

# PRM Report - April 2025

## Showcase Sprint

My primary goal as Public Relations Manager (PRM) this year was to successfully run the Showcase Sprint series. This initiative was designed to help clubs promote themselves more effectively by hosting a "Showcase" meeting — a meeting intentionally designed to attract guests and convert them into members. The Showcase Sprint series combined live training webinars, held via Zoom, with curated guides and a suite of template documents that walked clubs through every step of planning, promoting, and delivering a Showcase meeting. The structure was intended to make it as easy as possible for clubs to execute a professional and effective promotional event.

This was the first time the Showcase Sprint program, created by past PRM Thomas Krafft, had been run by someone else. I am extremely thankful for the incredible resources made available to me, and was proud to strengthen it further through the development of runsheets / instructor guides. These enhancements were made with future PRMs in mind, ensuring that the program could continue to grow and be handed over smoothly in coming years without requiring a full rebuild. Keep an eye out for info re 2025-26!

Showcase Sprint 2024-25 started in November, culminating in Showcase meetings held throughout February, timed to align marketing efforts with everybody's new years resolutions. We had 15 clubs start the program, but for various reasons finished with 5 showcases. These had an average of 5 guests, with Alice Springs club welcoming an incredible 17 guests on the night! Initial expectations were that 2-3 new members would sign up on average in the following weeks, which we look forward to following up on.

The Showcase Sprint series was intentionally timed to complement the Club Marketing Grants being offered in the district (reported on by our Club Growth Director), which had already gained strong traction among clubs. Together, the two initiatives created a momentum where clubs were not only receiving financial support but also practical, hands-on guidance to maximise their marketing impact.

## Corflutes

There are a limited number of 'Toastmasters Meet Here' corflutes still available for clubs. The upcoming District Conference is a fantastic opportunity to distribute these. If you are interested, please reach out to me.

## **Blogs**

There are opportunities for members to create website blog articles aligned with Pathways elective projects. To get this off the ground, I am seeking a coordinator for this ongoing project to launch this as a DTM project. If you are interested, please let me know.

## **Call for Volunteers**

District 69 is always on the hunt for eager volunteers to assist the district achieve its mission, including within the Public Relations team. If you know anybody who is interested in practicing some marketing skills, particularly in new media like TikTok, please reach out to me!

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