

Tips and Tricks for a Successful Open House

2022



Agenda

- ▶ Prep
- ▶ Event
- ▶ Post
- ▶ Resources

P E P R



Agenda

► Prep

P E P R



Prep

- Terminology
 - An Open House builds an existing club
 - A Demo Meeting creates a new club



Prep

- Engage your entire club
- Market heavily!
- Focus on the right elements
- Prepare guest packages
- Plan the technology



Prep

- Engage your entire club
 - Pick a Chair (great opportunity for someone to complete an HPL – often a Level 5 requirement in Pathways)
 - Collectively pick a goal
 - Decide who will fill each meeting role (Toastmaster, Table Topic Leader, Evaluator, Guest Greeters, etc.)
 - Select a Speaker(s)



Prep

- Market heavily!
 - Contact HR, Senior Management in Corporate Clubs
 - Post on social media, create a fun short YouTube video!
 - Use Eventbrite, Meetup, google your city + “events”
 - Contact local media outlets – community newspapers ... offer to be interviewed on live TV!

Prep

- Market heavily!
 - Tap into member networks
 - Send invitations to your social groups
 - Encourage each member to bring a guest (or two!)



Prep

- Focus on the right elements
 - First and foremost have FUN!
 - Selecting the right speaker topic and evaluator are key
- The speaker's topic should be how
“Toastmasters has benefited them”
- The evaluator should be one of your strongest



Prep

- Focus on the right elements
 - As Phyrne Parker, DTM, once said:

“A strong evaluator proves the value of Toastmasters. Guests think ‘Well, that speaker was OK; I could do that. But wow, look at the help the evaluator gave her!’”



Prep

- Prepare guest packages
 - Ensure you have a digitised version ready to send
 - Use your own or use the package put together by TI

→ TI Guest Package

(currently unavailable while the Shop is offline)

Prep

- Plan the technology
 - Technology host?
 - Waiting room enabled?
 - Naming convention for members, guests?
 - Muting?
 - Participant panel? Hands?



Prep

- Plan the technology
 - Chat panel? All or limited?
 - Polls?
 - Breakout rooms?
 - Feedback survey?
 - Screen sharing? Annotation?



Agenda

► Event

P E P R



Event

- Logistics
 - Arrive early
 - Review and test technology expectations
 - Review and tweak agenda (if necessary)
 - Assign co-hosts



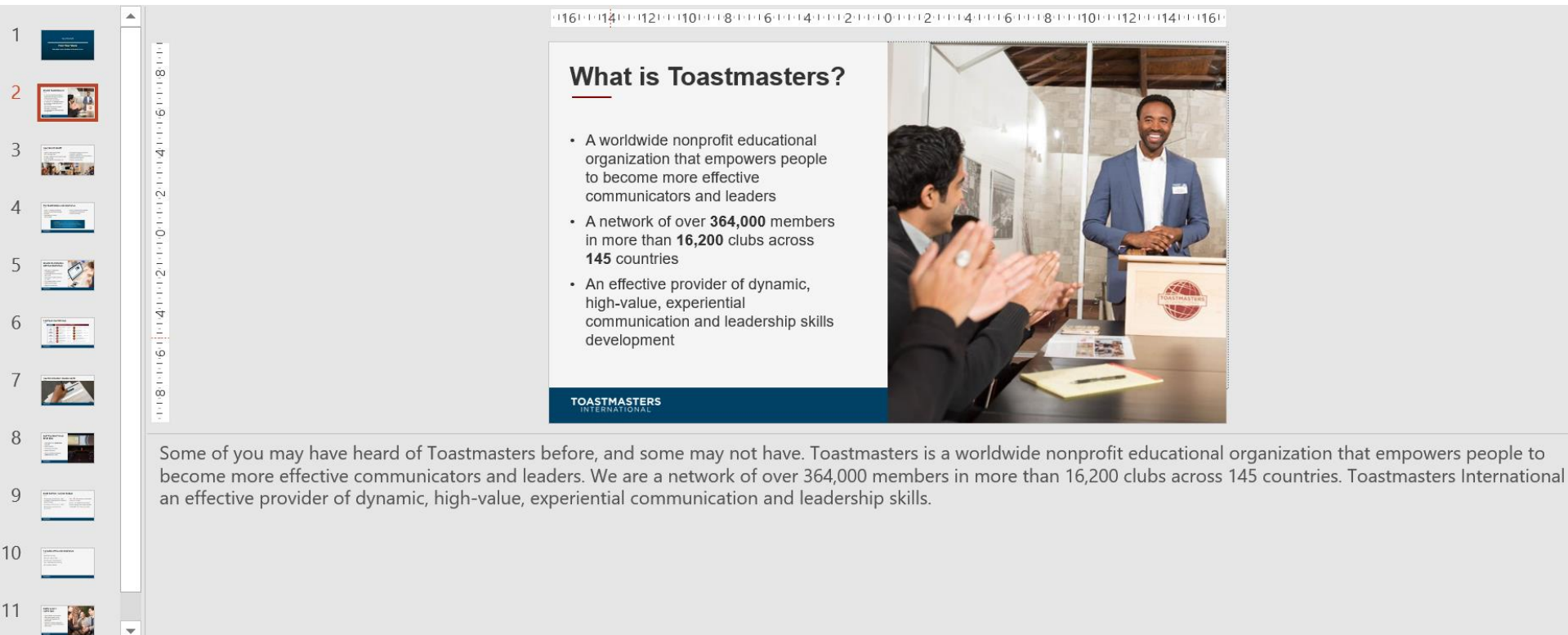
Event

- Content
 - What is “Toastmasters”?
 - Prepared Speeches
 - Table Topics
 - Evaluations
 - Q&A / Networking



Event

- Content - What is “Toastmasters”? TI even provides the PowerPoint! See link on slide 26.



The screenshot shows a PowerPoint presentation with a slide titled "What is Toastmasters?". The slide content includes a bulleted list of facts about the organization and a photograph of a man speaking at a podium. The presentation interface includes a slide navigation pane on the left and a timeline at the top.

What is Toastmasters?

- A worldwide nonprofit educational organization that empowers people to become more effective communicators and leaders
- A network of over **364,000** members in more than **16,200** clubs across **145** countries
- An effective provider of dynamic, high-value, experiential communication and leadership skills development

TOASTMASTERS INTERNATIONAL

Some of you may have heard of Toastmasters before, and some may not have. Toastmasters is a worldwide nonprofit educational organization that empowers people to become more effective communicators and leaders. We are a network of over 364,000 members in more than 16,200 clubs across 145 countries. Toastmasters International is an effective provider of dynamic, high-value, experiential communication and leadership skills.

Event

- Content - Prepared Speeches
 - Member speaker:
 - ✓ how “Toastmasters has benefited them”
 - Guest speaker:
 - ✓ Why communication and leadership skills are so important in today’s world



Event

- Content - Table Topics
 - Fun, easy and inclusive
 - Take advantage of technology



Event

- Content - Evaluations
 - Glow, Grow, Glow
 - 3 2 1 (3 strengths, 2 areas to grow, 1 WOW!)
 - Ensure evaluations are motivational & provide growth points



Event

- Content - Q&A / Networking
 - Allow time for questions and comments from guests
 - Post a link to the Toastmasters Magazine in the chat panel
 - Assign a couple of guests to each breakout room along with a member for additional Q&A and information sharing



Agenda

► Post

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Post

- Connect with the guests
 - Send a thank you note to each guest, include a feedback survey link



Post

- Conduct a Retrospective
 - Was the goal achieved?
 - Which elements propelled us forward?
 - Which elements need to be tweaked for next time?
 - Are there future elements that need to be considered for the next Open House?



Agenda

► Resources

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Resources

- Toastmasters International website - scroll down to “Open House Flier” and “Open House Powerpoint” for educational content:
→ [TI Open House Resources](#)



Summary

- ▶ P - Plan
- ▶ E - Enjoy!
- ▶ P - Profit 😊
- ▶ R - Rejoice

P E P R



Showcase the culture of your Club!

