



# Public Relations Manager Report

August 2023

In June I agreed to take on the PRM role. As it's an exceptionally important role, especially with District 69 in it's current position, I am taking until mid-September to properly plan out the role in detail for the year ahead, including the tactics of initiatives, as well as what handover and a 3-year plan outline can look like.

During discussions with the CGD, it was agreed that the best way I can assist with the District Mission is to support clubs in their individual PR efforts. With this in mind, the 2 main projects this year are two "Sprints"; a Showcase Sprint, and a Speechcraft Sprint.

Having run a Speechcraft this year in my own club, I was made aware of the huge amount of effort required to run a successful program (Downunder converted 7 members from our program).

I also attended a number of Showcase meetings and have noted a number of common elements that contribute to a successful event.

Clubs have not traditionally been supported with these programs, so my plan this year is to empower club leaders by running finite programs to mentor and upskill them to run these programs, giving them the resources, motivation and confidence to lead them in their own clubs.

These Sprints will also include physical resources to boost membership conversion sent directly to participating clubs (e.g. Club Care Packs).

## Showcase Sprint

The outcome will be for involved clubs to host a successful, highly converting showcase (aka 'open house') meeting. The Sprint will be a series of weekly Zoom calls where I personally walk the club leaders through the exact steps and process to make that end goal a reality – from date-setting, to marketing, to a proven sales process for conversion.

## Speechcraft Sprint

The Speechcraft Sprint will work exactly the same, but the outcome will be a club speechcraft. Speechcraft is obviously a longer program, requiring a number of meetings rather one, and requires a bigger commitment from clubs.

Below is the PRM timeline for this year:

Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Role Planning		Showcase Sprint			Club Support Q&A		Speechcraft Sprint			Role Handover	

Towards the end of the year, there will be a handover period, and I look forwards to conversations with the PRM for 2024-25 from May. Ideally, this succession planning will be in place by the end of 2023 so I can upskill, build momentum, and ensure that a PR plan does not have to be invented every year and can implement from early July.

At all stages throughout the year, I endeavour to be contactable for questions from club and district leaders.



**Thomas Krafft, DTM**  
*Public Relations Manager*  
*District 69, 2023-24*

0411 675 596  
tm.thomask@hotmail.com