

# Toastmasters Demonstration Team Training



# Agenda

- Developing Demonstration Teams
- Identifying a Target Audience
- Advertising and Promotion
- Conducting the Meeting
- Concluding the Meeting
- Follow-up
- Supporting Materials
- Practice Session

# Developing Demonstration Teams

- You know your people – Choose your teams wisely
  - You want Toastmasters who are committed
  - You want Toastmasters who will be available
  - You want a variety of backgrounds and personalities
  - You want good Toastmasters, but not necessarily great ones

# Developing Demonstration Teams

- Ensure the team members know all the meeting roles and can fill any role as needed
  - Toastmaster
  - General evaluator
  - Speaker
  - Evaluator
  - Timer
  - Ah-counter/grammarian
  - Table Topics Master
- Depending on the number of people on your team and the time available for the demonstration meeting, positions can be combined or eliminated

# Identifying a Target Audience

- Inquiries to Toastmasters International
- Corporate Clubs
  - Understand their business and tailor the demonstration to it
    - What do they do?
    - What is important to them?
    - How can Toastmasters benefit their company?
- Community Clubs
  - A more varied audience, but some basic questions
    - Who are the key people wanting the demonstration?
    - What is important to them?
    - What do they want/expect from Toastmasters?
- Club Growth Demonstrations

# Some Points on Starting a Corporate Club

- The key to success in starting a corporate club is to gain the support of a decision maker within the organization, who can authorize the club formation.
  - Schedule an appointment with the human resources director or other high-level executive.
  - Prepare for the meeting. Be able to discuss the value of Toastmasters training.
  - Ask for the company's support in forming the new club. Determine what portion of the club costs the company will pay, if any.
  - Ensure a club sponsor and mentor have been assigned
    - Help with getting interest for demo meeting
    - Ensure follow-up meetings and charter activities are done

# Advertising and Promotion

- Corporate Demonstration
  - Schedule the meeting two to four weeks in advance to allow plenty of time to publicize and promote.
    - If needed, purchase promotional materials via the online store:  
[www.toastmasters.org/shop](http://www.toastmasters.org/shop)
      - How to Build a Toastmasters Club
      - All About Toastmasters
      - A Toastmaster Wears Many Hats
  - Post notices on company intranet and bulletin boards
  - Make use of corporate email and calendaring systems
  - Invite all employees and extend a special invitation to company officials
  - Include fliers or brochures in employee's pay envelopes

# Advertising and Promotion

- Community Demonstration
  - Schedule the meeting two to four weeks in advance to allow plenty of time to publicize and promote.
  - If needed, purchase promotion materials via the online store: [www.toastmasters.org/shop](http://www.toastmasters.org/shop).
    - How to Build a Toastmasters Club
    - All About Toastmasters
    - A Toastmaster Wears Many Hats
  - Publicize the demonstration meeting:
    - Send personal invitations to colleagues and friends
    - Submit announcements to local newspapers
    - Contact local radio/TV stations about community calendars and public service announcements
    - Post notices on community Web sites and bulletin boards
    - Invite others, such as employees of local businesses, church groups, military personnel, etc.



# Conducting the Meeting

- A demonstration meeting is your opportunity to show prospective members how a Toastmasters club meeting is conducted and what the Toastmasters program can do for them.
  - Have a prepared agenda (Sample on following page. Discussion of charter is optional depending on where in the club formation process you are.)

# Sample Meeting Agenda

- **Welcome**
- **Introduction/Explanation of Key Meeting Roles**
  - Toastmaster:
  - Timer:
  - Ah-counter/grammarian:
  - General evaluator:
  - Evaluator:
  - Table Topics Master:
- **Introduction of Speaker** (Preferably a Toastmasters subject)
- **Table Topics Session** (Preferably Toastmasters theme)
- **Introduction of Evaluator**
- **General Evaluation**
- **Discussion of Charter Process**
  - Explain Toastmasters International's dues structure and determine club dues.
  - Collect sufficient additional dues to cover the \$125.00 charter fee.
- **Questions/Comments**

# Conducting the Meeting

- Provide a registration sheet and ensure that every guest signs in with name and contact information (email and/or phone)
- Keep the meeting short. Your goal is to pique interest. Do not go overtime!
- Select a demonstration team that mirrors the audience's demographics.
- At a minimum include a short Table Topics session, a prepared speech and an evaluation.
- Select a relatively inexperienced speaker who will be less likely to intimidate the prospective members and will show them that Toastmasters offers something for everyone. A second speaker may be more advanced, showing a higher skill level.
- Invite representatives of the sponsoring organization (if any). Their presence will confirm the meeting's importance to the organization.

# Alternate Demonstrations

- Although most demonstration meetings are conducted by eight or more Toastmasters, it is possible to do it with fewer – even with one!
  - You may choose to combine or eliminate roles and just explain what they would entail
  - Depending on the group, you may choose to be the Toastmaster and select prospective members to fill the meeting roles, then guide the group through a typical Toastmasters meeting.
- Sometimes resources are limited and a typical demonstration meeting is not possible. You may want to show the *Welcome to Toastmasters!* DVD (Item 244DVD), which includes real testimonials and a 15-minute Toastmasters meeting in action.

# Concluding the Meeting

- After the demonstration portion of the program:
  - Conduct a brief question-and-answer session.
  - Ask members to share Toastmasters success stories.
  - If a club is being chartered:
    - Introduce the sponsor(s) and mentor(s), emphasizing that when the club is chartered the mentor(s) will help the club through its first six months to one year.
    - Explain charter fees, membership and supplementary club dues and other potential costs, such as club banner, membership pins and other administrative supplies the club will need.
    - Announce the date, time and place of the next meeting.
    - Collect the completed application forms and payment from those who have decided to join.
    - Obtain enough money to pay fees.
      - \$125: One-time charter fee
      - \$20: New-member fee per person
      - \$27: Six months' membership dues per person
      - Club dues, if applicable

# Follow Up

Often, prospective clubs meet several times before they can complete the charter requirements. Your goal is to keep everyone enthusiastic and charter the new club as quickly as possible.

## **Remember to:**

- Send a thank you to all attendees
- If a club is being formed,
  - Have sponsor send a meeting reminder notice to all attendees and follow up with a phone call several days before the next meeting
  - Have sponsor communicate with temporary officers and scheduled meeting participants to confirm duties for the next meeting
  - To help plan for each pre-charter club meeting, use the weekly meeting outlines at

[www.toastmasters.org/newclubs](http://www.toastmasters.org/newclubs)

## **For meetings aimed at strengthening existing clubs:**

- Ensure that all clubs in the area are represented
- Include a handout with the time and location of club meetings in the area
- Divide the attendee list between the clubs (or have one person responsible) and ensure every attendee gets a note and phone call as follow up

# Supporting Materials

- How to Build a Toastmasters Club
- All About Toastmasters
- A Toastmaster Wears Many Hats
- Sample Meeting Agenda
- Guest Registration Sheet
- *Welcome to Toastmasters!* DVD
- Club Charter Materials
- New Member Applications
- Information on Existing Clubs

# Practice Session



Questions?