

Getting started with Marketing for your Open House

- Videos Example of a promo/invite video - [Worthing Speakers Open House 2020 - YouTube](#)
- Templates - [Digital Templates - Toastmasters UK South - District 91 Members d91toastmasters.org.uk/dgital-templates](#) A great resource for running a social media campaign in the run up to your event. Try a mixture of organic posts and paid posts - Try Organic posts first
- Invites - [Special Event Flyer](#) - A wide range of save the date and invite templates to invite to your member or your guest list to your Open House
- Add your event to the District Calendar by sending us a calendar invite - d91tdistrict91@gmail.com - and include the registration link. This helps the event be visible to internal audiences
- Flyers - [Toastmasters International -Resource Library](#) - Need some more ideas on flyers to help advertise your meeting
- Presentation Template for the Day - [Toastmasters International -Open House Powerpoint Template](#) - A great way to help you structure your event.
- D91 Open House Resource page - [Open House - Toastmasters UK South - District 91 Members \(d91toastmasters.org.uk\)](#) - Additional content you might find useful
- In conversation with Amy Jones and Cristelle Delaporte - 20 minute discussion on their experiences <https://www.youtube.com/watch?v=s0vMH1e50C4>
- Latest [Special Event Flier](#)

Top Tips from those who have gone before

It's always invaluable to hear what others have experienced when they have run an Open House - Here's the top tips.

- This is not only about PR - the success of the event is a team effort. However, you should begin marketing your event as soon as a date has been agreed!
- Think about what Pathways projects people getting involved with it could use - examples but not limited to - 'Building a Social Media Presence' 'Manage Projects Successfully' 'Manage Online Meetings' 'Question and Answer Session - Log in to BASECAMP and take a look at the detail of the projects to see what you can do that can be applied
- Plan, plan, plan - The whole thing needs planning - the project owner doesn't have to be a committee member
- If the whole club gets involved, everyone benefits
- The agenda is just as important for guest experience and engagement as solid event marketing
- Think 'Guest to Member Experience' - ensure membership forms are to hand and the event has a robust follow up process. Not everyone will sign up the same day - and that's ok
- Ensure guests have a chance to speak, but not be pressured into doing so - this could be a warm up at the beginning, an invitation to say why they attended (guest introductions) or break out into smaller groups in zoom rooms hosted by members
- Having a headline speaker may well create a buzz to increase attendance in general
- Ensure the agenda has people starting out in their Toastmasters journey - remember 'new members attract new members' - guests should not feel intimidated
- Evaluator(s) positive
- All functional roles matter - Timer, Toastmaster, Zoom Master
- [Include a short educational on Toastmasters - see powerpoint template. This could be the bigger picture, it could simply be explaining our education system and how it can help people with their own personal development](#)

DON'T FORGET TO FOLLOW UP!