

# Best Practices in Holding a SpeechCraft

- Biggest Mistakes:
  - Calling it a SpeechCraft...instead focus on building confidence in public speaking.
  - Focusing on planning rather than promoting. “The biggest mistake is not giving enough time and attention to the marketing and promotion.” Plan at least 6 – 8 weeks of promoting and marketing.
  - Not charging. You should charge at least six month’s dues + the expenses of workshop.
- Do a Moments of Truth. Clean House before a SpeechCraft.
- At least one club uses an Open House or a Business Awareness Campaign as a way to market their upcoming SpeechCraft.
- All members must be committed to helping get the word out.
- Choose a length and format that works for your club. Most clubs use 4 – 8 sessions with one session per week, replacing their normal meeting. There is one Toastmaster who offers a one day, eight hour intensive experience.
- Set up a page that people can share using social media.
- Set up a webpage so people can sign-up online.
- Make your invitations as personal as possible:
  - Personal phone calls
  - Personal notes
  - Personal emails
- Don’t just tell your audience why they need to attend your event...tell them what they need to tell their boss (or spouse) to get their support for attending your event.