



District Officer Training - Day 1

Hybrid in Rabat - 02 February 2024



TBA

VIP Guest Speaker



Leadership: Q&A

District Director – Vera Cunha

**SHE BRINGS HOME HER PAY
FOR LOVE, FOR LOVE**

**DON'T BE THE SAME.
BE BETTER.**

**WE HAVE TO LOOK
CAREFULLY TO THE
NUMBERS.**

WHAT IS GOOD LEADERSHIP IN ACTION?

WHAT IS **NOT GOOD** LEADERSHIP?

WHEN DO YOU FEEL YOU ARE
ACTING LIKE A **LEADER?**

LEADERSHIP IS ABOUT

CREATIVITY

**LEADERSHIP IS ABOUT
DIFFERENT PERSPECTIVES**

**LEADERSHIP IS ABOUT
CRITICAL THINKING**

LEADERSHIP IS ABOUT...

... BEING ACCOUNTABLE

**... BEING THE OWNER OF
YOUR (OWN) RESULTS!**

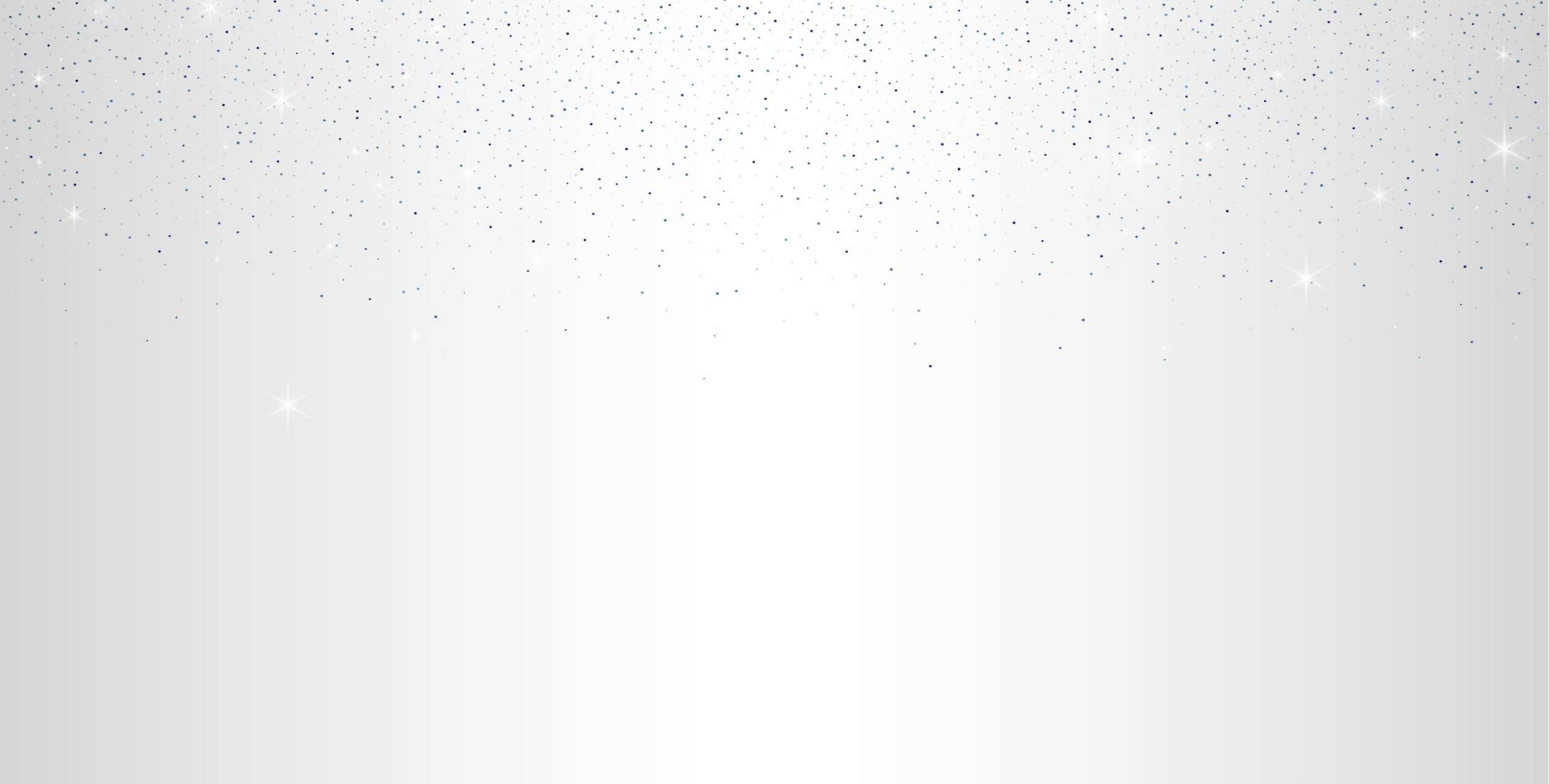
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Leading for the GOAL!

Vera Cunha, Claudia Villareal and Norberto Amaral





DCP overview - Educational goals

Program Quality Director – Claudia Villareal

QUALITY

**IT IS
EVERYONE'S
RESPONSIBILITY**



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Always remember this example that...

*“If your family has to be happy then you can’t assign a person in your family **a role and responsibility of happiness** and blame that person if something goes wrong”.*

If you want your family to be happy forever then it has to happen with everyone participating in it!

W.Edwards Deming - The father of Quality

TOASTMASTERS
INTERNATIONAL

Distinguished Club Program

How to Be a Distinguished Club



Distinguished Club Program Goals

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

Membership

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

Recognition

When your club meets the **qualifying requirement** and also does the following, it is eligible for Distinguished recognition at year-end:

Achievement	Recognition Earned
Five of 10 goals	Distinguished
Seven of 10 goals	Select Distinguished
Nine of 10 goals	President's Distinguished

Check your progress at www.toastmasters.org/DistinguishedPerformanceReports.

Training

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

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

1. First Impressions



2. Exceptional membership orientation experience



3. Fellowship, Variety, and Communication



4. Program Planning and Meeting Organization



5. Membership Strength



6. Achievement Recognition



Let's DO IT!!







Division case studies

Group Activity

Top down approach



Goal – the result you want to achieve



Strategy – the approach to achieve the GOAL



Tactic – a set of actions to implement the STRATEGY

Tactics Aligned to Goals

ABC Analysis - think tank

Area 02	D Clubs 0			S Clubs 0						P Clubs 0					
	Membership		Goals	Education						Mem.		Trn.		Rn. Lst.	
	Base	To Date	Met	1	2	3	4	5	6	7	8	9a	9b	10a	10b
00005471 Excelencia Toastmasters	36	43	3	2	0	0	1	0	0	4	13	4	0	1	1
04846499 Airbus Speakers Getafe	12	0	0	0	0	0	0	0	0	0	0	1	0	0	0
06656597 La Salle Campus Madrid Toastmasters	26	31	3	0	0	0	0	0	0	4	4	4	0	1	1
28676893 European Geotalk Charter 09/29/23	25	25	1	0	0	0	0	0	0	0	0	0	0	1	1
28676904 Amazon Spain Charter 10/06/23	23	24	1	0	0	0	0	0	0	1	0	0	0	1	1

Area 04	D Clubs 0			S Clubs 0						P Clubs 0					
	Membership		Goals	Education						Mem.		Trn.		Rn. Lst.	
	Base	To Date	Met	1	2	3	4	5	6	7	8	9a	9b	10a	10b
05894368 Rabat Toastmasters Club	24	33	9	4	2	2	3	1	2	4	10	4	0	1	1
06582709 Casablanca Toastmasters Club	33	50	3	3	1	0	1	0	0	4	13	4	0	1	1
07780195 Eloquent Leaders Toastmasters Club	8	2	0	0	0	0	0	0	0	0	0	2	0	0	1
28675948 JESA Institute Toastmasters Club	37	20	0	0	0	0	0	0	0	0	0	2	0	0	1

Your **GOAL** is for ALL of your clubs to reach distinguished.

What actions will you take to ensure your clubs reach distinguished?

1. **Educational Goals.** One of your clubs has 3 level 1s and needs one more to be Distinguished. What do you encourage or suggest.
2. **Membership Payments Goal.** How many clubs lack 20 members or +3 net Growth. Remember, your club Base Number is the number of members you had when the term ended. If the club has 20 or +3 are they in danger of losing members in the next renewal period? What will you do to retain members?
3. **Training Goal.** What actions will you take to ensure that your 7 officers attend training? Do you have incentives? Will you offer a make-up COT? How can you convince them to attend?
4. **Administration Goal.** Submit membership dues renewal report (minimum 8) and one club officer list to Toastmasters International before the deadline.



Club Building Part II

Club Growth Director – Norberto Amaral

Club Growth - Prospective clubs (8)

Division C:

- Science
- Fátima
- Vale do Sousa
- Águeda

Division E:

- Tecnimede

Division F:

- Málaga Spain Pros Club
- ALC Oujda
- Pearls

How can you ensure most will charter until June 30?

Club Growth - Leads (20)

Division A:

- Guidewire
- PMI Madrid
- Barbastro

Division B:

- Glovo

Division C:

- BNP Paribas
- Santa Maria da Feira
- Natixis

Division D

- Galp
- McKinsey

Division F Spain

- Las Palmas
- Nerja

Division F Morocco:

- Buhler Group
- ESSTI
- OCP
- UM6P: Rabat, Benguerir, Casablanca
- Laayoune

Division F Algeria

- Tlemcen
- Algiers

How can you ensure most will charter until June 30?

Zombie clubs (4)

Let's revive the zombie clubs!

- Airbus Speakers Getafe A2
- ~~VM Ware~~ B3
- Advanced Toastmasters Runners E1
- Ericsson Málaga F1
- Eloquent Leaders F5



How can you ensure they will come back to life?

Plan those club visits!

**Contact
Plan
Visit
Observe
Report!**



How can you ensure club visit reports for ~~75%~~ 100%?

Membership Renewal Season

**Clubs must pay the dues
of a minimum of 8 members
until March 31**



How can you ensure clubs pay dues on time?

All questions

How can you ensure most prospective clubs and leads will charter until June 30?

How can you ensure zombie clubs will come back to life by June 30?

How can you ensure club visit reports for ~~75%~~ 100%?

How can you ensure clubs pay dues on time?



PR Strategies Part II

Public Relations Manager – Hanane Bourehiyi



ELEVATE AND ENGAGE:
Toastmasters Experience with PR



Case Number 1:

Challenge:

LOW VISIBILITY

A Toastmasters club has low visibility in the community, and few people are aware of its existence.

Solutions:

Media Blitz

Social Media Boost

Community Engagement



Case Number 2:

Challenge:

LIMITED ONLINE PRESENCE

The Toastmasters club has an outdated or minimal online presence, making it difficult for potential members to find information.

Solutions:

Website Optimization
Online Platforms



Case Number 3:

Challenge:

Low Turnout at Meetings

While the club has some visibility, there is consistently low turnout at meetings, making it challenging to convert guests into members

Solutions:

Open House Event/
Speechcraft
Member Referral Program



Case Number 4:

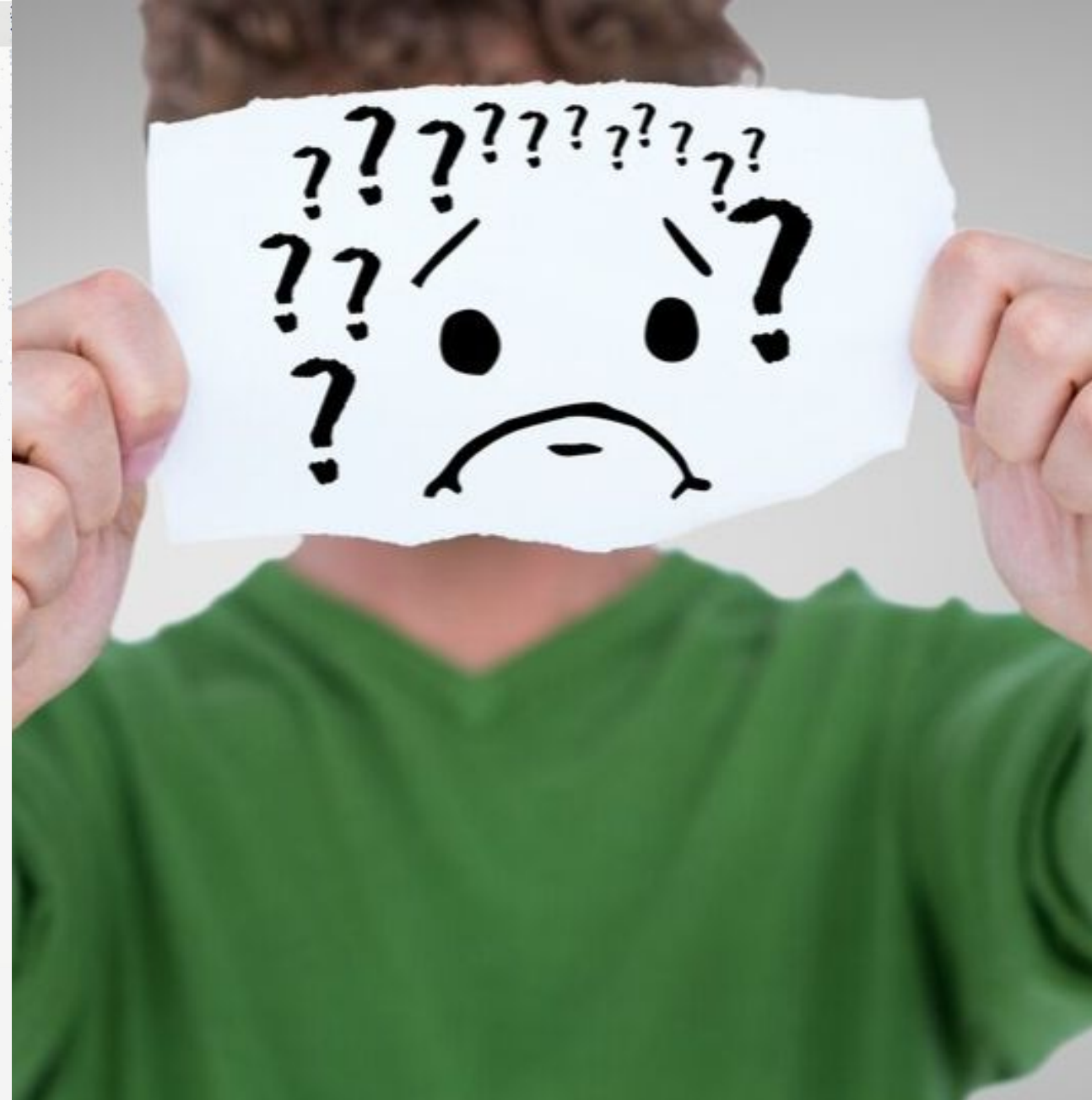
Challenge:

Negative Perception

There is a negative perception of Toastmasters in the community, perhaps due to misconceptions about the club's purpose.

Solutions:

Influencer Collaboration
Education Campaign



Case Number 5:

Challenge:

Decreasing Member Engagement

The Toastmasters club has a decent number of members, but there's a noticeable decline in member engagement, with fewer participants actively involved in meetings and club activities.

Solutions:

Member Recognition



DON'T FORGET

CONSISTENCY

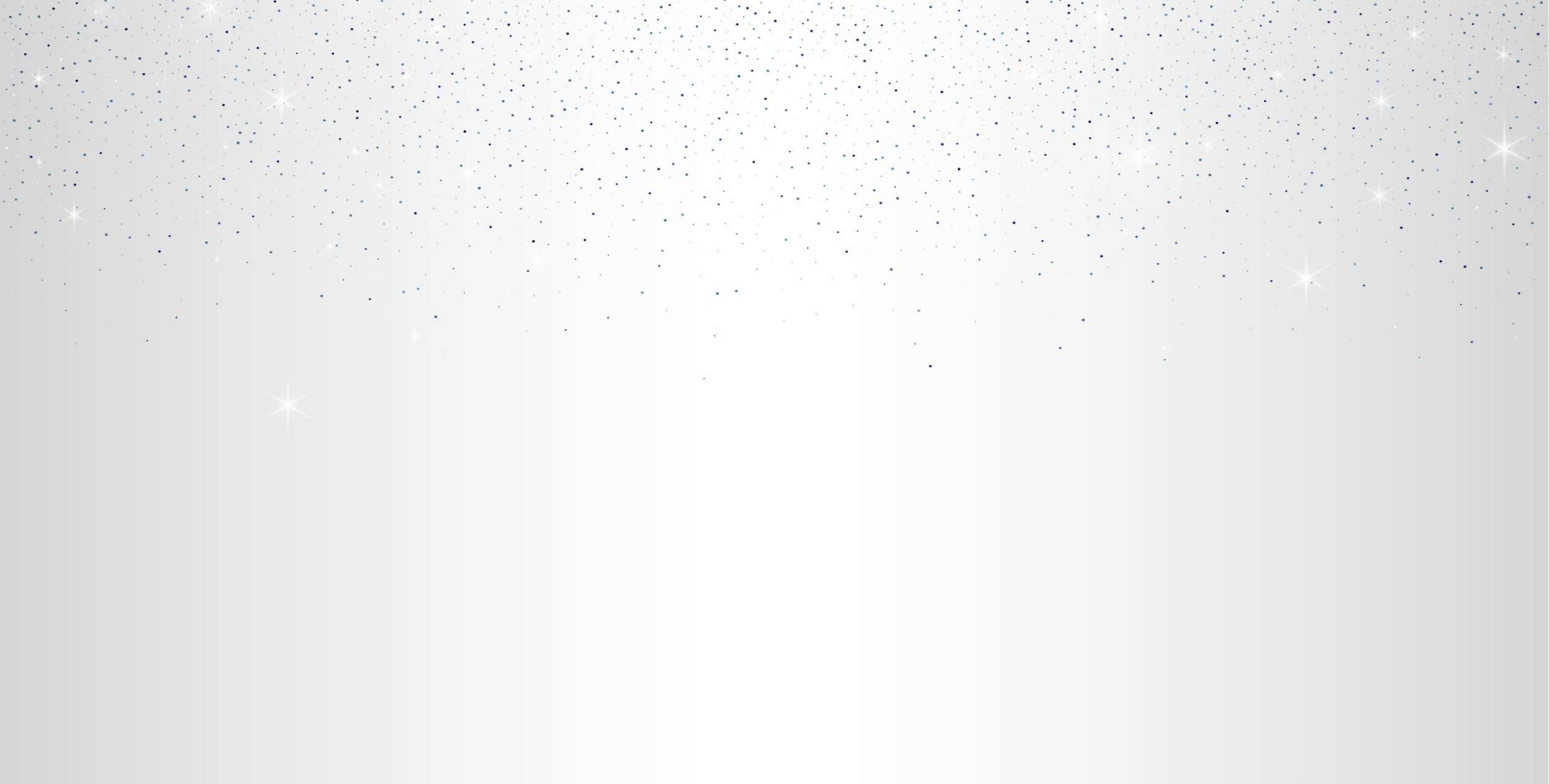
IS THE

KEY!



Division breakout

Group Activity





Coffee and Stretch





Speechcraft

Autumn Lynn Casuto





Neurodiverse Leadership

Jenny Liu





Group Picture





Wrap-Up and What's Next?

Vera Cunha and Claudia Villarreal



District Officer Training - Day 2

Hybrid – 03 February - 2024



Energizer

Division Director F – Othmane Laraqui

**DISTRICT 107
TOASTMASTERS
CAN SPEAK MOROCCAN
DARIJA !**



FIKO NODO

WAKE UP



WAKE UP
AND BE
AMAZING

ASSALAMO ALAIKOM

—
HELLO



SHUKRAN

THANK YOU



AAFAK



PLEASE



BESSEHA

CHEERS
BON APPETIT



TOASTMASTERS
INTERNATIONAL

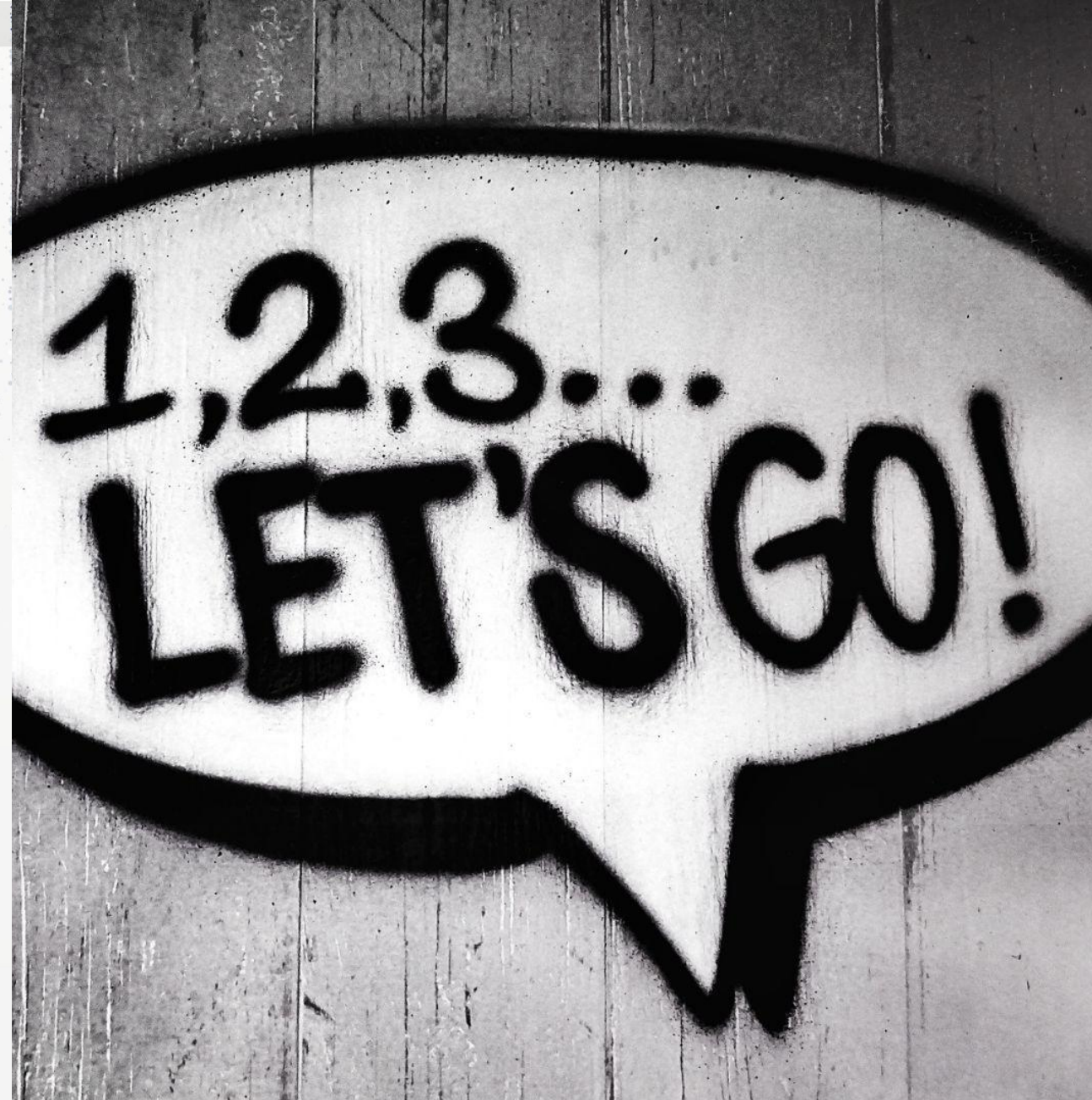
MEZYAN

**GOOD
GREAT**



YALLAH

—
LET'S GO



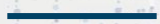
WAKHA

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OK



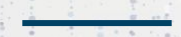
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NO



ATAY



TEA



FIKO NODO

WAKE UP





How to spend your budget wisely!

Finance Manager – Gustavo Amaro

What you always says?

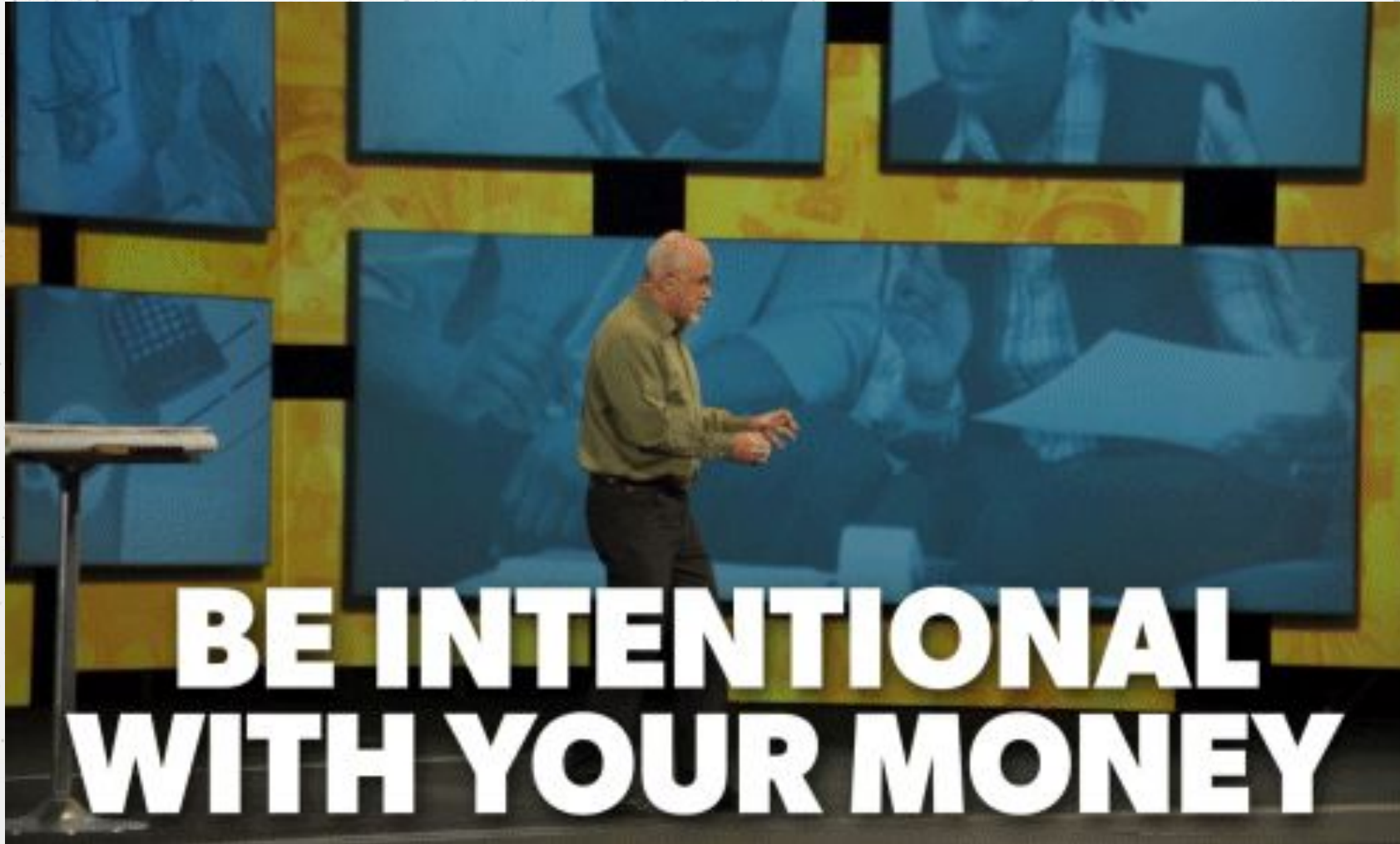


Budget

Category of Expenses	Nature of Expenses	Limit (% of District Membership Dues Allocation)
Education and Training	Training club officers Training District, Division, and Area Directors Training club sponsors, mentors, and coaches Educational workshops	max. 15%
Marketing outside Toastmasters	Advertising the Toastmasters program outside the organization	min. 5%, max. 10%
Club Growth	Building new clubs Rebuilding clubs Membership growth Membership retention Club coaching	max. 15%
Public Relations	Internal and external communications Public relations within the District	max. 10%
Recognition	Acknowledge and honor District, Division, Area, club, and member achievement	max. 20%
Travel	Reimbursement of travel-related expenses incurred by members of the District Executive Committee, keynote speakers, and members in the course of their District-approved duties	max. 25% (may be exceeded with prior approval from the Chief Executive Officer)
Lodging	Reimbursement of lodging-related expenses incurred by members of the District Executive Committee, keynote speakers, and members in the course of their District-approved duties	max. 15%
Food and Meals	Any food items purchased, as approved by the District	max. 15%
Speech Contests	Expenses incurred in support of District, Division, and Area level speech contests	max. 5%
Administration	Items related to the general upkeep of the District and facilitation of District officers	max. 10%

Categories

Closer look



Exercise

Reach ideas

- Goal : 15m to brainstorm about where to spend



- Core team: is here to clear any doubt

Spend time

- Call for action – place order
 - www.toastmasters.org
 - <https://www.amazon.es/>
 - <https://www.temu.com/>

amazon



Exercise

Action

- Goal : Marketing outside TM



Spend time

- Call for action – place order

• www.toastmasters.org

• <https://www.amazon.es/>

• <https://www temu.com/>

amazon



Conclusion

Try to fit your spendings in Refundable expenses

Submit expenses asap and not more than 60 days!



Marketing expenses

Refundable

- Paper, printing, copying
- Advertising and PR
- Plaques, pins, trophies and certificates



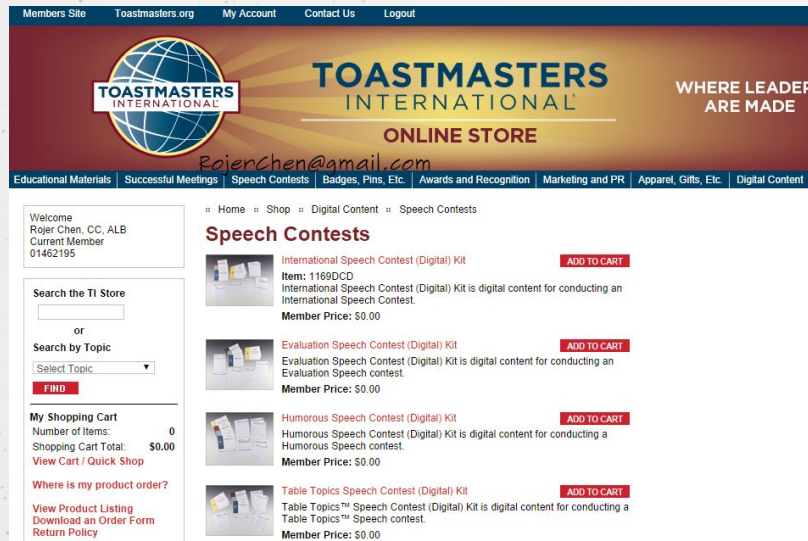
Non-refundable

- Items not relate to club and membership growth
- Personal telephone charges
- Free meals, liquor or entertainment
- Travel

Marketing expenses

Refundable

- TMI Store: certificates and other items
- TMI gift certificates



Non-refundable

- Cash
- Plaques, certificates, trophies obtained from other manufacturers bearing the TMI trademark or name
- Travel
- Non TMI gift certificates

Communications and PR expenses

Refundable

- Printing and postage
- Supplies (e.g. paper, pens)
- Copying
- Website



Non-refundable

- Fees or wages paid to district volunteers for time spent working on the communication items
- District telephones
- Travel

Education and Training expenses

Money

- 150€ - COT/TLI
- Check for your Area what was already spent



Education and Training expenses

Refundable

- Printing educational materials
- Buying or renting audio visual equipment

Education

Manuals

General Educational Items

District Leader Materials

Club Officer Materials

Books

Programs and Modules

Gavel Clubs

Success Communication

Success Leadership

The Better Speaker Series

The Leadership Excellence Series

The Successful Club Series

Youth Programs

Translated Materials

Speechcraft

Non-refundable

- Copying Toastmasters International materials
- Certificates, plaques, trophies not purchased from World Headquarter that bear the name “Toastmasters,” “Toastmasters International,” or the Toastmasters International emblem

Education and Training expenses

Refundable

- Meeting room rental
- Promoting achievement in the distinguished club, area and division programs



Non-refundable

- Using purchased or rented audio visual equipment for personal use
- Travel
- Meals & Coffee & Refreshments



Speech contest expenses

Money

- 60€ - AD
- 60€ - DD



Speech contest expenses

Refundable

- Trophies, plaques and certificates purchased from Toastmasters International
- Postage
- Copying
- Room rental



Non-refundable

- Cash awards
- Certificates, plaques, trophies not purchased from World Headquarter that bear the name “Toastmasters,” “Toastmasters International,” or the Toastmasters International emblem
- Mugs, t-shirts or other “giveaway” items
- Travel

Administration expenses

Refundable

- Stamps
- Overnight delivery service
- Bulk non-profit mail permit
- Telephone charges for district use
- Facsimile
- Stationery
- Office supplies
- Badges
- Copying Bank fees (includes credit card fees)
- Toastmasters International supply catalog purchases not budgeted elsewhere

Non-refundable

- Personal telephone
- Personal postage
- Undocumented reimbursement requests
- Travel



Travel expenses

Refundable



- coach fare

Non-refundable

- Airfare above coach level
- Car rental
- Duplicate reimbursement requests when driving with another district officer



Conclusion

Try to fit your spendings in Refundable expenses

Submit expenses asap and not more than 60 days!





Division breakout

Group Activity





Goals - Strategy - Tactics

Group Presentations





Coffee and Stretch





The runaway...

Administration Manager – Sílvia Vilas



100
YEARS

made with
flixier

They call

them

The Runaway

Officers

Why do we find commitment so hard?





To some degree, this is true.





It is an investment.

TOASTMASTERS
INTERNATIONAL



YOUMEME.COM



ENJOYING
THE PROFITS

Three Types of Team Commitment

Commitment to each other



Three Types of Team Commitment

Commitment to the team



Three Types of Team Commitment

Commitment to the organization



FOCUS

Where is the lack of commitment



What can I do to create or nurture that type of commitment?



Interpersonal Communication

Acceptance

Recognition



Team Dynamics

Feedback

Recognition



Transparent Communication

Organization Culture

Recognition

Recognition

Recognition

Recognition

— They

WILL NEVER AGAIN

call them

The Runaway

Officers



“What NOTs” when organizing an event

District Alignment Manager – Sérgio Águia





Hitchhiker's Guide:
“What NOTs”
when organizing
an Event.

The Journey Starts

“I'm Going to be the Conference/Event Chair!”



The Journey Starts

“What NOTs” to leave outside the Backpack, when starting the Event journey



- **Thinking that the Event is far away in the Future!**
 - Time flies when organizing an Event
 - Don't underestimate the time it takes to plan
- **No Team:**
 - Have a prepared team with defined roles
 - Share your vision with the team
 - The Team is **very, very... very important**
- **No Budget:**
 - Create a Balanced budget.
 - Forecast all expenses and be pessimistic/realistic with income and know your Break Even.

Walking Towards the Event

“What NOTs” to leave outside the Backpack, when walking towards the Event



- **No Checklist:**
 - Create a detailed checklist that you can update
 - Pay attention to the details *“The Event Devil is in the details”*
- **Bad planning of the steps:**
 - Start planning as soon as you can, even if it means starting planning one year and a half prior the event.
 - Like a game of chess plan your steps by visualizing what's needed, for the next weeks or months, and what you and the team should do
- **No Website or other means to know about the Event:**
 - Have a website or landing page as soon as possible, so attendees can see the information
 - Use a centralized landing page of website where you put all the information, forms, and other topics related with the event
- **Vision, what vision?!**
 - Share your vision with the team and presented to the public

Walking Towards the Event

“What NOTs” to leave outside the Backpack, when walking towards the Event



- **THE VISUAL COMMUNICATION**
- **No attractive graphic identity:**
 - Having an appealing design conveys the message of the event and attracts people
 - Have one or two persons in the team for PR
 - Use printed images, digital images and Videos
- **We work hard! Always doing new graphic stuff and exploring new images and styles!**
 - Work smart, use templates that can be adapted
 - Plan ahead of time your PR strategy, if possible months ahead of the event.
 - Create a graphic identity in the beginning and stick to it
 - Try to be in line with the Graphic Identity of Toastmasters as much as possible.
- **Promo?! only near the event!**
 - Start promoting the event as soon as possible

Walking Towards the Event

“What NOTs” to leave outside the Backpack, when walking towards the Event



- **I know that I have everything ready in the Venue!**
 - You must probably will need more rooms not only the auditorium
 - Double check the quantity and the purpose
 - Test the rooms separately to see if everything that you need is ready and working
 - Test: Rooms, Internet, Echo, Illumination, etc...
- **Forms? We can do it later!**
 - Prepare Forms from the get-go and use only one that can convey as much as information that is need it
 - Send the feedback form in the end of the event, as soon as possible, if you can send it the day after , perfect.
- **No Agenda ready:**
 - Prepare the agenda month ahead, so the event can be planned, and share the Agenda timely
 - Bild the agenda with your team and listen to their ideas, the agenda will be better align with the Event and attendees needs.

Walking Towards the Event

“What NOTs” to leave outside the Backpack, when walking towards the Event



- **Do we need to Reply? But the Event is so farrrrrr away?!**
 - Respond to messages attentively, every day there will be new things to be attentive
 - It can be a full time job, and even after the end of the event
- **Forms? We can do it later!**
 - Prepare Forms from the get-go and use only one that can convey as much as information that is need it
 - Send the feedback form in the end of the event, as soon as possible, if you can send it the day after , perfect.
- **I don't need to communicate with the Trio:**
 - Communication is Key
 - For District Conference keep the PQD updated (you can inform the Trio). Let the PQD be involved in the process
 - You can count with the District Core Team
 - Important to talk to the Toastmasters (District, Division, Area) if need it, so they can help
 - Ask for help and let them (The District Structure) be a part of the process, they can be the facilitators, and problem solvers in some key aspects

Walking Towards the Event

“What NOTs” to leave outside the Backpack, when walking towards the Event



Walking Towards the Event

“What NOTs” to leave outside the Backpack, when walking towards the Event



- **THE TEAM - The most Important piece of the event**
- **I do everything:**
 - Delegate to your team, it's impossible to do everything
- **It's my Vision and My Event! They should follow**
 - The event is also the team.event
 - The team is also passionate about the event and very involved in the organization.
 - Be open to listen to the team and change your mind or adjust ideas that you had, prior talking with them.
- **No regular meetings:**
 - Have regular meetings starting as soon as you can
 - 1 year or months prior the event date (15 days apart if possible)
 - Close the event every week
 - Create minutes of the meetings and if it's online record. Share the minutes and video recording with the team
 - Choose the topics and share them prior the meeting

Walking Towards the Event

“What NOTs” to leave outside the Backpack, when walking towards the Event



- **The team is fine, they don't need committee, they can do everything:**
 - Do not underestimate the potential of your team.
 - Let them delegate tasks to their own committees
 - The Core Team of the event may need an extended team of volunteers to help
- **The team as to do as I say and when I say it!**
 - Respect the individuals of the team and their time
 - Understand how each member works
 - Keep the team informed
 - Have a clear communication with the team
 - This is not a job, you and the team do this for passion, so HAVE FUN
- **There is no time for fun, we have to present perfection!!!!**
 - You and the team do this for passion, so HAVE FUN
 - If all have fun organizing the event, it will be the best event that you can prepare and present.
- **IMPORTANT - Take a moment with your team, prior the event, to celebrate.**

The Event Day

“What NOTs” to leave outside the Backpack, during the Event

- **I will be hyper, super focus to be ready to fix everything during the event:**
 - Prepare the team for the event, review the roles that your team (and teams committees) will have to do.
 - Have your team ready in the event to take care of the things related with their role.
 - Delegate prior the event
 - You need to be present in the room not trying to fix issues, for that **you have a team that you can trust.**
- **Event done... we can go home!**
 - After the event you have a lot of Housekeeping to do, every event is different
- **No attention to details.**
 - Something will go wrong... get ready for that
 - Have everything ready for the online/hybrid situation... have a backup plan... and a third backup plan.
 - Something will go wrong
 - You need to look at the details in the day of the event, for example:
 - You are responsible for: Printed material, trophies, stationary material, decoration, etc. Double check with the Core Team this situation.



The Event Day

“What NOTs” to leave outside the Backpack, during the Event

- **Food, drinks and the Gala Diner.**
- **Overlooking the Food and Drinks situation:**
 - Be sure that all people have something to eat and drink
 - Have a tasting of the food and drinks that you will have in the coffee Break, if it's not possible follow good references from Toastmasters Members
 - If the event is a full day, have a Coffe-break in the morning and another at the afternoon and... a lunch



Gala Dinner is not the focus, so why should i think of it?

- Gala Dinner is as important as competitions
 - Have a themed gala dinner
 - Must be an enjoyable, seated Gala Dinner, you should not overlook this.
 - A Stand up Cocktail canapé/tapas style will be hard to control the quantity of food, among other things.
 - People need to spend good and happy time during the gala dinner and talk with each other.
 - Give a proper focus to the delivering of awards (example: 1st, 2nd, 3rd place
 - It's important the Glamour and making people feel special. Be aware of that when choosing the Venue for Gala Dinner
 - People will be excited for the Gala Dinner, they want to have fun... a lot of fun! So they can create good memories
 - Pay attention to the details, something can go wrong.



Contest Season Q&A

Program Quality Director – Claudia Villarreal





LIGHTS,
CAMERA,

ACTION

grits
with
grace

TOASTMASTERS
INTERNATIONAL



This is your time
This is your time
This is your time
This is your time



Look who we are, we are toastmasters
We make you happy, you're the hero
Look who we are, we are toastmasters
We make you shiny, you're the maestro

All for one, we lead the voice
Speakers, OH, Yeah
All for one, we head the dance
Leaders, OH, Yeah



This is your time
This is your time
This is your time
This is your time





Pair and Share - Lessons learned

Group Activity





Wrap-up - What's next & Final Q&A

Program Quality Director – Claudia Villarreal