



D60 Toastmasters Open House Checklist

- Select a Chair (if someone needs an HPL, this is an excellent opportunity)
- Set a goal for how many guests & members (Think Big!)
- Select your Toastmaster and Educational Presenter
- Select your Toast-a-monial Speaker(s)
- Select your Guest Speaker (if you choose to have one - great for Corporate clubs!)
- Select your Evaluator(s) (choose your strongest)
- Select your TableTopics Leader

Pick a day and time for the event

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- Encourage members to bring guests
- Schedule your virtual platform (e.g. Zoom) meeting
- Create your Eventbrite link and include your meeting link (does not have to be posted until everything is ready)
- Brainstorm a list of every place to publicise (e.g. social media, websites, community & corporate newsletters, emails, blogs, bulletin boards, libraries, etc.)
- Create your promotional schedule
- Print and distribute 5 flyers for each member to distribute & post to surrounding areas (only if this seems appropriate)
- Create press releases (create two, send 1 & 2 weeks prior to event)
- Follow up press release on club webpage and social media with action photos
- Post pictures of the Open House Event on District 60's Facebook Page
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- Complete your Eventbrite page and publish it
- Start developing a back up plan in case of technical failure
- Start your promotions and post the event announcement with the registration link to the following places:
 - your FreeToastHost /Easy-Speak page or club website
 - your club Facebook page
 - your club Facebook Events calendar
 - your Division Facebook page (ask your AD / DD to post to the Division Events calendar)
 - the D60 Facebook page and Events calendar (go through your AD / DD)
 - your personal Facebook page and Events calendar – then share with your club members and ask them to post it on their personal pages
 - your club LinkedIn group
 - your personal LinkedIn page – then share with your club members and ask them to post it on their personal pages



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- Start your promotions and post the event announcement with the registration link to the following places (continued):
 - Twitter – then share with your club members and ask them to tweet it on their personal feeds
 - Pinterest
 - Instagram
 - Meetup
 - corporate bulletin boards
 - community group Facebook pages
 - any place else!

* Each week, post a teaser about the event to generate interest. It could be a benefit of Toastmasters ... it could be something interesting about the speaker ... be creative. Have your club members share the teasers on their personal platforms as well.

- Ensure your electronic guest package is complete and ready to go
- Confirm with your speaker(s) that they are good to go

Club meeting before:

- Make sure you have everything covered
- Confirm with your speaker(s) that all is still good
- Encourage your members to attend

The day of:

- Ensure all technology is working
- Ensure all active participants are online 30 minutes ahead of time
- HAVE FUN!!

Please advise pqd@toastmasters60.com if you spot any errors or omissions, or if you have ideas to be added!