



VP Public Relations

The VP PR is responsible for the club's public perception and for the quality of the experience that we deliver to guests and members. You are the custodian of the Speak With Style brand image, and are responsible for designing our event calendar to create a vibrant club culture and social life.

Arrive by: 5:50 PM

Before the meeting

- Make any necessary preparations if there is a special event or theme,
- Inspect the room layout, and materials like guest kits (should we still do this?). Are we projecting the image of professionalism and excellence that SWS represents?

Break

- Mingle with guests,
- Listen to their comments and find out how they perceive the meeting,
- Tell them about Speak With style.

After the meeting

- Mingle with guests and members,
- Hear their thoughts and comments about the meeting,
- Encourage guests to join or visit again.

Weekly Tasks

- Post events and promote them on social media,
- Review social media posts and other promotional materials to ensure that we are respecting the Speak With Style brand identity,
- Send direct invitations encouraging new members to attend social events.

Monthly Events

These events should be organized every month.

- Table Topics Practice Session OR Speech Marathon,
- Special theme meeting (see below),
- Post-Toasties.

Project Deliverables

- Prepare the event calendar for the six-month executive term
- Collaborate with the VP Education to plan the special event meetings in our calendar.

Committees

- Debate Committee (organizes debate events)



Rock Your Role!

- *Prepare the event calendar well in advance so that special events and meeting themes can be promoted on social media,*

- Listen to members who propose ideas for themes and events,
- Listen to feedback about how to improve our events, and make notes in the events list below so that future VP PRs can benefit from your experience.

Event Dates

This list indicates club events that must occur on or near certain specific dates. Those in red are obligatory events.

- February: Valentine's Day
- March: Saint Patrick's Day
- April 1: Reverse meeting (agenda is backwards)
- May 11: Speak With Style anniversary, founded May 11, 2004
- **Early May: Summer Election**
- Mid August - Pride
- **September: Open House**
- October 31/Nov 1: Halloween or Day of the Dead
- **Early November: Winter election**
- **Late November: Club Contest**
- December: Ugly Christmas Sweater Meeting

Special Event Ideas

This is a list of ideas for extra-curricular events and special event meeting themes that you can use to liven up our Toastmasters club.

Special Meeting Themes

Special theme meetings are meetings where the theme requires us to do something extra - e.g. dressing up, acting out, preparing food, etc.

- Beach Day: Summer theme where everyone wears Hawaiian shirts, shorts, sandals and sunglasses. You can do other beach activities like serving watermelon or lemonade.
- Cookie Contest: Members volunteer to bake cookies for the break, and everyone votes for their favourite
- Diversity day (bring food and wear clothes representing your culture)
- Joint Meeting
- Outdoor meeting
- Potluck food meeting

- Pride: LGBTQ+ pride meeting
- Suit Up: Suit up and look professional
- Vogue It: wear your most stylish clothes
- Wine Tasting

Special Event Meeting Ideas

- Debate
- Pop Quiz (Like the CBC Radio comedy show The Debaters)
- Dragonz Den (Like the Dragons' Den television show featuring entrepreneurs who pitch their businesses to rich venture capitalists in the hopes of receiving investment)
- Game show night
- Group Interaction Exercises (e.g. the Love Questions event organized by Sohani)
- Icebreaker night (3-6 icebreaker speeches)
- Interview an expert
- Made up roles (usual roles are replaced with made up ones like Moment of Sadness, Roast, Glammarian or Fashion Evaluator)
- Movie Matchup: Instead of normal Table Topics, members will be called in pairs. They are given a choice of three movies. One participant must guess what the other participant's opinion of the movie is (like it/hate it/etc) and why. Then the other participant must reveal whether they agree or disagree. Next the participants choose a new movie and switch roles. Timings for each round:
 - TTM presents the list of movies, Player A chooses a movie and guesses Player B's opinion: 1-2 min
 - Player B reveals whether they agree with Player A or not: 1-2 min
 - TTM presents the list of movies, Player B chooses a movie and guesses Player A's opinion: 1-2 min
 - Player A reveals whether they agree with Player B or not: 1-2 min
- Roast
- Role Roulette (roles randomly assigned to members on arrival, speakers are excluded)
- Random roles: roles change randomly during the meeting (someone signals a change, e.g. by yelling change and a random member name is pulled from a hat to take the stage)
- Speech writing clinic
- Speed Mentoring
- Workshop

Out of Club Event Ideas

- BBQ

- Brunch
- Cooking class
- Camping or Cottage
- Going away party for departing members
- Movie Night
- Rocky Horror (around Halloween)
- Table Topics Practice
- Wine Tasting
- Holiday Party (late November or early december)
- Bowling (traditionally we do this during Christmas/New Year holidays)

Post-Toasties Locations

- Pub West Shefford
 - Nice ambiance and good drinks menu, but food menu is limited
- Bacaro
 - Pizza place - we have not tried them for post-toasties yet
- Candi Bar
 - Sweet drinks, games and some food options

Old Locations near the Persian Library:

- Otto (Japanese Grill)
 - Nice, nearby. @todo indicate whether the food and drinks are good after we've tried it. Also indicate whether they can accommodate us with 10-15 people in our group.
 - vegan options?
 - 1 min walk
- 3 Amigos
 - Decent food, and drinks. Decor is kitsch, service sometimes really slow.
 - Limited vegan options
 - 3 min walk
- Bacaro (pizza/Italian)
 - Good food and drinks. Medium chic.
 - Vegan options?
 - 3 min walk
- Etoile des Indes (indian)

- Quite, has a room upstairs that we can reserve. Good food and alcoholic drinks available. Room is small so hard to move around and mingle, not as chic as other places.
- Limited vegan options
- 2 min walk
- Kampai (tapas)
 - Chic place with good food and drinks. A little expensive and noisy, and stool seating is not comfortable.
 - Limited vegan options
 - 2 min walk
- 3 Brasseurs (pub food)
 - Good food and a wide variety of drinks. Often quite busy and we wait a few minutes to be seated.
 - Limited vegan options
 - 10 min walk
- Hurley's Irish Pub (pub food)
 - Good food and drinks, nice decor.
 - Limited vegan options
 - 10 min walk
- Ask Andreanna for more ideas near Guy-Concordia