- <http://www.d21fallconference.ca/> -- to find out! If it gets you chuckling or laughing.....please pass it on! Thanks

Gift Offer (purchase a gift for your Non-Toastmaster friends)

We wanted to offer you a way to show your non-Toastmaster friends what the Toastmasters program can do for them.....so we reserved 20 seats in both the Table Topics and Humorous Speech contests for you to purchase for non-Toastmaster friends.

I personally can't think of a better way to showcase the value of Toastmasters than watching the top 10 Humorous Speeches and the top 10 Table Topics (Impromptu speaking) contestants representing the best in British Columbia.

Table Topics Contest Gift Certificate - \$20

Humorous Speech Contest Gift Certificate - \$25

Contact >> Xxxxxx Xxxxxx d21fallconference2012@gmail.com to purchase your Gift Certificates. Only 20 are available for each contest!

Rodney is an avid writer and sharer of his Toastmasters leadership and communication experiences. You can find more writings by him at <http://www.ewoliving.com/toastmasters.php>



Volunteer Opportunities

Toastmasters clubs and events succeed because many Toastmasters volunteer their time, expertise and energy to make it all happen. The Fall Conference is no different.....we need people to help in many ways.

To find out how you can help click here >> <http://www.d21fallconference.ca/volunteers>

Contact: XXXXXXX XXXXXX XXXXX@XXXXX.COM
2012 Fall Conference Volunteers Chair

....and thanks for helping make the District 21 Fall Conference an even greater success!

See you all at the Fall Conference!

Rodney Denno
Fall Conference PR Chair

Rodney is an avid writer and sharer of his Toastmasters leadership and communication experiences. You can find more writings by him at <http://www.ewoliving.com/toastmasters.php>



Appendix J – Targeted – Club Presidents Email #1

Subject Line:

Please tell your club about the REAL VALUE of attending the Fall Conference

Email Body:



Hello Fellow Club Presidents

Below you will find talking points for a mini-speech I'm asking you to give to your club.

Who am I - I'm the President of the Advanced Aurators Toastmasters club and the Public Relations Chair for the District 21 Fall Conference.

As a club president I know that you and your executive are always looking for ways to add value to the Toastmasters journey of each of your club members.

As a Toastmaster who has attended five (5) District Conference's so far I can tell you that each conference has added immensely to my understanding and practice of both my Leadership skills and Communications capabilities.

The reason I attended my first District conference was because our club president took the time to tell our club!

Why am I asking you to do this - As the PR Chair for the 2012 District 21 Fall Conference I need your help in getting the message out to every District 21 Toastmaster.

In your position as the leader of your club you are uniquely positioned to convey the value associated with attending the 2012 Fall Conference.

Below you will find important talking points that can be crafted into a two or three minute speech.

Would you take the time to share this message with your club members at your next club meeting? I hope so.

>> There are only 49 seats left out of 280.....we expect that they will all be gone in the next couple weeks.

Thanks for taking the time to tell your club about this important part of their Toastmaster journey!

>> We've also created a funny 3 minute video about what some animals have to say about the fall conference. You can view it here >> <http://www.d21fallconference.ca/homepage>

Rodney is an avid writer and sharer of his Toastmasters leadership and communication experiences. You can find more writings by him at <http://www.ewoliving.com/toastmasters.php>

The REAL VALUE of attending the Fall Conference!

What do you get for \$209 and two days of your time?

Dining - You get two (2) Breakfasts, two (2) Dinners and one (1) Lunch -- approximate restaurant value \$110

Dancing & Dating – Bring the love of your life.....or.....find the love of your life. It's happened before!

Networking & Socializing – Meet over 300 Toastmasters from all over British Columbia. You never know what connections will result from networking and socializing with such a diverse group of people!

District Executive Council Meeting & Business Meeting - Meet the talent that keeps one of the biggest Toastmaster Districts in the world running & Participate in the decision-making process. Enjoy a well run meeting in action.

First Timers Reception - If this is your first time at a District conference were throwing a party in your honor.

Awards Luncheon - Enjoy lunch and be inspired by how many fellow Toastmasters have achieved Education and Leadership Awards.

Keynote Speeches – Practical and Inspiring (Dr. Brian Fraser & Ed Tate)
Brian Fraser & Jazzthink band >>> The Essentials of SMARTer Teamwork™

Ed Tate >>> Mindset Shifts: Overcome the Little Voices in Your Head

Ed Tate >>> Breakfast with a Champion

Educational Workshops - Nine (9) hours to choose from -- Three (3) hours of immersive education

[Marg Hope](#) -- [Advanced Level Education Program \(The Advanced Ripple\)](#)

[Stephanie Michelle Scott](#) -- [Create a Web Video that Sparks](#)

[John Kimak](#) -- [The 5 Habits of Highly Effective Leaders](#)

[Bruce Raine](#) & [Michelle Westford](#) -- [Ride the Waves of Success](#)

[Isabelle Southcott](#) & [Susan Young de Biagi](#) -- [Your Toastmasters Toolbox: Membership Building from the Ground](#)

[Colin Moorhouse](#) -- [Confessions of a Freelance Speechwriter](#)

Humorous Speech & Table Topics Contests - See and hear the 10 best humorous speeches and 10 best impromptu speakers in District 21 (we have over 5,000 Toastmasters). It's always a great display of humor and speaking talent!

Total Cost - \$209 >>>> Impact on your life --- \$Priceless

Save \$20 if you Register before October 15th

Rodney is an avid writer and sharer of his Toastmasters leadership and communication experiences. You can find more writings by him at <http://www.ewolving.com/toastmasters.php>



October 14th is the last day to get the discounted individual rate of \$209. From October 15th on the rate will be \$229.

Toastmasters can reserve their seat at >> <http://www.d21fallconference.ca/registration>

Thanks for taking the time to tell your club about this important part of their Toastmaster journey!

Rodney Denno
Fall Conference PR Chair

Rodney is an avid writer and sharer of his Toastmasters leadership and communication experiences. You can find more writings by him at <http://www.ewoliving.com/toastmasters.php>



Appendix K – Targeted – Club Presidents/VP Education Email

Subject Line: Fall Conference Club Banner ALERT

Email Body:



"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

-- Maya Angelou, Poet

Dear Club Presidents and Vice Presidents of Education

Club Banner:

If you or one of your club members is attending the Fall Conference please bring your CLUB BANNER.

There will be a banner parade as part of the opening ceremonies on Friday evening. Being in the hall and seeing a sea of club banners is a great way to start the celebration.

Contest Seats Available:

The conference is sold out but there are a few seats remaining for the Humorous Speech and Table Topics contests. Please let your club members know they can register for these seats here <http://www.d21fallconference.ca/registration>

Social Media:

The conference is social media friendly. If you are unable to attend you can still find out what's happening through the many tweets and posts published by our band of roving reporters.

Twitter - #D21FallConf @D21Toastmasters <https://twitter.com/D21Toastmasters/>

Facebook - Toastmasters BC - District 21

<https://www.facebook.com/groups/bctoastmasters/>

Linkedin - Toastmasters: District 21 <http://linkedin.com>

Thanks!

Rodney Denno

PR Chair, 2012 Fall Conference

Rodney is an avid writer and sharer of his Toastmasters leadership and communication experiences. You can find more writings by him at <http://www.ewolving.com/toastmasters.php>

Rodney G. Denno, DTM



Since late 2006 I've spent a lot of time in the laboratory that is Toastmasters! It's a wonderful place to develop new skills and hone existing ones.

Through the years I've served in most of the club officer roles multiple times and as Area and Division Director, District 21 Public Relations Officer and District 21 Communications & Technology Officer. In 2008 I led the effort to create and deliver the first Online Club Officer Training program in the Toastmaster world.

While I was busy learning, enjoying myself and giving back to Toastmasters I received the two highest Toastmasters honors in District 21 (the province of British Columbia, Canada) - the **2009 Rookie of the Year Award** and the **2010 Outstanding Toastmaster of the Year Award**.

I believe that in order for a society to grow and prosper we must give back more than we take. Over the years I've volunteered whatever time I could to various non-profit organizations. Since 2006 my volunteer efforts have been focused, through Toastmasters, on the development of leadership and communications skills in the almost 6,000 Toastmasters throughout British Columbia.

My first book **Evaluation Maven Manifesto 2.0** – the art and science of great speech evaluations - was published in February 2013 <http://www.ewoliving.com/toastmastersEMM.php>

I write about whatever I'm involved with in Toastmasters so I can share it with other Toastmasters and hopefully make their Toastmasters journey more enjoyable and valuable to them and to the Toastmasters organization worldwide.

Here are some of the areas I've written about over the years:

[Evaluation Maven Manifesto \(EMM\) Project](#)

[How to Win a Speech Evaluation Contest](#)

[Ten Tips for Making Videos](#)

[How to Deliver Fun, Fair and Well Run Contests](#)

[How to Build a Strong Leadership Foundation](#)

[How to Provide Online Club Officer Training](#)

[How to Create and Deliver Large Events that WOW](#)

[How to Get to SOLD OUT](#)

[How to Build or Rebuild Club Strength](#)

[How to Maintain Club Strength](#)

If you are reading this on paper then type <http://www.ewoliving.com/toastmasters.php> into your browser subject line to go to the page containing all the links above.

If you wish to find out more about me <http://www.ewoliving.com/toastmastersRGD.php>

T 604-379-8741 | E rodney@ewoliving.com | W www.ewoliving.com

Rodney is an avid writer and sharer of his Toastmasters leadership and communication experiences. You can find more writings by him at <http://www.ewoliving.com/toastmasters.php>