

VP PUBLIC RELATIONS

Toastmasters Fonske Leuven



Purpose of the Role

- ▶ Coordinate the **event organization & external communication** for our club.

Main responsibilities

- ▶ Event organization:
 - Club contests:
 - **Recruit** members of the club to serve as **Contest Chair & Chief Judge**. You can **consult the VP Ed** for a list of potential candidates.
 - Provide the Contest Chair & Chief Judge with the **documentation & assistance** necessary to fulfill their duties.
 - Saturday Coaching Session:
 - Coordinate the organization of the **Saturday Coaching Session**: workshop hosts, coaches, speakers (VP Ed), venue (Sergeant At Arms) & possible refreshments.
 - Workshops, special meetings & other events:
 - Coordinate the organization of the **workshops, special meetings** (Xmas, year closing) & other events.
- ▶ Communication:
 - Secretary, President, Treasurer:
 - Inform the club **Secretary & President** in a timely way so they can **inform the club** of any upcoming events & **motivate members to participate**.
 - **Discuss the budget** of each event with the **Treasurer** & **align** with the organizing team.
 - Club representation:
 - **Develop collaborations** with **external organizations & individuals** and serve as the main **point of contact** (AFC, TEDx Leuven, ...).

Strategies, Ideas, Examples

- ▶ Social media:
 - You can **generate content** on Facebook, LinkedIn, etc. (tbc):
 - when the club hosts **events** or when a member completes a Toastmasters **milestone** (in compliance with their **GDPR preferences**). Take **high quality pictures** or ensure someone does and write a small text.
 - on a **variety of topics**, such as public speaking, leadership, personal development, psychology and/or coaching & motivation.