

10 Tips for Attracting Guests to Meetings

- 1) Put out **posters** advertising your meeting dates and what Toastmasters is all about on the bulletin boards at the offices of members.
- 2) Put **brochures** about your club, and all the clubs in your city/area, with web-site listed, in the:
 - library
 - doctor's, dentist's, chiropractor's, massage therapist's offices
 - your children's school
 - your church
 - coffee room at your office
 - reception in your office building.
 - local food store
- 3) Set up a **web-site** with good hit words. Connect it to your Area and District web-site.
- 4) Have a special meeting – **Bring a Guest Night**. All members are to bring 2 guests. For guests that become members, you could offer a special bonus of xx Euro discount if they sign up that evening. For members who bring guests, have a lottery for cinema tickets. Other themes for guest nights: Summer party, Barbeque, Christmas, etc.
- 5) Have a special **SEMINAR meeting**. An experienced member will prepare a 20 minute seminar on a topic related to Better Speaking. Advertise that, as well as doing a short demonstration meeting afterwards. Eg. How to effectively use a Question and Answer session. How to take the terror out of talking. How to Persuade your audience.
6. Prepare **business cards** for your members, downloading the TM card from www.toastmasters.org. Hand out your card on every possible occasion.
7. Prepare an **elevator speech**. If you were standing in an elevator, what would you say to someone who asked you what Toastmasters was, in under 30 seconds?
8. **Know the date** of your next club meeting so that you can invite people who become interested with one of the above notices.
9. **Talk about Toastmasters** to everyone you know. They may not be interested just now, but they might come back later on. We had one fellow show up at a meeting 5 years later. He had heard the seminar we had used for promotion, but due to work and family, he couldn't join just then.
10. **Remind your members** to bring guests – remind them continuously. Members should speak positively about what Toastmasters has done for them – build up self-confidence, now giving better presentations, daring to stand in front of an audience, build up a network, etc.

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