



District 90 Toastmasters

District 90 DEMONSTRATION MEETINGS HOW TO GUIDE

For Club and Area/Division Meetings



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How to Organise a Club Demo Meeting

Planning

- Put together a small team- 3 or 4 only.
- Confirm budget.
- Determine date/s, (during a club meeting or a separate date?).
- Meeting length, times and number of meetings.
- Determine venue suitability and availability. Consider-
 - Costs, and when payments required and is any deposit refundable
 - Equipment available and costs.
 - If covered by venue public liability insurance. If not, confirm that District 90 public liability insurance is sufficient. Certificate of Currency can be found at <http://www.d90toastmasters.org.au/downloads/D90COctoMay2019.pdf>
 - Accessibility for disabled. If stairs, is there a lift.
 - Is it close to transport/parking?
 - What other functions are on at same time?
 - Are there refreshments / catering available for participants and guests?
 - Can you access the venue early to set up and pack up?
- Determine if registrations are required or is it just “drop in”. Ensure clearly stated on promotional material.

Promotion

A good promotion takes time to organise.

- Start organising with small team as early as possible.
- Deliverer in a coordinated way for 4 weeks (or as long as possible) up to the event.
- Use different medias (see below). Ideally, potential members should hear about the event more than once from more than one source or occasion in this period.
- Use TI branding on all promotional materials. <https://www.toastmasters.org/resources/logos-images-and-templates>.
- For further information access <https://www.toastmasters.org/resources/let-the-world-know-publicity-and-promotion-handbook> Let the World Know Publicity and Promotion Handbook

Example for the promotion;

- At least 2 feature articles about the benefits of Toastmasters and the opportunities being offered by the meeting should be included in all relevant local papers. This means preparing news releases and following them up.
- Display posters on Community Notice Boards.
- Letter box drops of a promotional pamphlet should be done as widely as possible around the catchment area.
- Letters need to go to suitable businesses in the area. They can go to managers or HR staff, pointing out the benefits to staff. Flyers can be included for staff noticeboards.
- If a licensed club or community centre is being used for the meeting, then posters should be displayed there if possible. Enquire if an advertisement can be included in their newsletters.
- Have promotion on all relevant club, D90 websites, club Facebook page and have members making and sharing posts on social media as widely as possible.
- Have at least 2 to 3 contacts listed on all promotional material. If contacts are not available full time clearly list availability and include both phone and email address.



Preparation

- Ensure all members have plenty of notice of the dates for the Demo meeting/s.
- Inform your Area Director of your Demo meeting date/s.
- Invite special guests and send confirmation email a few days prior to meeting.
- Compile a checklist of equipment required (Appendix A), Confirm available and in good order.
- Arrange sound equipment if required depending on venue/size of meeting. (Appendix A)
- Confirm length of demo meeting, draft agenda, (keep speeches short), include meeting role descriptions. (see Appendix B)
- Confirm speakers, (a mix of experienced and newer members, ages and genders). Have backups. Ensure they are all aware of times and check that there is a variety of speeches.
- Arrange printing of agenda (no names), roles and all club contacts for handouts. (Use TI branding and format)
- Have other promotion material available, WIIFY, magazines, bookmarks etc. Visitors packs containing membership form should be available for those interested.
- Create Expressions of Interest form, capture names, contact details or ensure Visitors Book completed.
- Contact venue closer to date to confirm room set up and numbers. Dependant on venue and if likely to have drop-ins (e.g. shopping centres) have extra seating that is accessible. (arrange rows so that people can leave early without having to climb over others. Groups of 2 and 3 chairs work well)
- On the day prior confirm speakers and print agenda for participants with first names only.

During the Demo Meeting

- Advise all Demo personnel in advance of their duties and ensure that you receive a confirmation
- All members to have name tags.
- Have designated greeters, who can also complete name tags for visitors.
- Have other members able to usher visitors to seats, hand out promotional material, talk to visitors.
- Chairman or another experienced attendee to give a 5-minute speech on Toastmasters, what we do, what we offer and what's in it for the attendees.
- During meeting make sure all roles are explained by Chairman / Toastmaster.
- Include a "call for action" at the end, who's in, how can we help you etc.
- During the break and after the meeting ensure all members speak to visitors, answer questions.
- Take photos for publicity on social media etc. Have release forms for signing.

After the Demo Meeting

- Notify the local media, and update social media, website and newsletter (include photos),
- Send thank you notes to Demo special guests.
- Follow up with visitors and invite them back.



How to Organise Area or Division Demo Meeting

The points below are in addition or alternatives to points in in club demo meetings.

Planning

- Put together a small team- representative from each club if Area or each Area if Division
- What type of meeting-e.g. Joint Clubs, Area/s, Division?
- Confirm clubs participating and that they will supply assistants
- Determine date/s, meeting length, times and number of meetings. (If in a public place perhaps run 2 shorter meetings to maximise coverage.)
- Determine venue type-
 - Public area (shopping centre or market)
 - Community hall
 - Licenced club
- Look at venue options -
 - Same as for Club Demo Meeting
- Based on above criteria short list 2 or 3 venues, visit to confirm suitability.
- Book venue.

Promotion

A good promotion takes time to organise.

Example for the promotion in addition to that listed for club;

- Try for radio or TV spot, Community radio interview or “what’s on in your local community” slot on TV.

Preparation

- Ensure all members have plenty of notice of the dates for the Demo meeting/s.
- Invite special guests and send confirmation email
- Arrange publicity /flyers etc and distribute. Request clubs include in all Club Newsletter, Website and Social media.
- Put together a checklist of equipment required (Appendix A) confirm what is available from venue, what needs to be provided, who is providing and those responsible for transport.
- Arrange sound equipment if required depending on venue/size of meeting. (Appendix A)
- Confirm length of demo meeting, draft agenda, (keep speeches short), include meeting role descriptions. (see sample Appendix B)
- Arrange printing of agenda (no names), roles and all club contacts for handouts. (Appendix B)
- Have other promotion material available, WIIFY, magazines, bookmarks etc.
- Create multiple Expressions of Interest forms, capture names, contact details and if this is multiple club demo which club/s they would be interested in hearing more details about. (Appendix C)
- Have all equipment that needs to be taken to venue assembled at one point ready for transportation. (Do not rely on different people to bring any on the day). Ensure labelled and listed as to which club equipment needs to be returned to.
- Contact venue closer to date to confirm room set up and numbers. Dependant on venue and if likely to have drop-ins (e.g. shopping centres) have extra seating that is accessible. (arrange rows so that people can leave early without having to climb over others. Groups of 2 and 3 chairs work well).
- On the day prior confirm speakers and print agenda for participants with first names only.



Day of the Demo Meeting

- On the day have equipment and small set up team to venue at least one (1) hour prior to scheduled start time. Earlier if possible. Have roster who is responsible to set up what. Have a plan for location of banners, promotional materials, expression of interest forms etc.
- Have participants from all clubs, whether speakers, meet and greet, support audience, handing out promotional material or talking up Toastmasters there at least half hour before. Ensure they know their roles and location of equipment.
- After the meeting have any equipment (if not being taken to a central collection point) signed for prior to removal.

During the Demo Meeting

- See Club meeting

After the Demo Meeting

- Notify local media, post to social media. Have clubs update newsletters and websites. Include photos.
- Send thank you notes to Demo special guests.
- Collect expression of interest forms, collate for each club and forward to respective club so that they can contact interested parties directly.



Appendix A

Equipment for Club Meeting

Organise and ensure all necessary equipment (in working order) and material is available for the Demonstration.

- Club banner
- Lectern
- Sound- 2 head sets and 2 cordless hand held
- 2 extension cords
- Power board
- Tape – 2”- 5 cm wide
- Pull up banners
- Timing lights
- Gavel
- Tables for expressions interest/promotional material
- Table for timer
- Tables for participants
- Chairs for participants
- Chairs for visitors/observers
- Projector and screen
- Laptop
- Name tags
- Expression of Interest form or Visitors book
- Promotional handouts with club contacts. WIIFY, magazines, bookmarks etc. Visitors packs containing membership form.

Additional Equipment for Area/Division meeting

Organise and ensure all necessary equipment (in working order) and material is available for the demonstration.

- Participating Club banners (use as a back drop)
- Tables for expressions interest/promotional material
- Table for timer
- Tables for participants?
- Chairs for participants
- Chairs for visitors/observers
- Expression of Interest forms
- Promotional handouts with all participating club's info including when they meet, where, time and each club contact.
- Also have other promotional handouts, WIIFY, magazines, bookmarks etc.
- Have some blank membership forms if anyone is very interested in a club.
- If public venue esky, ice and bottles of water.



Appendix B

This is an example only. Created to be handed out as promotional material at joint area demo meeting.

A sample TI agenda can be found at

<https://www.toastmasters.org/-/media/files/department-documents/club-documents/demostration-meeting-sample-agenda.ashx>

Club Name Meeting Venue	Meets	Phone & email contacts
Brisbane Waters Breakfast Meeting Room 3, Erina Centre Erina Fair, Erina	8:30 am 2 nd and last Saturday of the month	Scott Johnston 0418 283 810/ 4321 2210 mailto:scottjohnston@live.com.au
Erina Erina Rugby League Football Club Iya Ave, Erina	8:00 pm 2 nd & 4 th Monday	Gail Heggie 0403 280 982 mailto:gail.heggie@bigpond.com
Ettalong Beach War Memorial Ettalong Beach War Memorial Club Memorial Ave, Ettalong Beach	7:30 pm 2 nd & 4 th Tuesday	Jan Cummings 4341 6842 mailto:jan.cummings@v7mail.com
Gosford City Central Coast Leagues Club Dane Drive, Gosford	7:30 pm 2 nd & 4 th Thursday	Elaine McLeon 4340 1929 mailto:elaine.mcleon@bigpond.net.au
Gosford City Council Gosford City Council Administration Building 48 Mann Street, Gosford	1:00 pm Weekly Wednesday	Elizabeth Knight 4304 7042 mailto:elizabeth.knight@gosford.nsw.gov.au
Twilight Achievers Gosford City Council, Ground Floor, Administration Building, 48 Mann Street, Gosford	6:30 pm Monthly 2 nd Tuesday	Bruce Ronan 4326 8178 mailto:bruce.ronan@gosford.nsw.gov.au
Kincumber Brentwood Retirement Village Auditorium Scaybrook Drive, Kincumber	10:00 am 2 nd & 4 th Wednesday	Sigrd Deutsch 4341 9106 mailto:sigrd56@bigpond.net.au
Diggers at The Entrance Diggers @ the Entrance The Entrance Road, Long Jetty	10:30 am 2 nd & 4 th Monday	Ronelle Cooper 4365 2751 mailto:ronelle.c@bigpond.com
Blue Gum Flat Kurimbah RSL Club Pacific Highway, Kurimbah	7:15 pm 1 st & 3 rd Monday	Tanya Wickham 0427 942 718 mailto:toastmastersbf@gmail.com
Halekulani (in formation) Halekulani Bowling Club 50 Natuna Ave, Budgewoi	7:15 pm 1 st & 3 rd Thursday	Jan Cummings 4341 6842 mailto:jan.cummings@v7mail.com
Toukley & District Club Toukley Holmes Ave, Toukley	7:30 pm 1 st & 3 rd Tuesday	Clive Manson 4380 4782 mailto:clive6344@gmail.com
Wyong Wyong RSL Club Azzac Avenue, Wyong	10:30 am 1 st & 3 rd Friday	Krista Greenwood 4973 3272 mailto:wyongtoastmasters@gmail.com



Welcome To Toastmasters in Action

Erina Fair 5th July 2014

This meeting has been supported by Erina Fair Management

Welcome to our Toastmasters Meeting. Sample Agenda below

Sergeant at Arms	opens meeting
Chairman	Welcome and introductions
Grammarians	
Toast/Inspirational	
Speaking Session	Session host
Toastmaster	
Speaker 1	
Evaluation 1	
Speaker 2	
Evaluation 2	
Speaker 3	
Evaluation 3	
Timer	
Table Topic Session	
Topic Master (session host)	
Odds Evaluator	
Evens Evaluator	
Timer	
Grammarians Report	
General Evaluator's Report	
Chairman's closing Remarks	

Below is a brief description of the roles that are performed at Toastmaster meetings:

Sergeant at Arms: Ensure that room is set up correctly, open the meeting on time.

Chairman: To direct the flow of the meeting. Duties include:

- Welcoming guests and making appropriate introductions,
- Introducing all sessions
- Calling for any other business (announcements, events, awards, etc.),
- Closing the meeting.

Toast/Inspirational: This is to honour some noteworthy person, group, or event.

Toastmaster: Leads the speaking section of the meeting. Duties include:

- Introduce each Speaker in turn.
- Calling for each Evaluator in turn, to give feedback.

Timer: The timer is to time each speaking role during the meeting and provide reports when requested.

Speaker: The Speaker is to prepare and deliver a speech to the meeting.

Evaluator: The Evaluator is to provide constructive feedback to the speaker.

Table Topicsmaster: Prepares and conducts an impromptu speaking session.

General Evaluator: Evaluates the conduct of the meeting and those roles which have not previously been evaluated.

Ah-Counter: The Ah-Counter listens carefully to each speech, records and reports on all hesitation/filler words (ah, um, you know, etc.) for each speaker.

Grammarians: The Grammarians listen carefully to each speech, records and reports on all grammatical errors, highlights use of effective and interesting words or phrases (e.g. alliteration, metaphors etc).



Appendix C



Expression of Interest for further Information relating to Toastmasters and Clubs

Name	Preferred contact: email or phone number	Clubs of Interest