

District Officer Training - Day 1

Hybrid / Santander - 7 September 2024



Welcome

Program Quality Director, Norberto Amaral



LEAD. INSPIRE. TRANSFORM.

District Officer Training Santander | Saturday 7 & Sunday 8 September 2024















DAY 1 | Saturday, 7 September 2024

Start time	Duration	Topic	Moderator
MA/PT/TN: 14:00 SP: 15:00	5m	Welcome 🤗	Norberto Amaral
MA/PT/TN: 14:05 SP: 15:05	5m	Energizer 6	Maria de las Casas
MA/PT/TN: 14:10 SP: 15:10	5m	Why we are here and do what we do!	Claudia Villarreal
MA/PT/TN: 14:15 SP: 15:15	15m	Creating clubs like hot buns cause we all have a hot district mission to fulfil!	Izidro Sousa
MA/PT/TN: 14:30 SP: 15:30	45m	A funny thing happened to me on the way to a District DOT in Santander	Mike Monroy

			5 8 1 2 3 2 2 2 2 3 3 3 3 3 3 3 3 3 3 3 3 3
MA/PT/TN: 15:15 SP: 16:15	15m	How Clubs can be President's Distinguished	Norberto Amaral
MA/PT/TN: 15:30 SP: 16:30	15m	How Areas and Divisions can be Distinguished	Norberto Amaral
MA/PT/TN: 15:45 SP: 16:45	5m	Group Picture 🤳	
MA/PT/TN: 15:50 SP: 16:50	15m	Coffee Break	
MA/PT/TN: 16:05 SP: 17:05	5m	Energizer 6	Sílvia Vilas TBC
MA/PT/TN: 16:10 SP: 17:10	15m	Mummy, I want to be Smedley Distinguished!	Claudia Villarreal
MA/PT/TN: 16:25 SP: 17:25	15m	Dive into the dashboard	Mafalda Guimarães
MA/PT/TN: 16:40 SP: 17:40	15m	Up-to-date information about clubs	Izidro Sousa
MA/PT/TN: 16:55 SP: 17:55	10m	What's in your treasure?	Autumn Casuto
MA/PT/TN: 17:05 SP: 18:05	30m	Brainstorm & sharing on how money will be spent	DivDs and ADs



LEAD. INSPIRE. TRANSFORM.

District Officer Training Santander | Saturday 7 & Sunday 8 September 2024















MA/PT/TN: 17:35 SP: 18:35	15m	Other topics & Q&A	
MA/PT/TN: 17:50 SP: 18:50	5m	Wrap up and what's next!	Norberto Amaral

DAY 1 | Saturday, 7 September 2024

SP	Duration	Topic	Moderator
MA/PT/TN: 09:00 SP: 10:00	5m	Welcome 🤗	Norberto Amaral
MA/PT/TN: 9:05 SP: 10:05	5m	Energizer 6	Beatriz Duarte
MA/PT/TN: 9:10 SP: 10:10	20m	Do the people you know know Toastmasters?	Sílvia Vilas

MA/PT/TN: 9:30 SP: 10:30	15m	Keeping Members: It's Not Just About Offering Free Drinks	Hicham Benzekri (online)
MA/PT/TN: 9:45 SP: 10:45	30m	Brainstorm & sharing on the topic above	Everyone
MA/PT/TN: 10:15 SP: 11:15	20m	Moments of Truth will set you free!	Berta Cots (online)
MA/PT/TN: 10:35 SP: 11:35	15m	Coffee Break	
MA/PT/TN: 10:50 SP: 11:50	5m	Energizer 6	Ines Martinez
MA/PT/TN: 10:55 SP: 11:55	20m	Rules are the heart of contests!	Mafalda Guimarães
MA/PT/TN: 11:15 SP: 12:15	15m	Hey, wanna be a DTM?	Hanane Bourehiyi
MA/PT/TN: 11:40 SP: 12:40	15m	Successful succession planning. Who's next?	Vera Margarida Cunha
MA/PT/TN: 11:55 SP: 12:55	5m	The big WHY, the biggest Call to Action!	Claudia Villarreal
MA/PT/TN: 12:00 SP: 13:00	15	Other topics & Q&A	



LEAD. INSPIRE. TRANSFORM.

District Officer Training Santander | Saturday 7 & Sunday 8 September 2024











MA/PT/TN: 12:15

SP: 13:05

5m

Wrap-up and what's next



Norberto Amaral



Why we are here and do what we do!

District Director, Claudia Villarreal









A funny thing happened to me on the way to a District DOT in Santander

Mike Monroy



Creating clubs like hot buns cause we all have a hot district mission to fulfill!

Club Growth Director, Izidro Sousa

The Growth Team



Joanna Wakuluk Lead Club Sponsor



Club Mentor



Scarlet Vázquez Anabela Pereira Club Coach

The Growth Team



Joanna Wakuluk

- Leads
- Club Sponsor



Scarlet Vázquez Anabela Pereira

- Club Mentor



- Club Coach

Division Directors

The Growth Team



Joanna Wakuluk

- Leads
- Club Sponsor



Scarlet Vázquez Anabela Pereira

- Club Mentor



- Club Coach

Division Directors

Area Directors

Feeling Lonely?







































Club New Source Research

- •Market analysis plan
- •Lead generation













Club New Source Research

- Market analysis plan
- Lead generation

Club Extension Chair

Club Extension

- Manage leads (follow up, contact, update status, etc.)
- Manage demo sessions

Club Sponsor

- •Recruit, train, and assign **sponsor** to new clubs.
- •Ensure that the fees are collected, and club sponsoring credit are received















Club New Source Research

- Market analysis plan
- Lead generation

Club Extension Chair

Club Extension

- Manage leads (follow up, contact, update status, etc.)
- Manage demo sessions

Club Sponsor

- •Recruit, train, and assign **sponsor** to new clubs.
- Ensure that the fees are collected, and club sponsoring credit are received

Club Quality Chair

Club Mentor

- •Recruit, train, and assign **mentor** to new clubs.
- •Ensure that **club mentoring** credit are received















Club New Source Research

- Market analysis plan
- Lead generation

Club Extension Chair

Club Extension

- Manage leads (follow up, contact, update status, etc.)
- Manage demo sessions

Club Sponsor

- •Recruit, train, and assign **sponsor** to new clubs.
- Ensure that the fees are collected, and club sponsoring credit are received

Club Quality Chair

Club Mentor

- •Recruit, train, and assign **mentor** to new clubs.
- Ensure that club mentoring credit are received

Club Retention

Club Coach

- •Recruit, train, and assign **coach** to new clubs.
- Ensure that club coaching credit are received















Club New Source Research

- Market analysis plan
- Lead generation

Club Extension Chair

Club Extension

- Manage leads (follow up, contact, update status, etc.)
- Manage demo sessions

Club Sponsor

- Recruit, train, and assign sponsor to new clubs.
- •Ensure that the fees are collected, and club sponsoring credit are received

Club Quality Chair

Club Mentor

- Recruit, train, and assign mentor to new clubs.
- Ensure that club mentoring credit are received

Club Retention

Club Coach

- •Recruit, train, and assign **coach** to new clubs.
- Ensure that club coaching credit are received

Get back to life

Ready to LEAD, INSPIRE and TRANSFORM?

Let me hear from you!



Let me hear from you!



Regarding
Lead Generation and
Lead management...

Let me hear from you!



Regarding Club Sponsorship

Let me hear from you!



Regarding Club Mentorship

Let me hear from you!





Regarding Club Coaching

Let me hear from you!



Regarding

Bringing clubs back to life (reinstatement)

Thank You!



How Clubs can be Distinguished

Program Quality Director, Norberto Amaral

Due to their **activity** in a given Toastmasters year, clubs can earn up to 10 points to become distinguished:

5 points Distinguished

7 points Select Distinguished

9 or 10 points **President's** Distinguished

See the **Distinguished Club Program** (click for manual).

What club activity are we talking about?

Education Members who have the opportunity to earn education awards are reaching their goals.

Membership When new, dual, and reinstating members join, everyone's experience is enhanced

because your club has enough members to provide leadership and fill meeting roles and

committee assignments.

TrainingTrained club officers are better able to serve and support your club because they know

how best to fulfill their roles.

Administration Submission of the renewal dues and the club officer list on time will help your club run

more smoothly, benefiting your members.

Specifically:

Education

- 1. Four Level 1 awards achieved
- 2. Two Level 2 awards achieved
- 3. Two more Level 2 awards achieved
- 4. Two Level 3 awards achieved
- 5. One Level 4, Level 5, or DTM award achieved
- 6. One more Level 4, Level 5, or DTM award achieved

One point per line!

Specifically:

Membership

- 7. Four new, dual, or reinstating members
- 8. Four more new, dual, or reinstating members

One point per line!

Training

9. A minimum of four club officer roles trained during each of the two training periods

One point!

Administration

10. On-time payment of membership dues accompanied by the names of eight members (at least three of whom must be renewing members) for one period and on-time submission of one club officer list

One point!



Clubs also need to meet qualifying requirements:

IN GOOD STANDING (dues paid)
AND
20+ MEMBERS
OR
A NET GROWTH OF 3+ MEMBERS

Transfer and honorary members do not count!

Let's look at a specific club: CLUTA!

01495468 Clube Toastmasters De Aveiro (CLUTA)

Club Alignment
Region 10
District 107
Division C
Area 03

Memi	pership	
Base To Date		
30 31		
	quired 20	
20 mer	mbers or	
a net growth of	3 new members	

Goals
Goals Met

0
Distinguished
5
Select Distinguished
7
President's Distinguished
9

Chartered 10/5/2011

	G	pals to Achieve	Goal	To Date	Status
	Education				
1	Level 1 awards	All Pathways education awards must be submitted in both Base Camp and Club Central.	4	0	4 Level 1s needed
2	Level 2 awards	All Pathways education awards must be submitted in both Base Camp and Club Central.	2	1	1 Level 2 needed
3	More Level 2 awards	All Pathways education awards must be submitted in both Base Camp and Club Central.	2	0	2 Level 2s needed
4	Level 3 awards	All Pathways education awards must be submitted in both Base Camp and Club Central.	2	0	2 Level 3s needed
5	Level 4, Level 5, or DTM award	All Pathways education awards must be submitted in both Base Camp and Club Central.	1	0	1 Level 4, Level 5, or DTM needed
6	One more Level 4, Level 5, or DTM award	All Pathways education awards must be submitted in both Base Camp and Club Central.	1	0	1 more Level 4, Level 5, or DTM needed
		Membership			
7	New members		4	1	3 New Members needed
8	More new members		4	0	4 New Members needed
		Training			
9	Club officers trained June-August		4	7	First Training Period Achieved
	Club officers trained November-February		4	0	Second Training Period 4 needed
	A	dministration			
10	Membership-renewal dues on time		Y	0	On-time dues-renewal needed
10	Club officer list on time		Y	1	On-time officer list Achieved

Go to the Dashboard > choose a club!

President's Distinguished Club (VPE) 2012-2013
President's Distinguished Club (President) 2013-2014
... and CLUTA has been President's Distinguished every year!



Due to their **activity** in a given Toastmasters year, clubs can earn up to 10 points to become distinguished:

5 points Distinguished

7 points Select Distinguished

9 or 10 points President's Distinguished

Due to their **activity** in a given Toastmasters year, clubs can earn up to 10 points to become distinguished:

5 points Distinguished

7 points Select Distinguished

9 points President's Distinguished

♦ 10 points Smedley Distinguished

Distinguished Club Program

Level of Distinguished	Mand	
Distinguished	Membership Requirement	DCP Goals Required
Buished	20 members or a net growth	required
Select Distinguished	of 3	5
President's	20 members or a net growth of 5	7
Distinguished	20 members	9
Smedley Distinguished	25 members	10

TOASTMASTERS

Now go out there and...

Now go out there and... LEAD. INSPIRE. TRANSFORM.



How Areas and Divisions can be Distinguished

Program Quality Director, Norberto Amaral

Distinguished Areas!

Achievement	Recognition Earned
Distinguished clubs equal to at least 50% of the Area's club base.	Distinguished Area
Distinguished clubs equal to at least 50% of the Area's club base plus one more Distinguished club. Select Distinguished Area	
Distinguished clubs equal to at least 50% of the Area's club base plus one more Distinguished club and a net club growth of one. President's Distinguish	

Activity for year July 1, 2024 > June 30, 2025

See "Toastmasters International District Recognition Program" manual



Areas also need to meet qualifying requirements:

NO NET CLUB LOSS

AND

Submit the Club Visit Reports for 75% of their club base for first-round visits by November 30 and second-round visits by May 31

	Division Goals	D 14	S 14	P 15	D 6	S 7	P 7
Division B	Base	F	aid Club	s	Dist	inguished	Clubs
	14		14			0	
	Area Goals	D 5	S 5	P 6	D 3	S 4	P 4
✓ Area 01	Base	F	aid Club	s	Dist	inguished	Clubs
	5		5			0	
		Rene	wals	Club \	/isits	Mem.	Club
		Oct	Apr	Nov	May	To Date	Goals
01510019 HP Toastmasters Barcelona		N	N	N	N	20	0
02355672 Sagrada Familia Toastmasters Club		N	N	N	N	20	1
03236570 Diagonal Mar Toastmasters		N	N	N	N	26	1
03643763 Sant Cugat Toastmasters Barcelona		N	N	N	N	24	0
03651925 22@ Barcelona Toastmasters		N	N	N	N	25	0
				0%	0%		
	Area Goals	D 4	5 4	P 5	D 2	5 3	P 3
✓ Area 02	Base	F	aid Club	s	Dist	inguished	Clubs
	4		4			0	
		Rene	wals	Club \		Mem.	Club
		Oct	Apr	Nov	May	To Date	Goals
00008887 Barcelona Toastmasters Club		N	N	N	N	38	0
04421853 SOM-HI Toastmasters Club		N	N	N	N	21	0
04677599 ADP Barcelona Toastmasters		N	N	N	N	20	0
28675934 Maresme Toastmasters Club		N	N	Υ	N	20	0
				25%	0%		
	Area Goals	D 5	S 5	P 6	D 3	S 4	P 4
✓ Area 03	Base	F	aid Club	s	Dist	inguished	Clubs
	5		5			0	
		Rene	wals	Club \		Mem.	Club
		Oct	Apr	Nov	May	To Date	Goals
00616391 Prestigious Speakers Club		Υ	N	N	N	27	1
01588110 BCN Pride Toastmasters		N	N	N	N	46	0
01594196 Success Toastmasters Club		N	N	N	N	18	0
01833574 Agora Almeda Barcelona		N	N	N	N	19	0
03918946 Mediterranea TM		N	N	N	N	10	0
				0%	0%		

Go to the Dashboard > "Division and Area Performance"



Distinguished Divisions!

Achievement	Recognition Earned
Distinguished clubs equal to at least 40% of the Division's club base.	Distinguished Division
Distinguished clubs equal to at least 45% of the Division's club base.	Select Distinguished Division
Distinguished clubs equal to at least 50% of the Division's club base plus net growth of one.	President's Distinguished Division

Activity for year July 1, 2024 > June 30, 2025

See "Toastmasters International District Recognition Program" manual



Divisions also need to meet this qualifying requirement: NO NET CLUB LOSS

Distinguished Division Program

Level of Distinguished	Net Club Growth	Portion of Diction 11
Distinguished		Portion of Distinguished Clubs
	No net loss	45%
Select Distinguished	11	.570
Drosidout/s Divi	+1	50%
President's Distinguished	+2	55%

TOASTMASTERS INTERNATIONAL

President's Distinguished Club (VPE)	2012-2013
President's Distinguished Club (President)	2013-2014
President's Distinguished Area (AD)	2015-2016
President's Distinguished Division (DivD)	2016-2017
Smedley Distinguished District (PRM)	2022-2023
President's Distinguished District (CGD)	2023-2024
Smedley Distinguished District? (PQD)	2024-2025
Smedley Distinguished District? (DD?)	2025-2026

Have I INSPIRED you to TRANSFORM? Now LEAD the way!

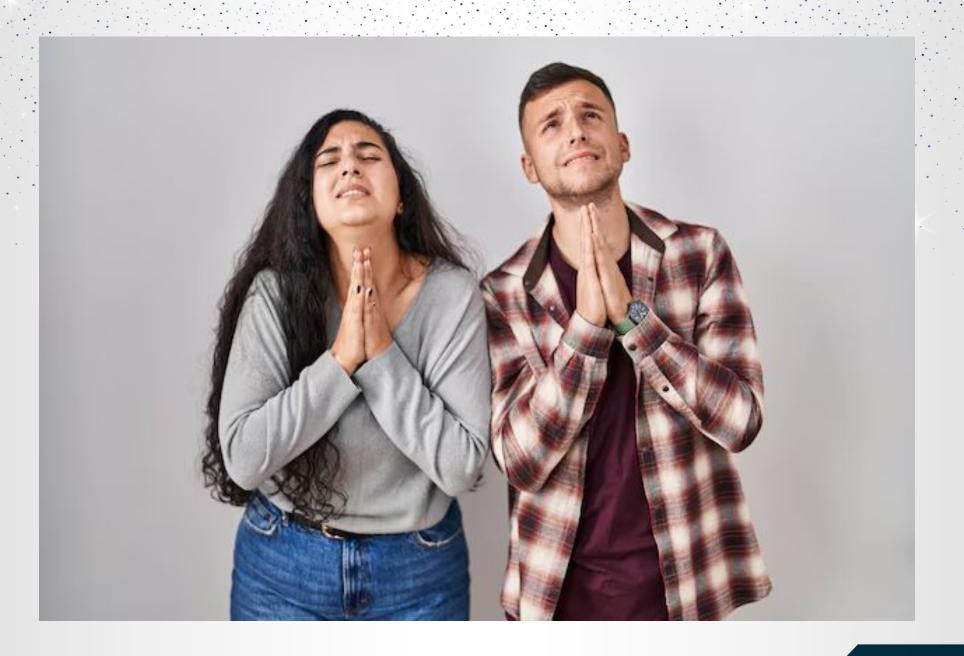


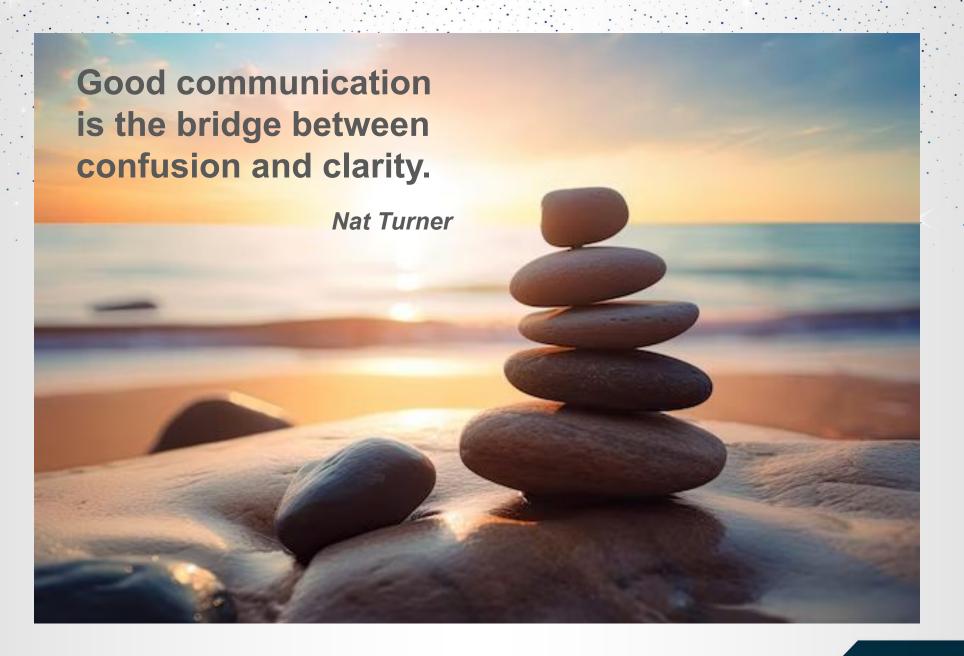
Coffee Break



Mummy, I want to be Smedley Distinguished!

District Director, Claudia Villarreal







District Recognition Program

Achievement	Recognition Earned			
1% net membership payments growth , no net club loss , and Distinguished clubs equal to at least 40% of the District's club base .	Distinguished District			
3% net membership payments growth, net plus one club, and Distinguished clubs equal to at least 45% of the District's club base.	Select Distinguished District			
5% net membership payments growth , 3% net club growth , and Distinguished clubs equal to at least 50% of the District's club base .	President's Distinguished District			
8% net membership payments growth , 5% net club growth , and Distinguished clubs equal to at least 55% of the District's club base .	Smedley Distinguished District			

Learning from last term 2023 - 2024

District 107 Performance President's Distinguished

3.37% Growth

3.37 /6 GIOWIII				
Paid Clubs				
Base	To Date			
89 92				
Goals				
Distinguished				
89				
Select Distinguished				
90				
President's Distinguished				
92				
Smedley Distinguished				
94				

10.4% Growth

10.470 GIOWIII			
Payr	nents		
Base To Date			
3,768	3,768 4,160		
Goals			
Distinguished			
3,806			
Select Distinguished			
3,882			
President's Distinguished			
3,957			
Smedley Distinguished			
4,070			

51.69% of Clubs

Distinguished Clubs		
Base	To Date	
89	46	
Goals		
Distinguished		
36		
Select Distinguished		
41		
President's Distinguished		
45		
Smedley Distinguished		
49		

Smedley Distinguished Club Growth..... Payments..... Distinguished Clubs...... TOGETHER - ALL OF US!!.... It's is a badge of honor to have excelled in Growth and Quality...... By **CARING** to work collectively, smartly, intentionally and with the purpose to make a positive impact on

society, humanity and in the world!

District 107 Performance

Paid Clubs		
Base	To Date	
92	92	
Goals		
Distinguished		
92		
Select Distinguished		
93		
President's Distinguished		
95		
Smedley Distinguished		
97		

Payments		
Base	To Date	
4,164	184	
Goals		
Distinguished		
4,206		
Select Distinguished		
4,289		
President's Distinguished		
4,373		
Smedley Distinguished		
4,498		

Distinguished Clubs		
Base	To Date	
92	0	
Goals		
Distinguished		
37		
Select Distinguished		
42		
President's Distinguished		
46		
Smedley Distinguished		
51		

What can be improved?

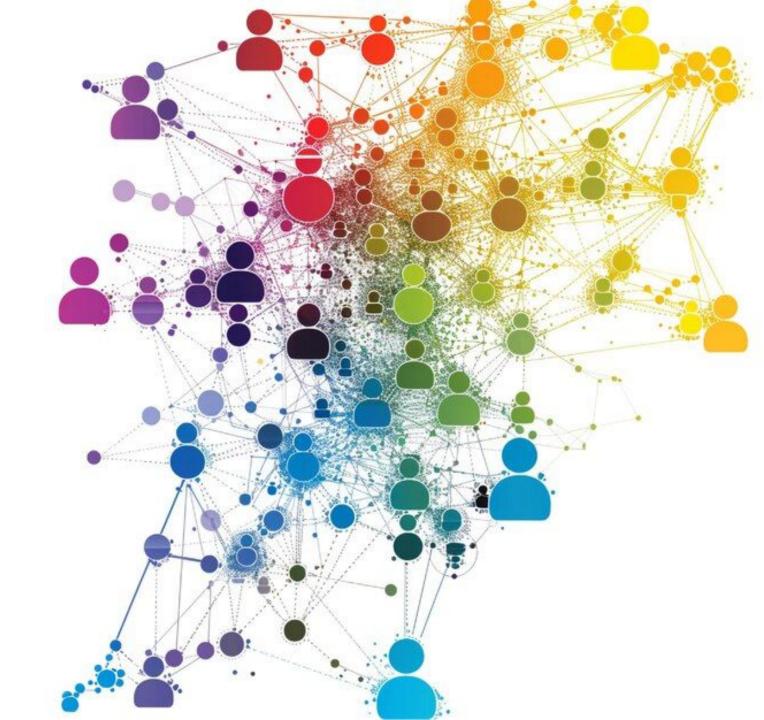
- Increase overall membership in each club
- Build more clubs in each area
- Support Corporate clubs
- Timely submission of Pathways awards to Club Central
- Club Officer Training with all 7 officers and better content
- Timely submission of club officer lists to WHQ
- Timely renewals
- Increase number of coaches and mentors

CARING to make a difference!



Connect to help us GROV!

- ☐ Invite guests
 - → Friends
 - Relatives
 - Acquaintances
 - Neighbors
 - ☐ Kids' school network
- Attend network events
- ☐ Use social media
- ☐ Gift Toastmasters





Paid Clubs		
Base	To Date	
92	92	
Goals		
Distinguished		
92		
Select Distinguished		
93		
President's Distinguished		
95		
Smedley Distinguished		
97		

5% Growth

+8 clubs = 100

TOASTMASTERS

10.4% Growth

Payments

Base

To Date

3,768 4,160

Goals

Distinguished

3,806

Select Distinguished

3,882

President's Distinguished

3.95

Smedley Distinguished

Payments

Base

To Date

4,164

184

Goals

Distinguished

4,206

Select Distinguished

4,289

President's Distinguished

4,373

Smedley Distinguished

4,498

+334



51.69% of Clubs

Distinguished Clubs

Base

To Date

89

46

Goals

Distinguished

36

Select Distinguished

41

President's Distinguished

45

Smedley Distinguished

49

-3 clubs

Distinguished Clubs

Base

To Date

92

0

Goals

Distinguished

37

Select Distinguished

42

President's Distinguished

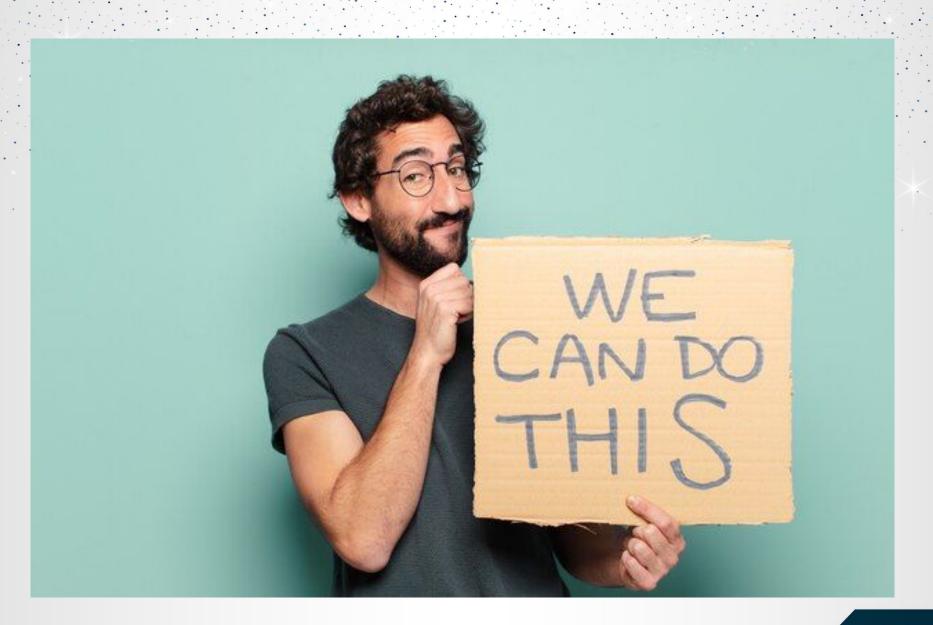
46

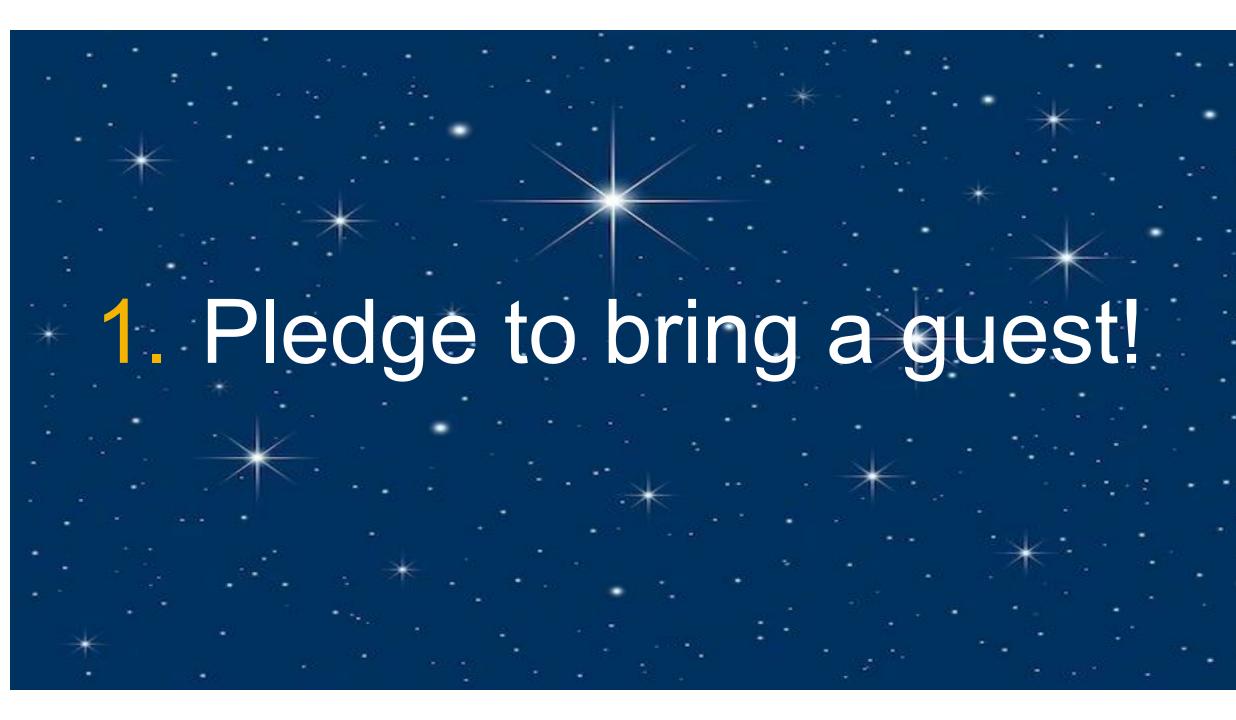
Smedley Distinguished

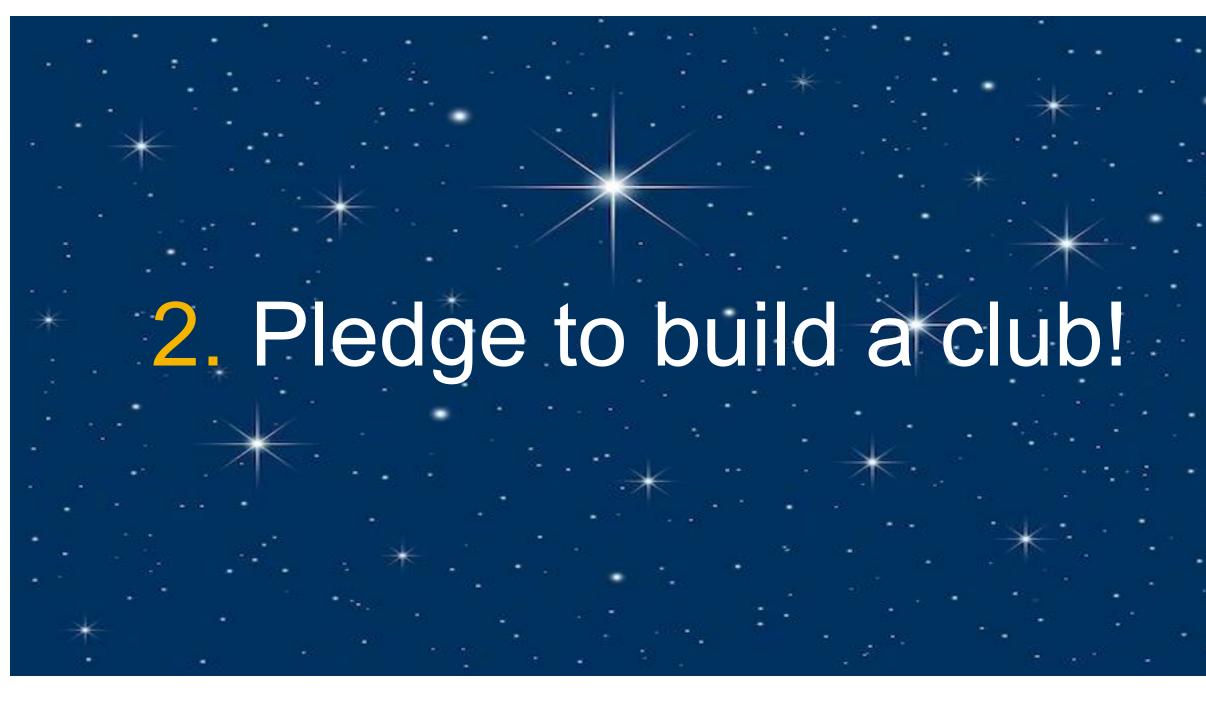
51

55% of Clubs

TOASTMASTERS





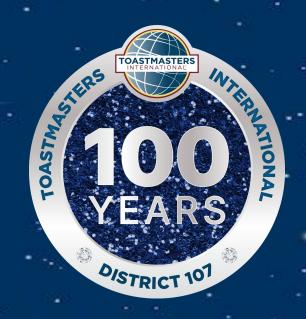


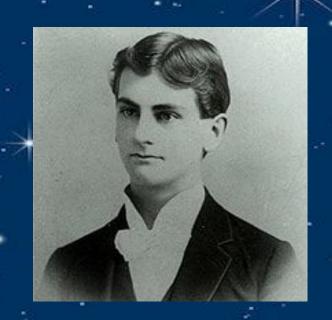
3. Pledge to lift a member!

(Encourage a member to become a club officer, district officer, club coach or mentor)



To Smedley and Beyond! Let's reach for the stars to achieve Smedley Distinguished District once again!





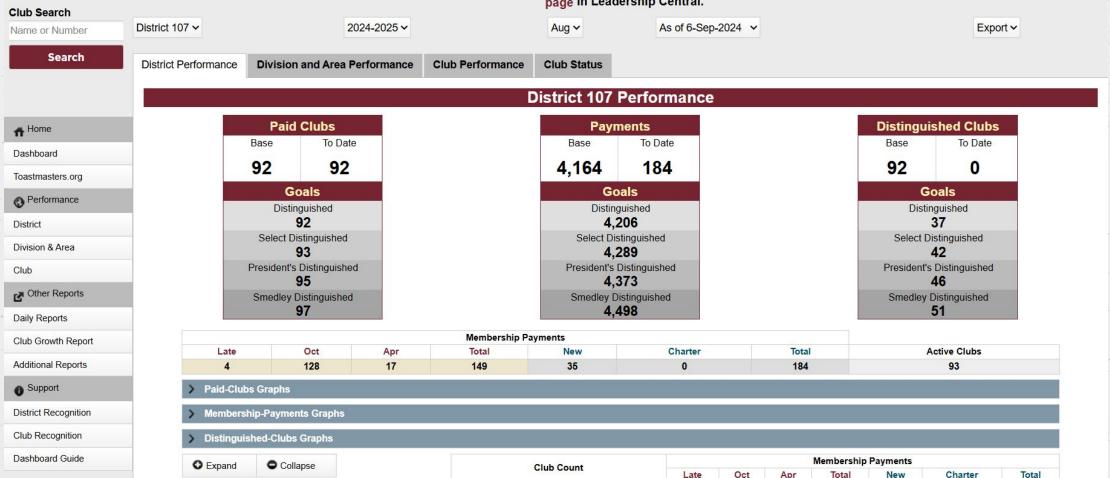




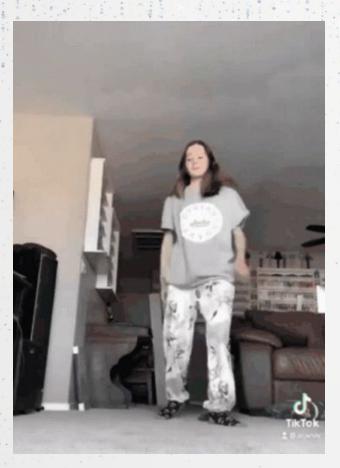
Dive into the Dashboard!

Parliamentarian, Mafalda Guimarães

These reports reflect business processed from July 1, 2024 to August 31, 2024 and are not yet final. For more information please refer to our Month End Closing Dates page in Leadership Central.



Link to Dashboard













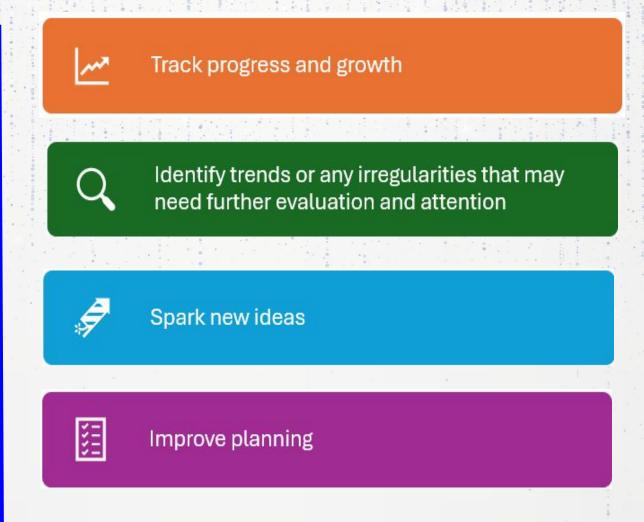
Track progress and growth

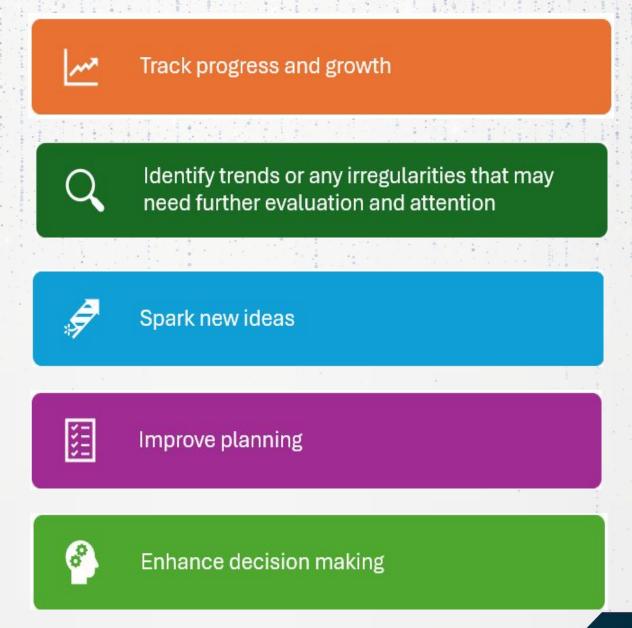


Identify trends or any irregularities that may need further evaluation and attention





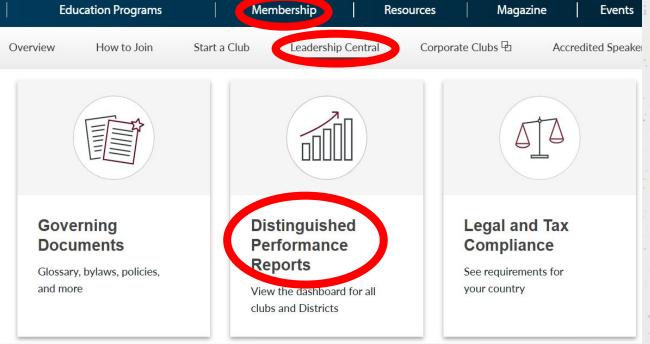




Toastmasters International Dashboard

https://dashboards.toastmasters.org/





Toastmasters International Dashboard

District Performance

Division Performance

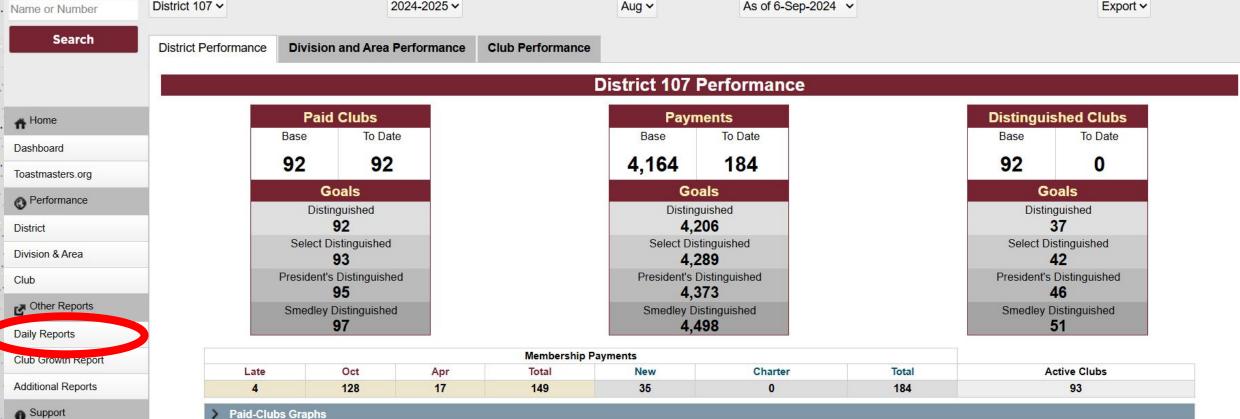
Club Performance — Club Status

Toastmasters International Daily Reports

These reports reflect business processed from July 1, 2024 to August 31, 2024 and are not yet final. For more information please refer to our Month End Closing Dates

page in Leadership Central.

| District 107 \rightarrow | District 107 \rightarrow | Division and Area Performance | Club Performan



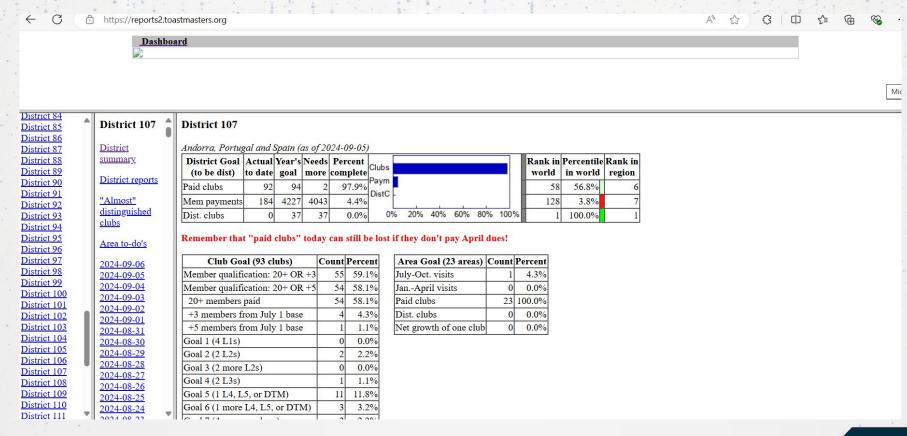
Toastmasters International Daily Reports

- Dues Renewal Status: October and/or April
- Club Officer List Status: July and/or January | NOTE: Jan. report only lists clubs that have semi-annual elections
- Current Year Educational Achievements
- Educational Achievements Archive (previous year)
- Current Year New Clubs
- Prospective Clubs
- New Club Sponsors and Mentors
- Club Coaches

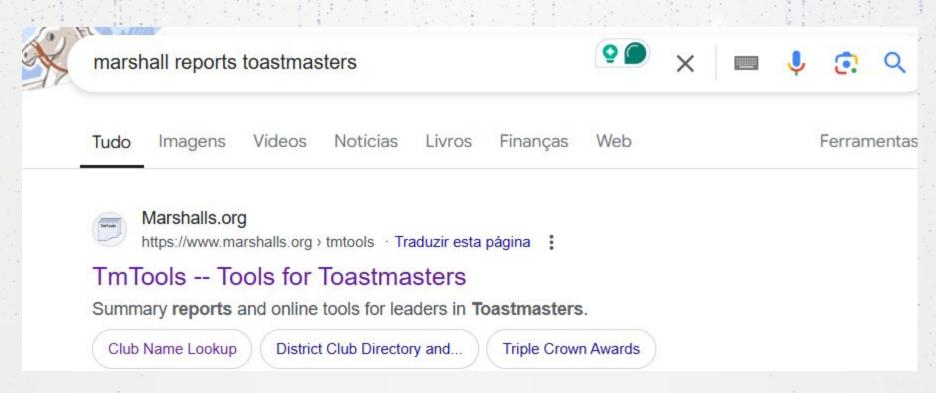


These reports reflect business processed from July 1, 2024 to August 31, 2024 and are not yet final. For more information please refer to our Month End Closing Dates page in Leadership Central. Toastmasters.org Club Search District 107 ~ 2024-2025 ~ Aug ~ As of 6-Sep-2024 V Export ~ Name or Number Search **Division and Area Performance** District Performance Club Performance **District 107 Performance Distinguished Clubs Paid Clubs Payments** # Home Base To Date To Date To Date Base Dashboard 92 92 4,164 184 92 0 Toastmasters.org Goals Goals Goals Performance Distinguished Distinguished Distinguished 4,206 37 Select Distinguished Select Distinguished Select Distinguished Division & Area 4,289 42 President's Distinguished President's Distinguished President's Distinguished Club 95 4,373 Other Reports **Smedley Distinguished** Smedley Distinguished **Smedley Distinguished** 4.498 Daily Reports Membership Payments Club Growth Report Late Oct Apr Total New Charter Total **Active Clubs** Additional Reports 128 17 149 35 184 Paid-Clubs Graphs

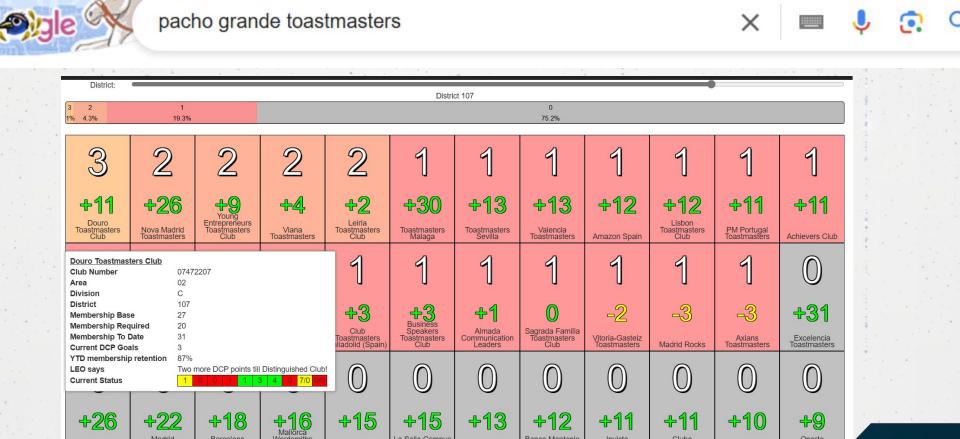
RAFFETY reports: select District 107; then choose "District Summary", "Almost Distinguished Clubs", and "Area-To-Do's" reports



MARSHALL reports: provides more individualized reports by member, club, area, division, or district; reports include Member Education Awards, DCP History, Club Education History, Award Types;



PACHO GRANDE – also called LEO board; provides overview of all District clubs at a glance;



Now you are ready!!!



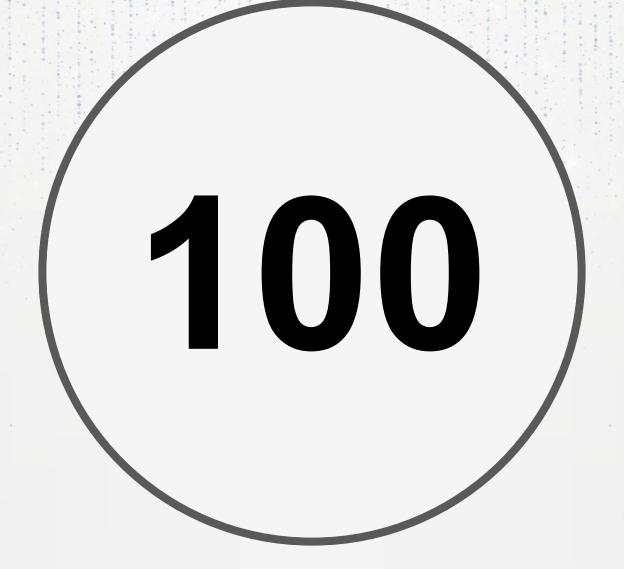




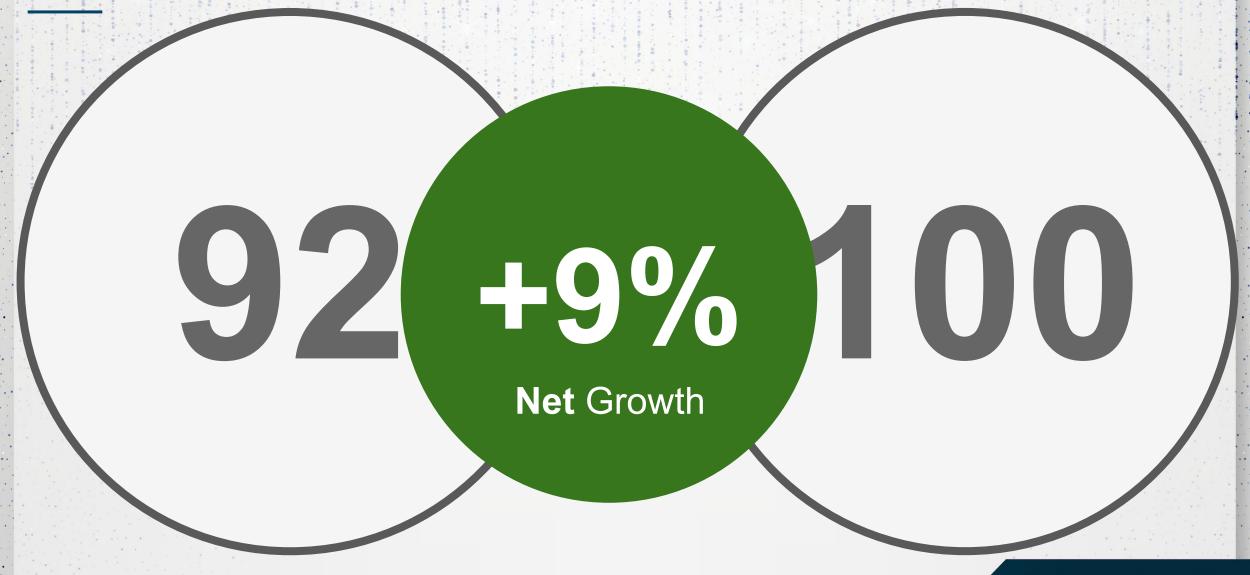
Up-to-date information about clubs!

Club Growth Director, Izidro Sousa

This is the number



This is the number



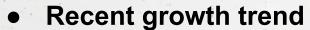
TOASTMASTERS
INTERNATIONAL

District Mission

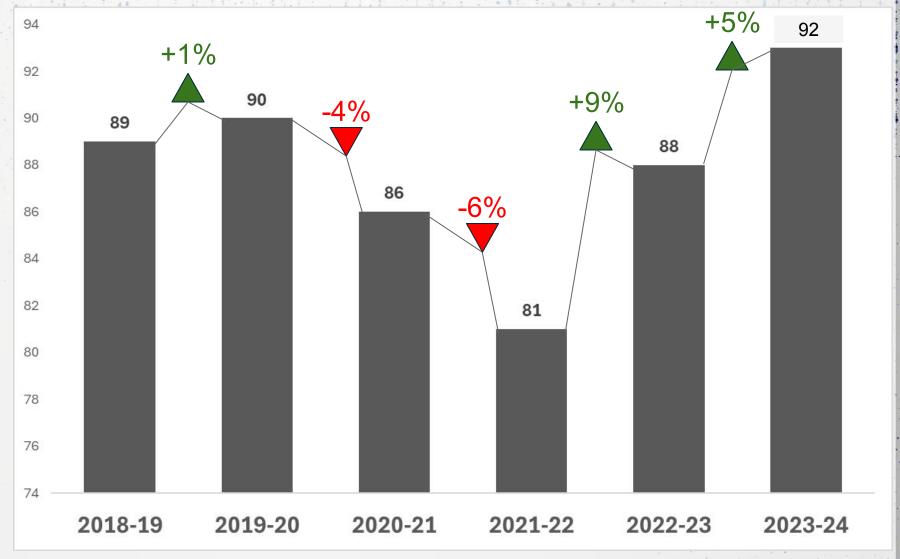
We **build** new clubs and **support** all clubs in **achieving excellence...**

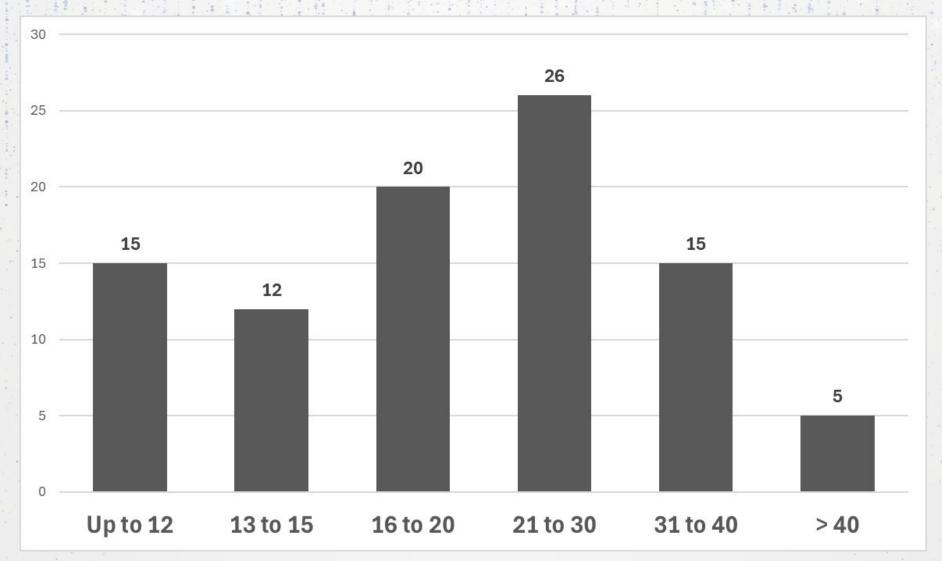
Is it Achievable?

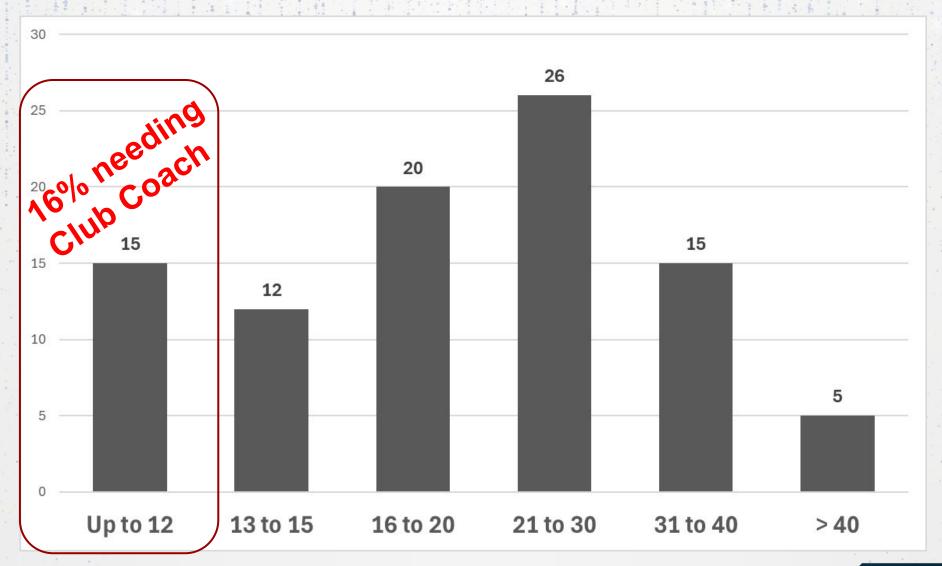
Is it Achievable?

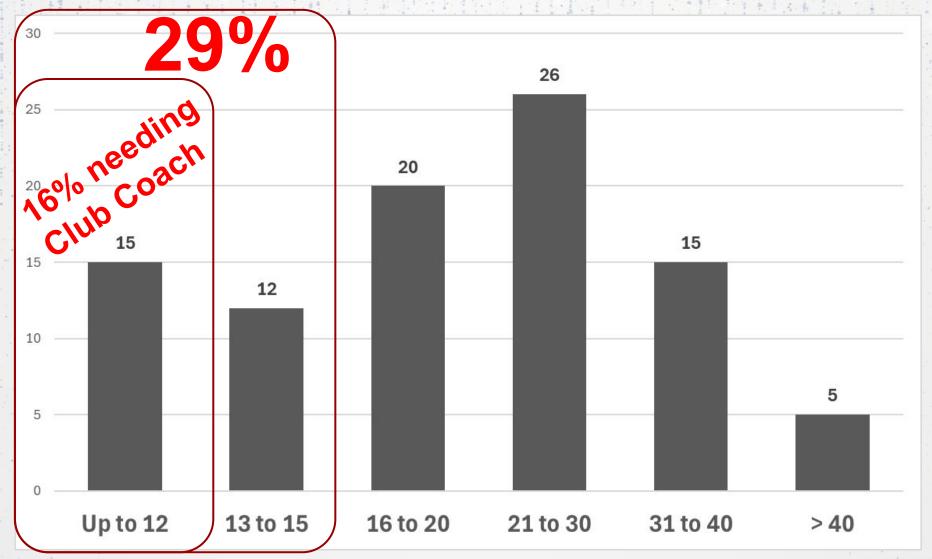


- Leads
- Prospective clubs
- Committed DivD and ADs









Less than 12 members

Division A A	Area A2 A4	Club Airbus Speakers Getafe Ingram Micro Santander	Member 8 9
В	В3	Mediterranea ™	10
C C C	C3 C3 C4	Cantanhede Toastmasters Club Figueira da Foz Toastmasters Club Porto De Mos Toastmasters Club	11 10 8
D D	D1 D3	Axians Toastmasters RioSado	9
F F	F1 F2 F3	Gibraltar Speakers Toastmasters Clu Toastmasters Granada Alicante Speakers Club	b 10 10 12
G G G	G1 G1 G2 G3	ALC El Jadida Toastmasters JESA Institute Toastmasters Club Marrakech Orators Toastmasters Clu Agadir Toastmasters Club	8 8 b 10 10

13 to 15 members

Division	Area	Club	Members
Α	A1	Ericsson Madrid R&D	13
Α	A1	Madrid Rocks	13
Α	A3	Toastmasters Burgos	15
Α	A4	Sardinero	14
C	C1	Famalicao Toastmasters Club	13
C	C4	Torres Novas Toastmasters Club	14
D	D3	Portimao Toastmasters Club	14
Ē	E2	Cisco Portugal Toastmasters Club	14
E	E3	Cabo Verde Toastmasters Speakers	14
E	E3	TAGUSPARK Toastmasters Club	14
F	F2	Toastmasters Cordoba	13
F	F3	Alicante Speakers Club	14
G	G3	Tunis Toastmasters	13

Leads

More than 30 leads from:

- Algeria
- Morocco
- Portugal
- Spain and
- Tunisia

Prospective clubs

	Division	Area	Club
01	Α	??	Sao Paulo, Spain Prospective Club
02	В	??	Cala de Bou Spain Pros Club (Ibiza)
03	С	??	Agueda Portugal Pros Club
04	C	??	Fatima Speakers Toastmasters Club
05	D	??	Lisbon Portugal Pros Club - McKinsey Lisbon Site 1
06	D	??	Lisbon Portugal Pros Club - McKinsey Lisbon Site 2
07	D	??	GALP (submitted the application this week)
08	F	??	Malaga Spain Toastmasters Club
09	F	??	Malaga Spain Pros Club (Entrepreneurs)
10	F	??	Costa del Soul Speakers Toastmasters Club
11	G	??	Safi Morocco Pros Club
12	G	??	El Jadida Morocco Pros Club

We **build** new clubs and **support** all clubs in **achieving excellence...**

We **build** new clubs and **support** all clubs in **achieving excellence...**

While...

We Lead, Inspire, and Transform...

one club at a time



Bob Corby

He hasn't Ledme, I don't know if he has Transformed me.

But he has Inspired me!



Bob Corby

TOASTMASTERS INTERNATIONAL

Thank you



What's in your treasure?

Finance Manager, Autumn Lynn Casuto



Brainstorm & Sharing on how money will be spent



Other topics & Q&A

Can members of clubs that were created less than one year before a speech contest be contestants?

Can members of prospective clubs be contestants in speech contests?

How much is the total budget for our District in 2024-2025?

What do clubs have to do to receive a free set of club officer pins?

What are the contestants' eligibility criteria for the International Speech Contest?

How many clubs does the District need to create to become Smedley Distinguished?



Wrap up and what's next!



District Officer Training- Day 2

Hybrid / Santander – 8 September 2024



Welcome

Program Quality Director, Norberto Amaral



Do the people you know know Toastmasters?

Public Relations Manager, Silvia Villas

Do the people you know know Toastmasters?

I am sure they know!!

But...

What do the people you know know about Toastmasters?

Your Passion?
How much fun you have?
How did it help you?

What do the people you know respond when they get to know about Toastmasters?

What is exactly Toastmasters?

Or...

Ooooh!!!! You belong to a Toastmasters club? Great!!!!

How to make the people you know respond:

Ooooh!!!!
You belong to a
Toastmasters club?
Great!!!!

What Is Public Relations?

Good public relations (PR) is the practice of creating, promoting and maintaining a favorable image of an institution among its various audiences through the use of a variety of communication channels and tools.

What Is Public Relations?

PR is based on building relationships and generating goodwill, which leads to credibility.

If a newspaper article mentions Toastmasters training as a great way to enhance one's career, that article carries more credibility than if Toastmasters International had an advertisement on that same page.

The result of a good PR program is free publicity.

Identify the Target Audience

Securing media coverage is an essential function of public relations. Be sure to define your target audience before approaching the media in order to ensure that your messages are well received.

Social Media

Anyone on the web can start a blog, everyone has the opportunity to be a journalist. In fact, some of the top bloggers are trusted news sources by mainstream media. It is important to recognize bloggers as an asset and build relationships with them. Reaching out bloggers, like journalists, can yield credible coverage.

Creating a Media List

Learn about the editor, journalist or producer you are targeting. You might find his or her Twitter, Facebook, or LinkedIn profile, and maybe even a personal blog or YouTube channel. Review all these sources to confirm if this person really is the right person to pitch your news story to.

Creating a Media List

Editors, producers and journalists are looking for stories of interest to their audience. They are not interested in simply promoting your club, district, contest or event. The key is to be absolutely certain of your facts. Also, you should have all the information they need so they can tell the full story.

Broadcast Media

 Local angle to network shows, movies or circulating news stories.

- People stories.
- Free advice.

Special Events

Invite the public to a Speech Contest or host an "open house" offering speakers and a demonstration meeting.

Present an annual comedy night featuring sketches or humorous speeches, with comic prizes for the winning entry.

Give a talk on effective PowerPoint presentations to members of an engineering society.

Special Events

Offer a free half-day workshop on effective public speaking.

Universities and Community Colleges. Try to participate in communication related campus events.

An ad in a chamber of commerce newsletter or a presentation by a Toastmaster at one of its meetings.

But...

Everything and more, much more, is here:

https://toastmasterscdn.azureedge.net/medias/files/department-documents/marketing-documents/1140-let-the-world-know.pdf

https://www.toastmasters.org/leadership-central/district-leader-tools/training/club-officer-training-materials

So that...

We can help others find the wonderful life hidden in a Toastmaster membership!

And say:

You belong to a Toastmastersclub? Great!!!!»



Keeping Members: It's Not Just About Offering Free Drinks

Hicham Benzekri

KEEPING MEMBERS: IT'S NOT JUST ABOUT OFFERING FREE DRINKS

Hicham Benzekri

Toastmasters Malaga

¿Who am I?

- Dedicated member of the Toastmasters Malaga club
- Officer in the club for 5 years
- Immediate past president
- Entrepreneur and personal development enthusiast

3 GROUPS OF MEMBRS

Highly Engaged Members

Highly committed, regularly participate, and contribute significantly.

Goal-Oriented Members

Attend with specific objectives, participate continusly or intermittently, present speeches and take on roles as needed.

Casual Members

Join after a positive initial experience but may lack deeper commitment or regular participation, and might even end up never participating

KEEPING MEMBERS ENGAGED

٦

FORMAL ORGANIZATION

2

HUMOR AND ENJOYABLE ATMOSPHERE

3

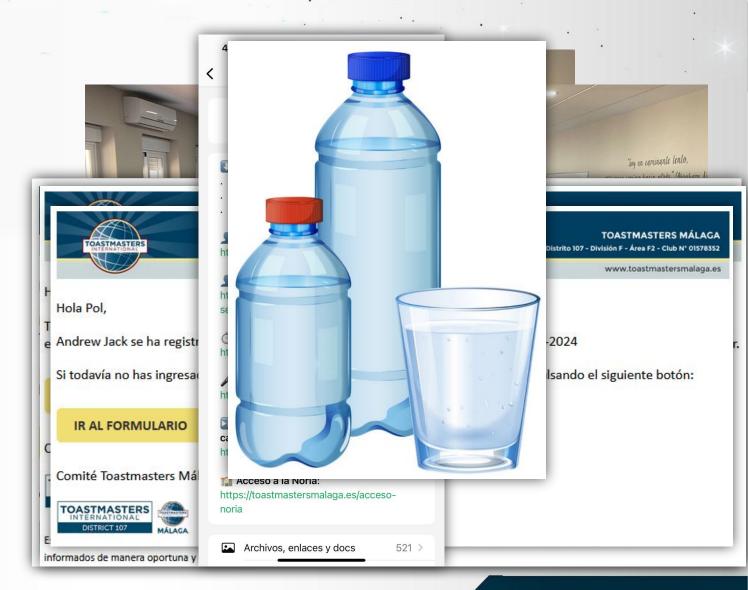
SOCIAL EVENTS AND ACTIVITIES

4

FOLLOWING UP ON MEMBERS' RENEWAL

1- FORMAL AND PROFESSIONAL ORGANIZATION OF THE SESSIONS

- Good club banner
- Refreshments
- Pre-Session Planning
- Minimize Disruptions
- Making things simple.
- Automated Communication



2- HUMOR AND ENJOYABLE ATMOSPHERE

- Maintaining a Positive and Relaxed Atmosphere
- Promoting Humorous Themes for Sessions
- Adding Debate Sections

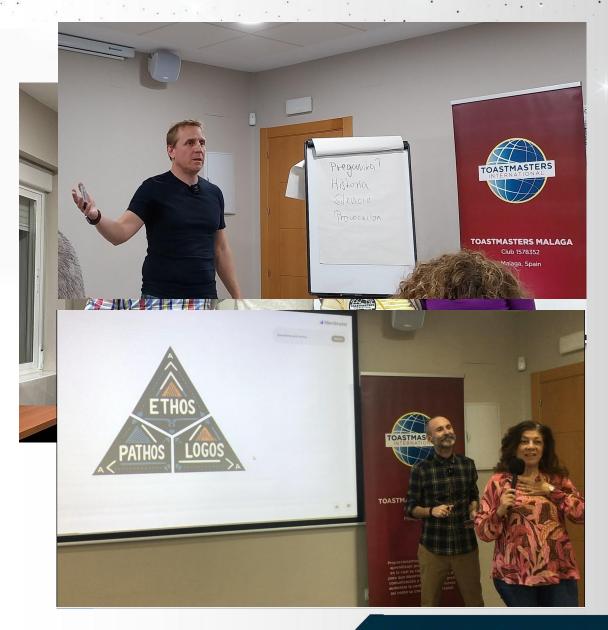


3- SOCIAL MEETINGS AND ACTIVITIES

- Meeting after sessions
- Barbecue with talents contest.
- Hiking day
- Christmas Dinner with a 'Secret Santa' Twist
- Picnic with public speaking games



- Acknowledging members' milestones and achievements
- Organizing workshops



4- FOLLOWING UP ON MEMBERS' RENEWAL

Renual months: September – March

- The Treasurer sends weekly messages in the WhatsApp group to remind members about the renewal
- During the last week contacting by private message to remind them







Brainstorm & Sharing



Moments of Truth will set you free!

Berta Cots



Why Moments of Truth?

Action Plan

June-July: Kick-Off

08/09: Introduction to the DEC & Identification of Ambassadors (Division Directors? Ideas? Coffee Break to Norberto! ©)

08/09: Sharing of the Questionnaire - Where are we?

14/10: MOT Webinar for District Clubs

October - December: trainings to clubs/advice if needed, connect with Ambassadors and/or Berta. Clubs to plan their first MoT Sessions.

Jan - Feb: MoT trainings possible during the COT sessions, online or in person, by the MoT Ambassadors

Jan - Feb: good timing for the MoT (half TM year to evaluate - half TM year still to go and apply learnings)

June the 30th: 51 clubs at least having organized a yearly MoT session???



What do we need from you?

Find Ambassador/Division to:

- Promote MoT Sessions in your Area/Division
- Help clubs who need it to organize it
- Ask for help in the MoT
 Team if needed

Promote MOT Sessions in your Area/Division

=> be ambassadors
yourself!

Send questionnaire in your Divisions and Areas:

Where are we?

50€ in merchandising materials for the first two areas with 100% clubs having a MoT session

100€ in merchandising materials for the first división with 100% clubs having a MoT session

Thank you for your support! **③**



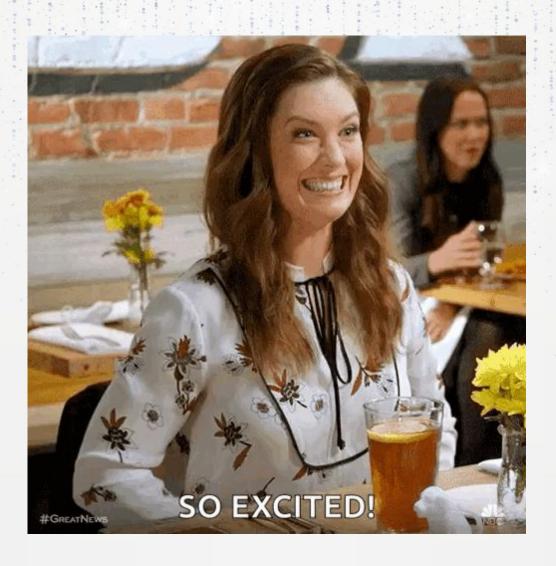
Coffee Break



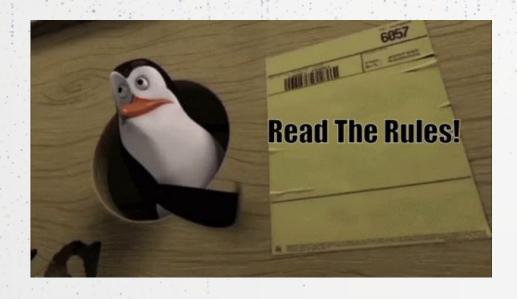
Rules are the heart of the contest!

Parliamentarian, Mafalda Guimarães

Contests!!!!



Contests!!!!





LINK TO THE RULEBOOK

SPEECH CONTEST RULEBOOK

JULY 1, 2024 TO JUNE 30, 2025



 Area and division directors are resources for club officers' speech contest questions!!

 Area and division directors should have a thorough understanding of speech contests!

Updates to the Rulebook

 \bigcirc

2. Districts (including Areas and Divisions) and Provisional Districts (including Areas and Divisions) may conduct up to three (3) additional English speech contests each year. The District Director recommends which contests are to be conducted. The recommendations are subject to the approval of the District Executive Committee at its first meeting of the program year.

Look for the black diamonds in the left margin for updates to the rulebook

Updates to the Rulebook

 \bigcirc

2. Districts (including Areas and Divisions) and Provisional Districts (including Areas and Divisions) may conduct up to three (3) additional English speech contests each year. The District Director recommends which contests are to be conducted. The recommendations are subject to the approval of the District Executive Committee at its first meeting of the program year.

Look for the black diamonds in the left margin for updates to the rulebook

BUT...

Types of Speech Contests

International Speech Contest

Evaluation Contest

Humorous Speech Contest

Table Topics Contest

Tall Tales Contest

Online Speech Contest

Video Speech Contest

Only for members of undistricted clubs and for provisional districts

TOASTMASTERS INTERNATIONAL

2024-2025 D107 Speech Contests

- International Speech Contest
- Portuguese Speech Contest
- Spanish Speech Contest
- French Speech Contest
- Evaluation Speech Contest in English

2024-2025 D1017 Speech Contest Logistics



Club Contests in person, or online, or hybrid (club choice)



Area, Division and District in Person

New Rules

 b) Non-English contests are optional and must be conducted using the rules of the corresponding English speech contest. If a non-English contest is conducted using the rules of the International Speech Contest, it must follow all rules, including eligibility requirements.

New Rules

b) Non-English contests are optional and must be conducted using the rules of the corresponding English speech contest. If a non-English contest is conducted using the rules of the International Speech Contest, it must follow all rules, including eligibility requirements.

But what does this mean?

Eligibility Requirements

	Evaluation Speech Contest	International Speech Contest	Portuguese Speech Contest	Spanish Speech Contest	French Speech Contest			
Contestants Eligibility Requirements	Standard Standard plus complete Pathways Levels 1 and 2 or DTM (exception: charter members from a club chartered less than 1 year before the club contest, but the club most have officially chartered before the Area Contest)							
Judges Eligibility Requirements	To be a chief judge, voting judge or tiebreaking judge at a Toastmasters speech contest, you must meet all eligibility requirements identified below. At a club contest, be a paid member. At an Area, Division, or District contest: - Be a paid member for a minimum of six months. - Have completed a minimum of six speech projects in the Competent Communication manual or earned certificates of completion in Pathways Levels 1 and 2 of any path.							

Note that candidates for **elected** District leader positions for the term beginning the subsequent July 1 **are ineligible** to compete at all levels and **are ineligible** to serve as a contest official or as a test speaker at the Area, Division, or District level.

Checking Eligibility

Education Programs Membership Resources **Events** Shop About Magazine Corporate Clubs 🗗 **Accredited Speaker** Overview How to Renew Start a Club Leadership Central Governing Distinguished **Legal and Tax Documents** Performance Compliance Reports Glossary, bylaws, policies, See requirements for your country and more View the dashboard for all clubs and Districts Eligibility **Assistant** Check membership status, and club status

Checking Eligibility

| ELIGIBILITY ASSISTANT

This tool allows club and district officers to check membership status, club status, and if a member is serving as a club or district officer. This information can be used when determining whether or not members are eligible to compete in speech contests and/or be a proxy.

Please note, club officers can only check the eligibility of members within their own clubs. The same restriction applies to district leaders. For example, an area director can only check members within their area, a division director can only check members within their division, and a district director can only check members within their district.

Search for a member	
Member ID*	
Last Name*	
☐ Check Myself	Search

Checking Eligibility

First Name Last Name Member ID

Mafalda Guimarães PN-07033345

Club Information

Club Name	Club ID	Current Positions	Membership Status	Last Payment Received	Renewal Cycle	Club Renewal Status	Club Renewal Status	As-of Date
Vale do Sousa Toastmasters Club	CB- 28676297		Current	Jun-24-2024	April 2024	Complete	Complete	Jun-24- 2024
Figueira da Foz Toastmasters Club	CB- 05154996		Current	May-12-2024	April 2024	Complete	Complete	May-12- 2024
Invicta Toastmasters Club	CB- 03743181		Current	Mar-07-2024	April 2024	Complete	Complete	Mar-07- 2024
Invicta Toastmasters Club	CB- 03743181		Past	Jul-22-2023	October 2023	Complete	Complete	Jul-31- 2023

Note: This do not show if the member has level 1 and 2 on pathways or if he is a DTM or if he is applying for an elected position



New Rules

- F. All contestants will speak from the platform or area designated by the contest chair.
 - All contestants, the chief judge, voting judges, and the tiebreaking judge will be advised of the speaking area before the contest begins.
- A lectern/podium will be available. However, use of the lectern/podium is optional. (Exception: for the Online Speech Contest, any speaking participants are responsible for the equipment they will use.)
- 3. If amplification is necessary, a lectern/podium fixed-mounted microphone and a portable microphone must be made available. (Exception: for the Online Speech Contest, any speaking participants are responsible for the equipment they will use.)
- All equipment must be available for contestants to practice with prior to the contest. Contestants are responsible for arranging their preferred setup of the lectern/podium microphone and other equipment in a quiet manner before being introduced. (Exception: for the Online Speech Contest, any speaking participants are responsible for the equipment they will use.)

New Rules

7. Protests and Disqualifications

- A. Protests are limited to eligibility, originality, and reference to another contestant
 or another contestant's speech and must only be lodged by voting judges and/or
 contestants. Any protest must be lodged with the chief judge and/or contest chair
 prior to the contest being adjourned.
 - B. The chief judge, contest chair, voting judges, and contestants must not consider protests from audience members.
 - C. Before a contestant can be disqualified on the basis of originality, or for referencing another contestant's speech, the contestant must be given an opportunity to respond to the voting judges. A majority of the voting judges must concur in the decision to disqualify.
 - D. The contest chair can disqualify a contestant on the basis of eligibility.
 - E. All decisions of the voting judges, and qualifying judges are final.

Other Important Rules

- Contestants may only be nominated at club level!
- Area, Division, and District contests must be held even if there is only ONE contestant (the contestant must be disqualified if they do not meet the timing, originality and eligibility requirements)

Other Important Rules

During the Contest

- 1. Open the contest with a brief introduction. Inform the audience:
 - The rules have been reviewed with the chief judge and contestants.
 - ▶ The contestants have been informed of the location of the timing lights.
 - ▶ The taking of photographs during the speeches is not permitted.
 - Each contestant selects their own speech topics. Some of the content may be personal in nature and contain language, ideas, or beliefs that some audiences may consider sensitive.
 - If conducting an Online Speech Contest, include the Online Speech Contest Statement in the contest introduction if it is not posted in writing.
- 2. Introduce each contest speaker. Do not make preliminary remarks about any speaker or the subject of their speech, or mention the name or location of the speaker's club or place of residence. Introduce each contestant slowly and clearly. Provide confirmation that audiovisual equipment is functional as described in the rules.

Contest Officials (all paid Toastmasters)

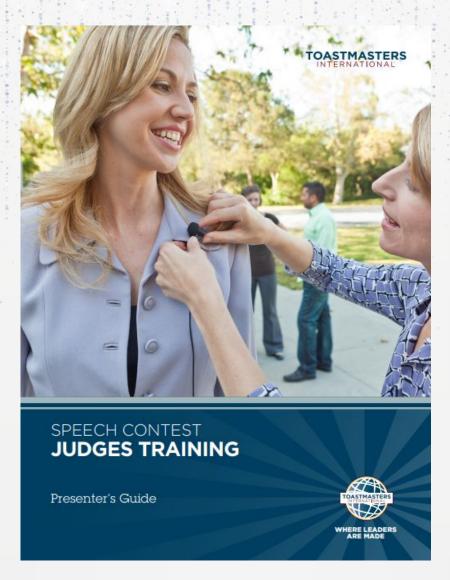
Contest Officials	Club	Area	Division	District
Contest Chair	1	1	1	1
Contest Toastmaster	Optional	Optional	Optional	Optional
Chief Judge	1	1	1	1
Judges	5 (unless impractical)	equal number of voting judges from each club in the area or 5 minimum	Equal number of voting judges from each area in the division or min 7 *	Equal number of voting judges from each division in the District or min 7 *
Tie Breaking Judge	1	1	1	1
Ballot Counters	2 (unless impractical)	2	2	3
Timer	2 (unless impractical)	2	2	2
Test Speaker for Evaluation Contest	1	1	1 .	1
Sgt at Arms	1	1	1	1

^{*} The Chief Judge, Voting Judge or tiebreaking judge must not be a member of any club in which a contestant is a member

Contest officials **must not** serve in more than 1 role for the same contest ate the Area (when practical), Division and District



Train people to be judges!!!



SPEECH CONTEST
JUDGES TRAINING

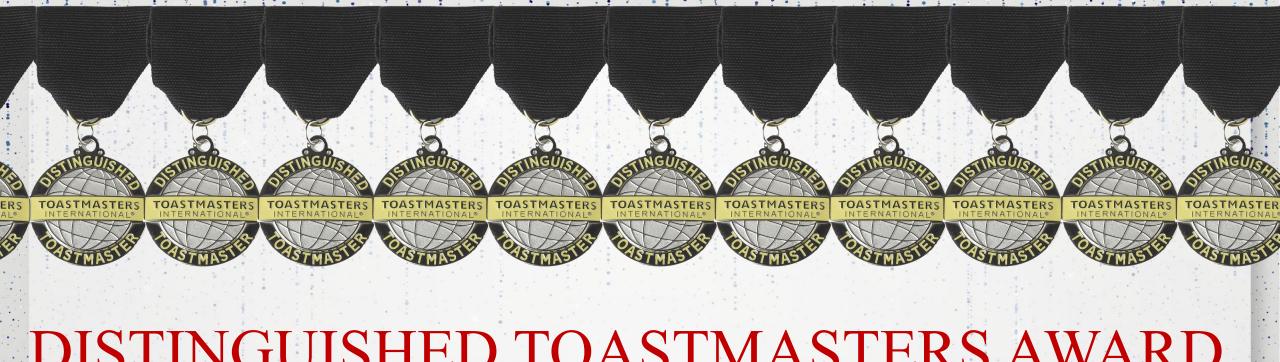


Questions!!!



Hey, wanna be a DTM?

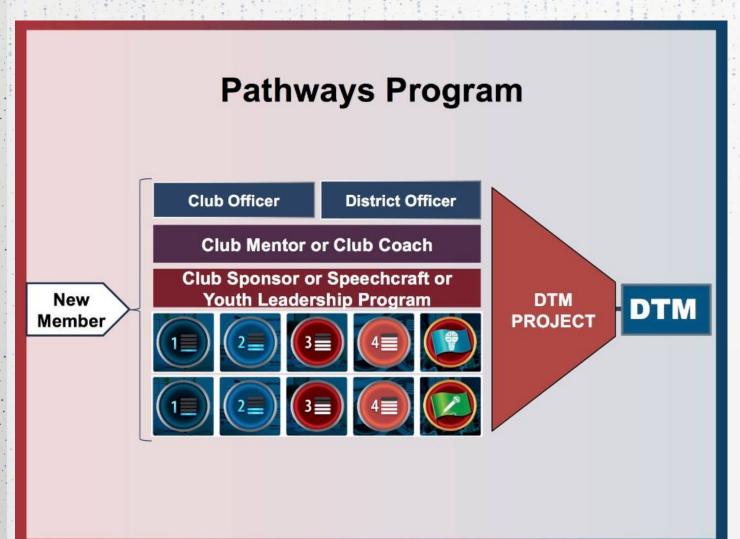
Administration Manager, Hanane Bourehiyi



DISTINGUISHED TOASTMASTERS AWARD



The Path to DTM



https://www.toastmasters.org/education/distinguished-toastmaster





WHY?

TOASTMASTERS INTERNATIONAL

- Personal Growth
- Self Confidence
- Inspire Others
- Opportunity to Serve Others
- Expand Networks
- Global Recognition



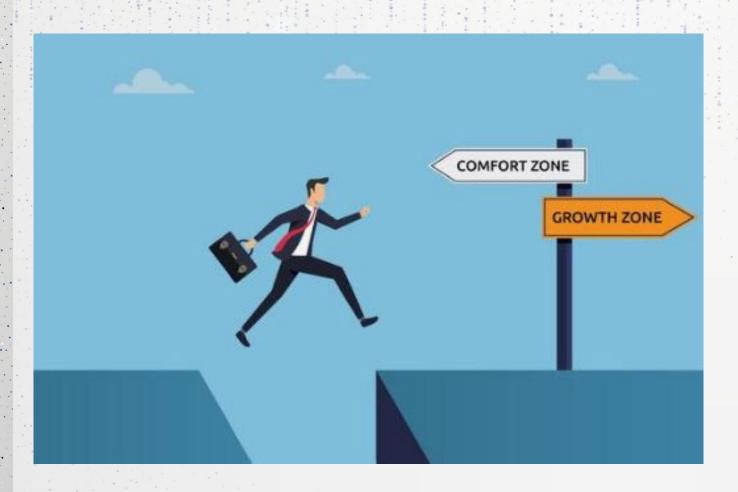
Tips to help you achieve DTM

- Commitment
- Track Your Progress
- Seek Guidance
- Speak Often
- Reach out to Toastmasters



Planning Mentoring Learning Communication **Teamwork Achievement Accomplishment Adaptability Feedback Self Confidence Support Growth** Resilience **Vision Service** Distinguished Toastmaster

Beyond the DTM



- Challenge Yourself
- Continued Growth
- Future Opportunities

Get another DTM, finish another PATH, it's UP to YOU!

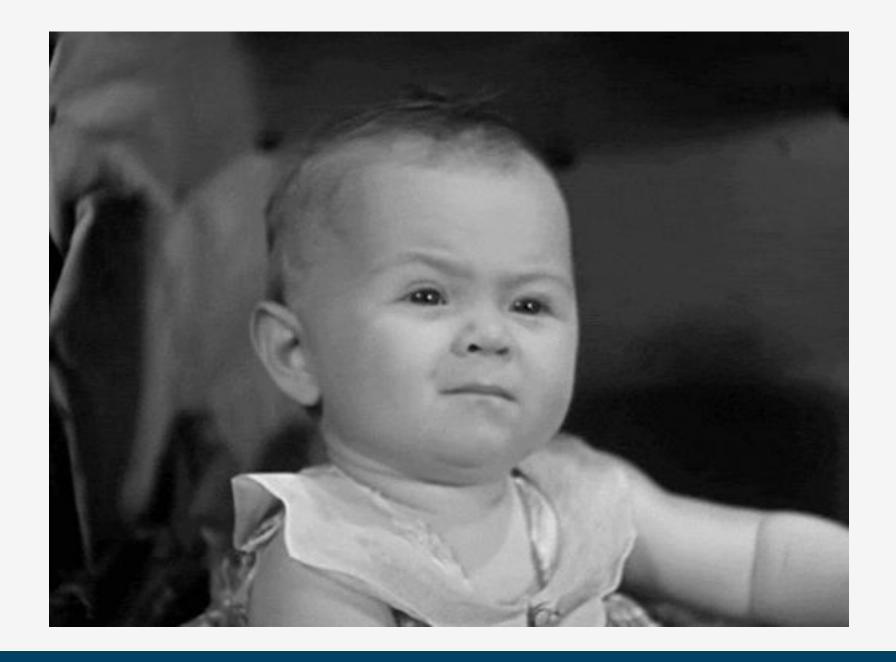




Successful succession planning, who's next?

Immediate Past District Director, Vera Margarida Cunha













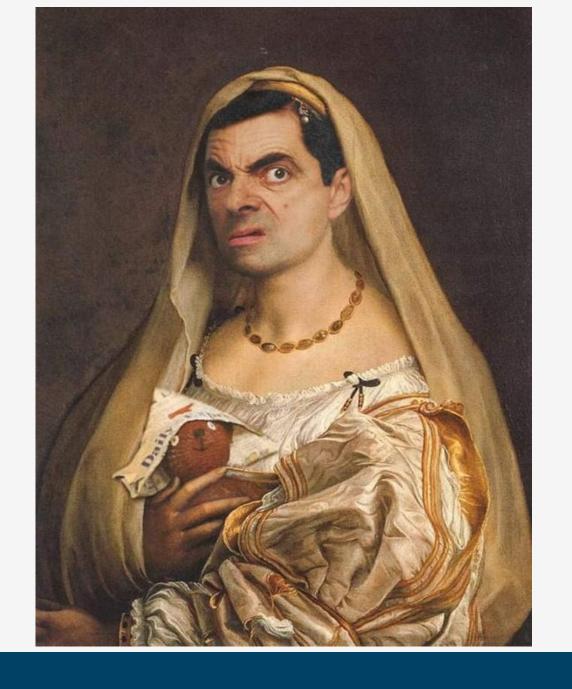
1. WHAT MAKES A GOOD LEADER?



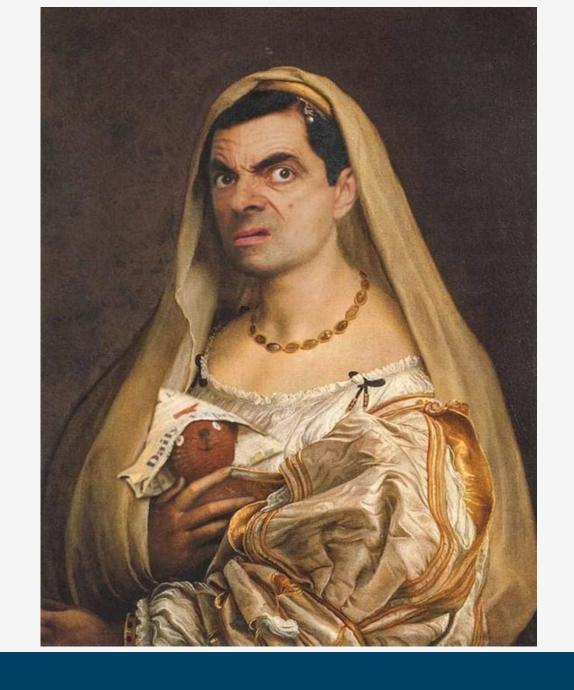
1. WHAT MAKES A GOOD LEADER IN TOASTMASTERS?



2. HOW CAN WE **INSPIRE PEOPLE** TO BECOME **LEADERS?**



2. HOW CAN WE **INSPIRE PEOPLE** TO BECOME **TOASTMASTERS** LEADERS?





3. WHAT CAN WE **ACTIVELY** DO TO HELP FINDING THE NEXT **GENERATION OF TOASTMASTERS LEADERS?**

Being a LEADER is...

Being a LEADER is... WON

Being a LEADER is... WON DER

Being a LEADER is...

WON

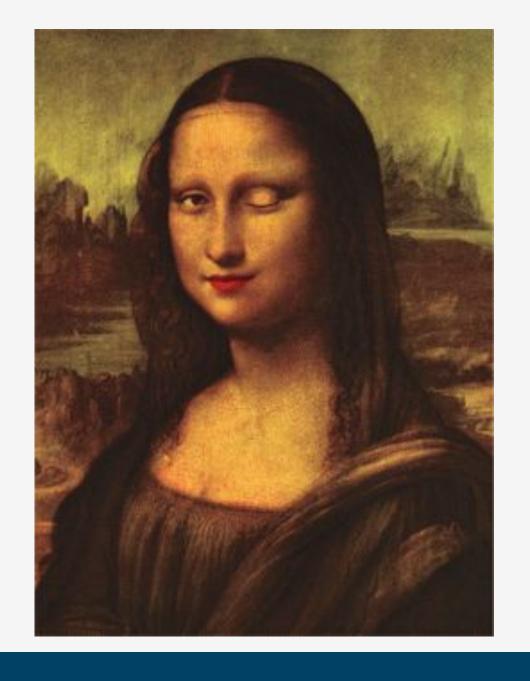
DER

FUL



Being a LEADER is... WONDERFUL

ARE WE TOGETHER?





The big WHY, the biggest call to ACTION!

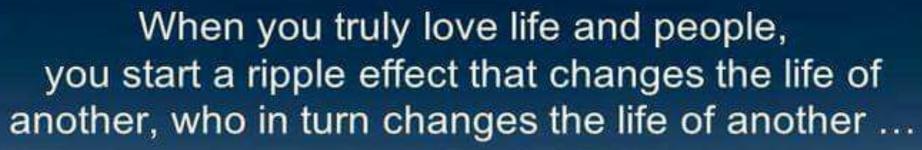
District Director, Claudia Villarreal



Care to

Share!





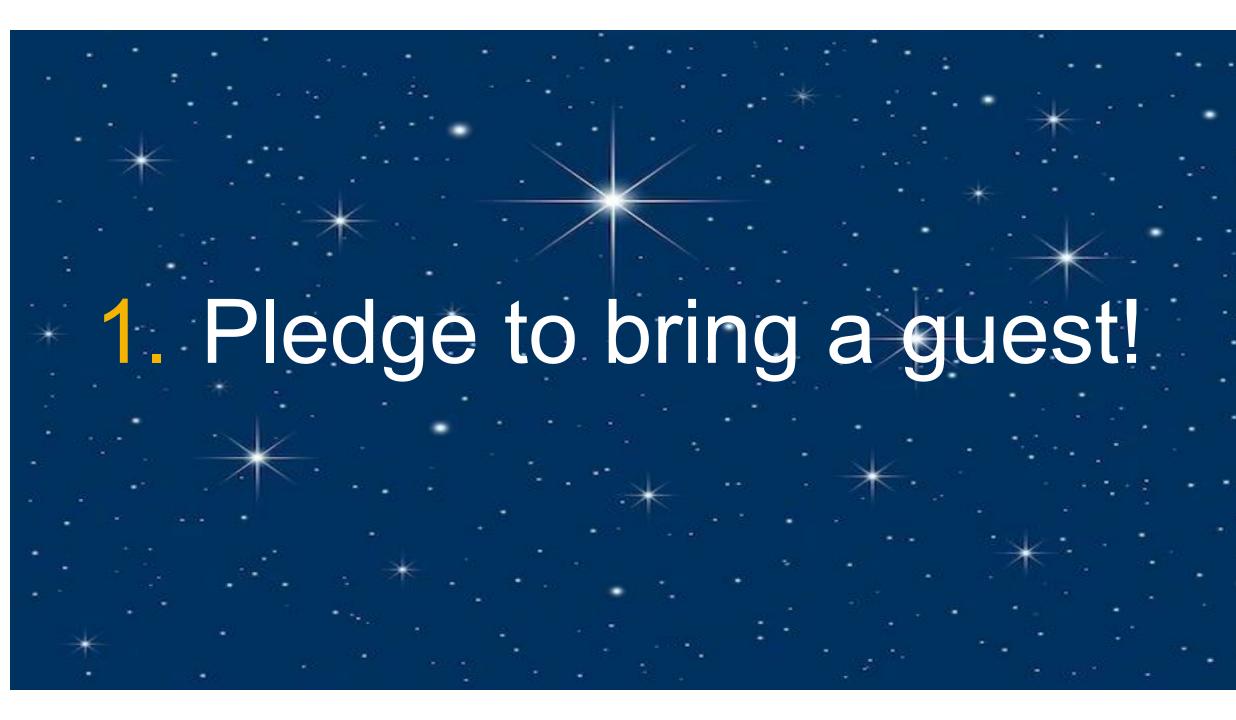


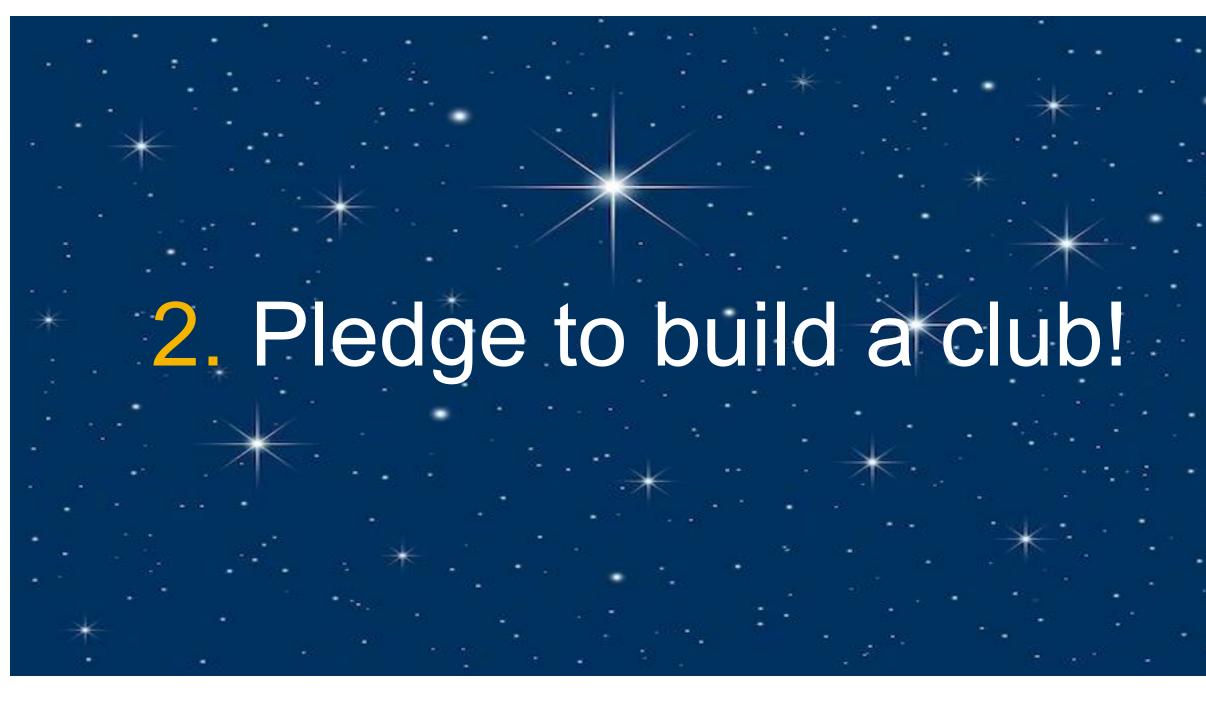
Be the Spark; Pledge to Bring a Guest



Join Toastmasters around the world making the Plus One Pledge—a commitment to bring at least one guest to a club meeting by the end of December!

By working together to share the benefits of the club experience, we continue to uphold the vision of our founder, Ralph C.
Smedley, inspiring more people to become confident communicators.

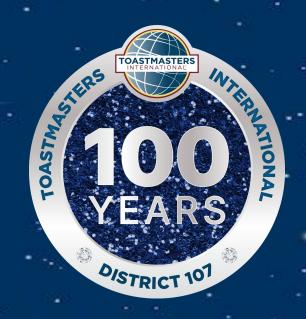


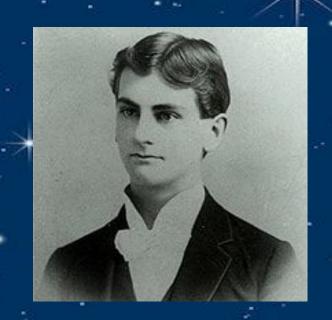


3. Pledge to lift a member!

(Encourage a member to become a club officer, district officer, club coach or mentor)

To Smedley and Beyond! Let's reach for the stars to achieve Smedley Distinguished District once again!









LEAD with Heart

INSPIRE with Purpose

TRANSFORM with Impact









Other topics and Q&A

What is our objective for the number of clubs to carry out a Moments of Truth session?

When is the deadline to submit applications for District Leadership?

How many members does a club have to have to be assigned a coach?

How do the changes in the Speech Contest rulebook get noticed?

How many areas and how many divisions does our District have?

What is our motto?



Wrap-up and what's next



Certificates for this Training



Guess where the next DOT will be!

