



# **Toastmasters UK and Ireland PR Publications Service Brief for Quotations February 2016**

## **Introduction**

Toastmasters UK and Ireland (Districts 71 and 91) are seeking a supplier to deliver a public relations publication service for the period beginning July 2016 for three years, subject to annual renewal.

This document describes the requirements for the service and provides information about Toastmasters International. It also provides the questions we would like to have answered in any quotation for the service.

## **Requirements**

The overall aim of the service we require is to raise the profile of Toastmasters across the UK and Ireland. Specifically, we are looking for a PR company to organise for the publication / promotion of at one high quality article per month, where that article is an “advice” article written by a Toastmasters member, with a view to raising awareness of the brand and what it could offer to prospective members and corporate club sponsors. From time to time, we have found that publications have commissioned specific articles from us, which this service would also be expected to manage.

We have tended to issue articles that are 1000 to 1200 words long and advice heavy. The subjects tend to reflect what we learn from Toastmasters i.e. subjects related to communication and leadership. Recent topics include:

- the value of feedback in business
- handling Q&A after business presentations
- how to open a speech
- tips on confidence when speaking
- how to use visual aids effectively
- effective body language for speakers
- how to use humour to keep your audience engaged
- x ways to stand out from the crowd when delivering a business presentation
- engagement/rapport e.g. building rapport when applying for a job
- relaxation tips and techniques for speaking
- DRAMA – way of structuring your speech

To get a sense of the scale we want to reach or exceed, the total reach of our articles in the period 1<sup>st</sup> June to 31<sup>st</sup> October 2015 was 9.8 million readers across the UK and Ireland. See <http://d91toastmasters.org.uk/press-room/> for information on the types of articles and reach we have achieved recently. See the <http://d91toastmasters.org.uk/public-relations/> for information about our overall PR efforts, and how this PR publications service fits into those efforts.

## **Toastmasters International**

Since 1924 Toastmasters International has been recognised as the leading organisation dedicated to communication and leadership skills development. Through its worldwide network of clubs, each week Toastmasters helps more than a quarter of a million men and women of every ethnicity, education level and profession build their competence in communication so they can gain the confidence to lead others.

Across the UK and Ireland we currently have 313 clubs with almost 9,000 members. Two Toastmasters Districts are commissioning this service together – that is District 91 (UK South) and District 71 (Ireland and the remainder of the UK).



See here for more information about Toastmasters International;

<https://www.toastmasters.org/>

<http://d91toastmasters.org.uk/>

<http://d71toastmasters.org/>

### **Information to be included in any quotation.**

1. What is your experience of promoting an organisation like Toastmasters across the Britain and Ireland?
2. What kinds of activities would you undertake in the delivery of this service? How much effort would you put into it?
3. What would your monthly / annual charge be?
4. How would you ensure continuity of service throughout a three year period?
5. What reports and measures would you use to show the outcomes you will have achieved?
6. Please provide a case study example outlining a similar long term service that you have provided including details of the publications and number of readers you reached per annum.
7. Please provide details of a referee who has received similar services who can vouch for your work.

## **Process**

The closing date to receive quotations is the **25<sup>th</sup> of March 2016**.

Quotations to be sent to District 91 Director, Jean Gamester at [jeantm@semaphora.com](mailto:jeantm@semaphora.com).

If you have any queries you may also contact Jean.

We expect that the selected supplier will be informed by the end of April 2016 and that service provision will commence in July 2016, with the publication of the first articles happening that month.