



## Facebook – PR Learning Opportunity

Sign up to join the District Public Relations [DPRM] - PR Learning Opportunity

### Here is why:

- ▶ The DPRM establishes the District 18 Toastmasters' strategic communications program to maintain open lines of communication between the district and its members. You, the VPPRS & District Leaders, are elected to your role to represent the members.
- ▶ The DPRM assists you to “*Let The World Know*” about your promotions.
- ▶ Gain a transfer of knowledge through PR training provided by the DPRM.
- ▶ Amplify a streamlined plan PR plan for your clubs.
- ▶ Have an integrated, consistent PR & Social Media Campaign with District 18, throughout District 18.
- ▶ Embrace & receive the DPRMs *PR Standard Operating Procedures & Best Practices* within District 18 Toastmasters.
- ▶ This is our 2nd training - here is a quick overview of the training session to prepare you for what's going to happen...

### Here is your registration information:

**In-Person Training:** "Facebook How-To & Tips for Toastmaster Clubs & Events"

**Presenter:** Pearl Matibe - District 18 Public Relations Manager [DPRM] 2017-2018, DTM

**Date:** Sunday, 17 September 2017

**Time:** 1 pm - 3 pm Eastern Time (USA), GMT-4

**To Attend Register online:** <https://facebookhow-totipsfortoastmasters.eventbrite.com>

This will *not* be a webinar. It is *hands-on* training. This is intended to help you get correctly, appropriately and perfectly set up on Facebook for the members you lead.

First and foremost, this training is dramatically different from others you may have attended outside Toastmasters in the past, because it is literally designed to be a miniature, condensed master class on *Facebook How-To & Tips for Toastmaster Clubs & Events & DPRM Transfer of Knowledge*.

My goal is for you to leave this training with a complete understanding, tools, and resources of how world-class, professionals in public relations work to assist officers within District 18 Toastmasters to succeed, in very short period of time.

**\*Note:**

1. This training is not a *replacement* of your TLI attendance, but an *enhancement* of your relationship with the DPRM.
2. This is not a DEC required training, simply to assist to as you lead.  
D18 PR, you are not alone in this. I look forward to hosting you.
3. This is to help both VPPRs & District Leaders.

**FAQs**

**Q.** What are my transportation/parking options for getting to and from the event?

**A.** Ample FREE parking is available in the library parking lot.

**Q.** What can I bring into the event?

**A.** Laptop & writing tools.

**Q.** How can I contact the organizer with any questions?

**A.** Email - [prm@toastmasters-d18.org](mailto:prm@toastmasters-d18.org)