



## District Executive Committee

**Full day session, including formal committee  
meeting**

**District 91, 17 September 2017**

# District Executive Committee Meeting



Ref	Time	Time2	Item	Led by
	10:00	5	Welcome	Pedro Casillas
	10:05	55	Workshop on Parliamentary procedures	Jean Gamester & Monica Horton

## District Executive Committee Meeting

Ref	Time	Time2	Item	Led by
1	11:00	3	Introduction	Pedro Casillas
2	11:03	2	District Mission	Pedro Casillas
3	11:05	5	Confirm Roll Call and Quorum	Jean Gamester
4	11:10	5	Recommendations to fill District Officer vacancies	Pedro Casillas
5	11:15	20	District Success Plan presented for review and approval	DLT
6	11:35	20	District Budget presented for review and approval	Pedro Casillas Beauty Zindi
7	11:55	10	2016/17 Audit Report	Vanessa King
9	12:05	45	Report on the District Success Plan and Distinguished program progress: <ul style="list-style-type: none"> <li>60 second reports from Division Directors and Area Directors</li> <li>60 second reports from Vanessa King, IPDD, Paul Rhys-Taylor (Administration Manager), Nigel Oseland (PR Manager)</li> <li>Report from International Business Meeting and District Leader Training, Pedro Casillas</li> </ul>	Pedro Casillas
11	12:50	10	Any Other Business	Pedro Casillas
	13:00		<b>DEC Meeting Close</b>	
12	13:00	60	LUNCH in Division Groups	

## Afternoon Session

13	14:00	10	Pin Ceremony	Pedro Casillas
14	14:10	10	May Conference discussion	Andy Hammond
15	14:20	45	Club growth workshop	Florian Bay
	15:05	10	Break	
16	15:15	10	The Leadership Committee	Vanessa King
17	15:30	15	Pathways Update	Andy Hammond
18	15:40	10	ICT Tools	Paul Rhys-Taylor
19	15:50	10	Website strategy review	Paul Rhys-Taylor
20	16:00	10	PR	Nigel Oseland
21	16:10	10	AOB	Pedro Casillas
	16:20		Close	Pedro Casillas



# Parliamentary Procedure Workshop

**Jean Gamester, DTM**  
**District Parliamentarian**  
**And Monica Horten**



# District Mission

**We build new clubs  
and support all clubs  
in achieving excellence.**





# Roll Call and Quorum

- ▶ “The district executive committee includes the district director, program quality director, club growth director, public relations manager, district administration manager, district finance manager, area directors, division directors and immediate past district governor.”
- ▶ “A quorum is established when a majority of district executive committee members attend the meeting.”

District Administrative Bylaws, Article XI:  
Committees, (a) District Executive Committee.

District 91 District Executive Council Members	50
Quorum	25
Number of members attending	[Subject to roll call on the day]



# District Executive Committee Meeting



## Recommendations to fill District Officer Vacancies

Area A14 Director – Janet Alkema

Area A46 Director – Gillian King

Area A62 Director – George Smith

Area B6 Director – Gina Rocque-Drayton

Area B8 Director - Brad Revell

Area C2 Director –Shola Kaye

Area C5 Director - Elaine Lawrence

Area C45 Director – Shola Salako

Area H53 Director – Ian Upton

Area H55 Director – Dee Alimi

Area K3 Director – Zoe Francis

Area K59 Director - Jason Thompson

Area J4 Director – Clifford Hurst

Area J7 Director - Matt Parker

Area J11 Director – Sarah Williams

Area J21 Director – Leela Bassi

Area J22 Director – Carlos Gimeno

Area L9 Director – Cat Kipling



# Recommendations to fill District Officer Vacancies

Finance Manager – Beauty Zindi

Public Relations Manager – Nigel Oseland

Administration Manager – Paul Rhys-Taylor





# District Success Plan

**We build new clubs and support all clubs in achieving excellence.**

**We plan to be the best District , possible!**

- ▶ At least 10% club growth (requirement is 8%)
- ▶ At least 10% member growth (requirement is 8%)
- ▶ At least 80% of clubs are distinguished (requirement is 50%)
  - ▶ 70% of corporate clubs
  - ▶ 95% of community clubs



## Distinguished Clubs

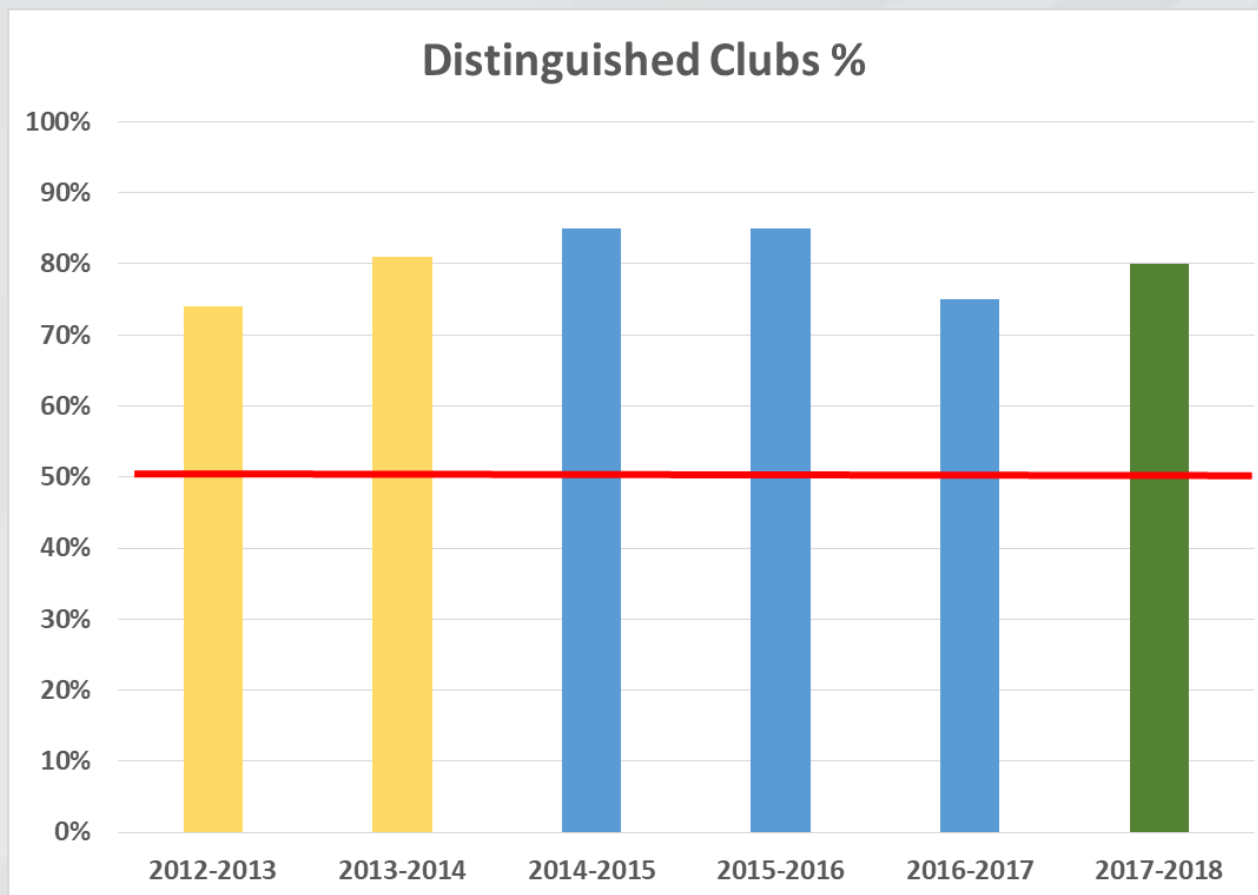
**Andy Hammond**  
**PQD**



# **District Success Plan**

## **Distinguished Clubs**

- ▶ District 91 performs well on Distinguished Clubs.
- ▶ Number 6 in the world with 75% of clubs distinguished in 2016-2017.
- ▶ The goal for 2017-2018 is to achieve at least 80% of clubs distinguished.



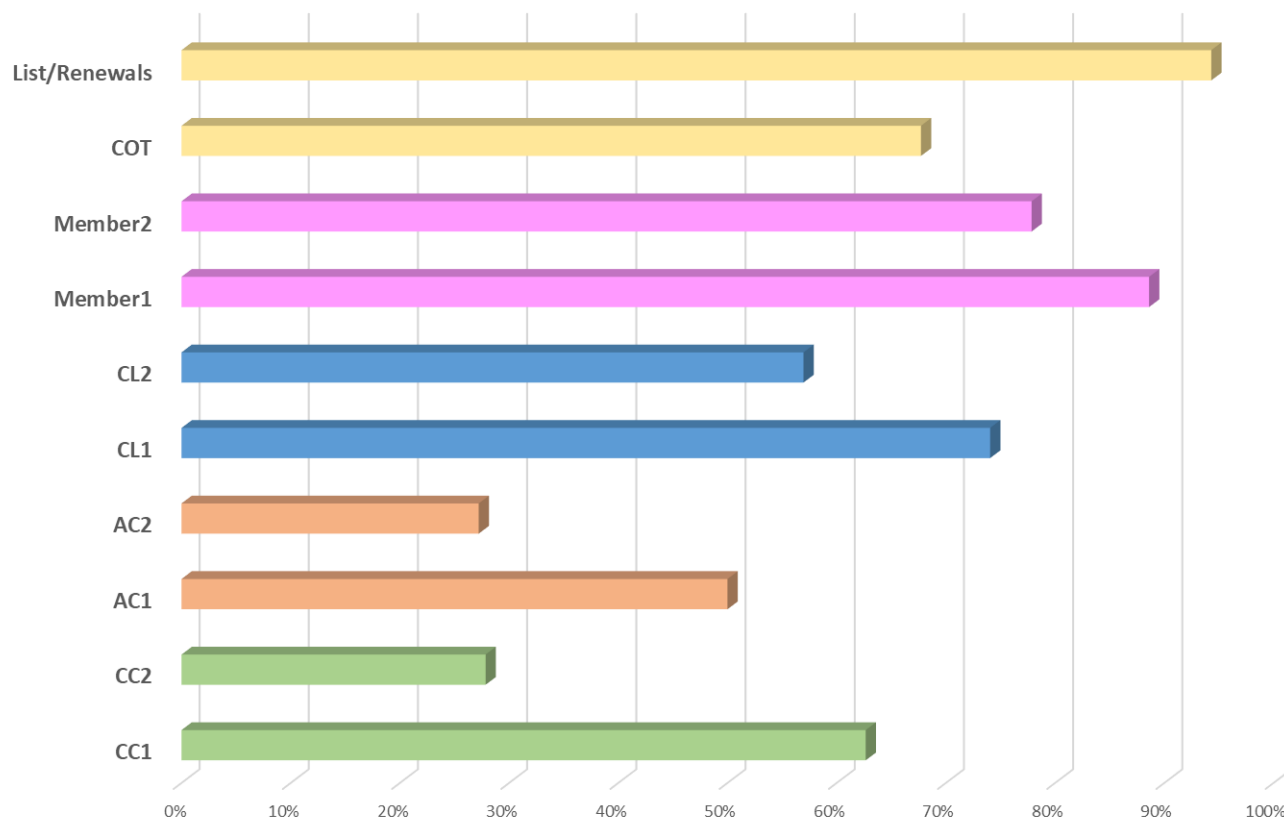


## Performance would be even better if:

- ▶ Membership retention was higher.
- ▶ Corporates engaged with DCP more consistently, especially with COT.
- ▶ All clubs focussed more on members' progress through educational program.

*A new challenge expected later in the year is the roll out of Pathways.*

## DCP Goals Achieved

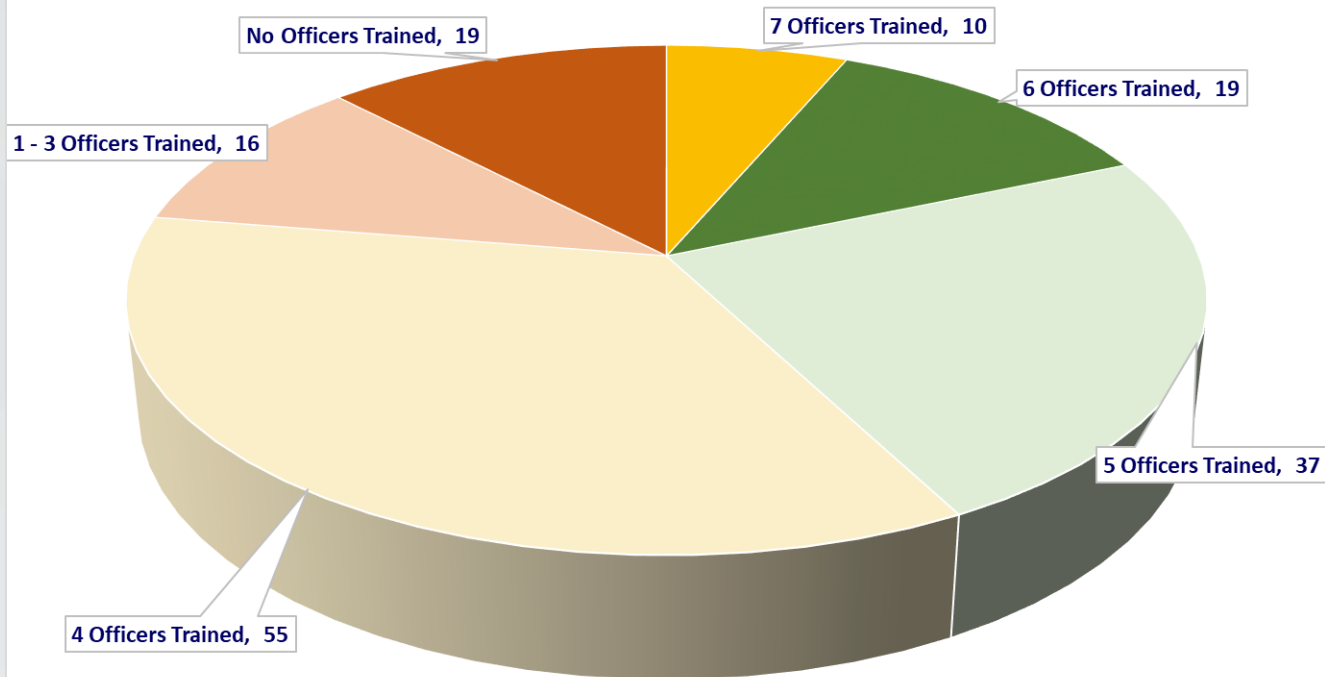




**Strategy: Encourage and enable greater team working – Division and Area Directors; Clubs within Areas; Club Committees; Corporates' networks.**

- ▶ **Action 1:** Promote consistent Division Council and Area Council meetings as a means of sharing best practice, providing ongoing support and monitoring progress.
- ▶ **Action 2:** Encourage Club Officer Training to focus on scenarios that engage the whole Club Officer team to deliver solutions. Outcomes used to inform the Club Success Plans.
- ▶ **Action 3:** COT events for groups of Corporate clubs that include a focus on organisational benefits .
- ▶ **Action 4:** Prepare for a successful roll out of Pathways .

## Club Officers Trained - Report at 14th September







## Resources: People

- ▶ Training Co-ordinator
- ▶ Trainers Bureau
- ▶ Conference Chair
- ▶ Chief Pathways Guide
- ▶ Pathways Guides
- ▶ Division and Area Directors
- ▶ Club Officers



## **District Success Plan**

### **Distinguished Clubs**

The goal for 2017-2018 is to achieve at least 80% of clubs distinguished.



## Club & Membership Growth

**Florian Bay**  
**CGD**

# District Success Plan 2017/18

Club & Membership Growth



# Payments vs Members

3.38% growth in payments in 2016/17

How many members recruited in 2016/17?

2,498

How many members lost in 2016/17?

2,465

33 members gained

# Retention

Had we retained ~10% of lost members:

~250 Extra members

≥500 Extra payments

President's Distinguished District!

Average retention rate was 65% in 2016/17

**Let's raise it!**

**Some clubs achieve 75%**



# Key actions

- Sharing best membership practices:
  1. Webinar series (Oct start)
  2. Online surgeries (Oct start)
  3. Club Officer Training sessions
  4. Management tools
- Marketing training (webinars & materials)
- Templates for club level marketing materials
- Funding for club 'open nights'
- Recognition for net membership growth

# A tale of two countries



How many clubs?

283



# A tale of two countries

With the same club density – How many clubs?

1,292

>30,000 members!

A satellite map of the United Kingdom is shown. Overlaid on the map in large red font is the number '1,292' in the upper half and '>30,000 members!' in the lower half.

# Club Growth – Actions

- Support infrastructure & guidance
- Funding for demo meetings and ‘demo kits’
- Recognition to club founders & coaches
- Corporate outreach
- Division level champions
- Mapping out growth spots
- ‘Census’ of available resources (leaders, venues, expertise, money)



# Questions?





# Develop D91 Leadership Kit

**Pedro Casillas**  
**District Director**

# Develop D91 Leadership Kit



## Paid Clubs

Base	To Date
<b>153</b>	<b>154</b>

## Goals

Distinguished
<b>158</b>
Select Distinguished
<b>161</b>
President's Distinguished
<b>166</b>



## Payments

Base	To Date
<b>9,837</b>	<b>992</b>

## Goals

Distinguished
<b>10,133</b>
Select Distinguished
<b>10,329</b>
President's Distinguished
<b>10,624</b>



## Distinguished Clubs

Base	To Date
<b>153</b>	<b>0</b>

## Goals

Distinguished
<b>62</b>
Select Distinguished
<b>69</b>
President's Distinguished
<b>77</b>

# Develop D91 Leadership Kit



## Additional Goal

Develop comprehensive District 91 leadership induction kit

## Situation Analysis

We are in the fourth year. It was always going to be difficult to maintain the exceptional performance over the first two years, nevertheless, achieving Distinguished District award 2016-17, was showed a very good performance. This year we will be looking to build our leadership reach across the District to lay the foundations for sustained growth over the coming years.

## Strategy

Identifying future leaders and ensuring a smooth transfer of knowledge will be a significant aid to our success.

- Action 1: Review lessons learnt this year as a basis for planning future transitions.
- Action 2: Rationalise information and resources available for ease of future access.
- Action 3: Leadership Committee focus on 2019-2020 as well as present talent management.
- Action 4: Instigate District mentoring policy.
- Action 5: Bring initiative leaders (e.g. Realignment; Pathways; Training Bureau; Chief Judge; Leadership Committee to the DEC and share ideas and raise awareness.

## Resources

Leaders driving a range of initiatives – e.g. Realignment; Pathways; Training Bureau; Chief Judge; Leadership Committee; Leadership Champion; Performance; Parliamentarian; PR; Logistics; ICT; working alongside district leaders, area and division directors.





D91 Budget

Beauty Zindi  
Finance Manager



# Budget – Introduction and FAQs

- ▶ Context of the budget
  - Explain process, share spreadsheets
- ▶ Budget 2017/18 vs Actuals 2016/17
- ▶ Policy Limits
- ▶ Potential adjustments to reduce loss





## District Budget 2017/18

Item	2016/7 £	2017/8 £	Variance
Conferences	28,216	36,080	7,864
Marketing	5,589	24,155	18,566
District Store	167	0	-167
Communications & PR	4,033	11,371	7,338
Education & Training	14,184	28,038	13,854
TLI Expense	1,480	5,060	3,580
Speech contests	2,066	2,300	234
Administration	6,810	8,024	1,214
Travel	19,337	33,385	14,048
Other	1320	0	-1320
<b>TOTAL</b>	<b>£83,202</b>	<b>£110,237</b>	<b>£65,211</b>



# District Budget 2017/18

Budget component	Allocation (£)	% of Total	Limits
Conferences	36,080	40.6%	No Limit
Marketing	24,155		
Communications & PR	11,371	7.7%	25%
Education & Training	28,038	22.3%	30%
TLI Expense	5,060		
Speech contests	2,300	1.5%	10%
Administration	8,024	5.4%	20%
Travel	33,385	22.5%	30%
<b>TOTAL</b>	<b>£148,413</b>	100%	



# District Audit Update

**Vanessa King**  
**IP District Director**



## Report on the District Success Plan and Distinguished program progress

**Division and Area Directors**



# Reports

- ▶ Report on the District Success Plan and Distinguished program progress:
- ▶ 60 second reports from Division Directors and Area Directors
- ▶ 60 second reports from Vanessa King, IPDD, Paul Rhys-Taylor (Administration Manager)
- ▶ Report from International Business Meeting and District Leader Training, Pedro Casillas



# **Any Other Business**



# *LUNCH in Division Groups*



Pins...

**Pedro Casillas**  
**District Director**





**Creating a Quality Club**

# CLUB OFFICER TRAINING



# COT Round 1 – 7 x 7



Dist▼	AD	Di▼	Ar▼	Club N▼	Club Name
91	Glen Savage	B	29	4026237	The Toast Rack
91	Paul Andreas	H	35	840230	Croydon Communicators Club
91	Clifford Hurst	J	4	5512141	Stand & Deliver
91	Barry O'Connell	K	31	778270	Canary Wharf Communicators Club
91	Barry O'Connell	K	31	5930690	db Toastmasters - Canary Wharf
91	Cat Kipling	L	9	2390	Berkeley Square Speakers Toastmasters Club
91	Cat Kipling	L	9	9079	Excalibur Speakers
91	Cat Kipling	L	9	2684362	Experience French
91	Cat Kipling	L	9	4495118	Paddington Toastmasters
91	Armelle Cressent	L	56	5042742	Deutsche Bank Toastmasters London

# Area Director PINS and Badges



**TOASTMASTERS**  
INTERNATIONAL



Glen Savage, ACS, ALB

Area 29 Director  
District 91 2017-2018



# Spring Conference 2018

**Andy Hammond, DTM**  
**PQD**





# Spring Conference May 2018 Coppid Beech Hotel, Bracknell





# Facilities

- ▶ Sequoia Suite – 250 seating; 200 banquet
- ▶ Juniper Suite – seating 100
- ▶ Pine Suite – 6 flexible spaces (14 to 200)
- ▶ Organisers' Office
- ▶ Gym, pool and spa
- ▶ Free WiFi and parking (350 spaces)
- ▶ Close to M4 and M3; direct trains from Waterloo (1 hour)





# Pricing

- ▶ Full weekend including dinner:
  - Super Early Bird £125
  - Standard £145
- ▶ Accommodation:
  - Single B&B £89
  - Double B&B £99

*Payment by instalments for Early Bird bookings*



## Conference Team

- ▶ Conference Director: Helena Brewer
- ▶ Programme Manager: Mell Shepherd
- ▶ Conference Advisor: Liz Hobbs
- ▶ Conference Support: Alison Morris; Rick Cooper



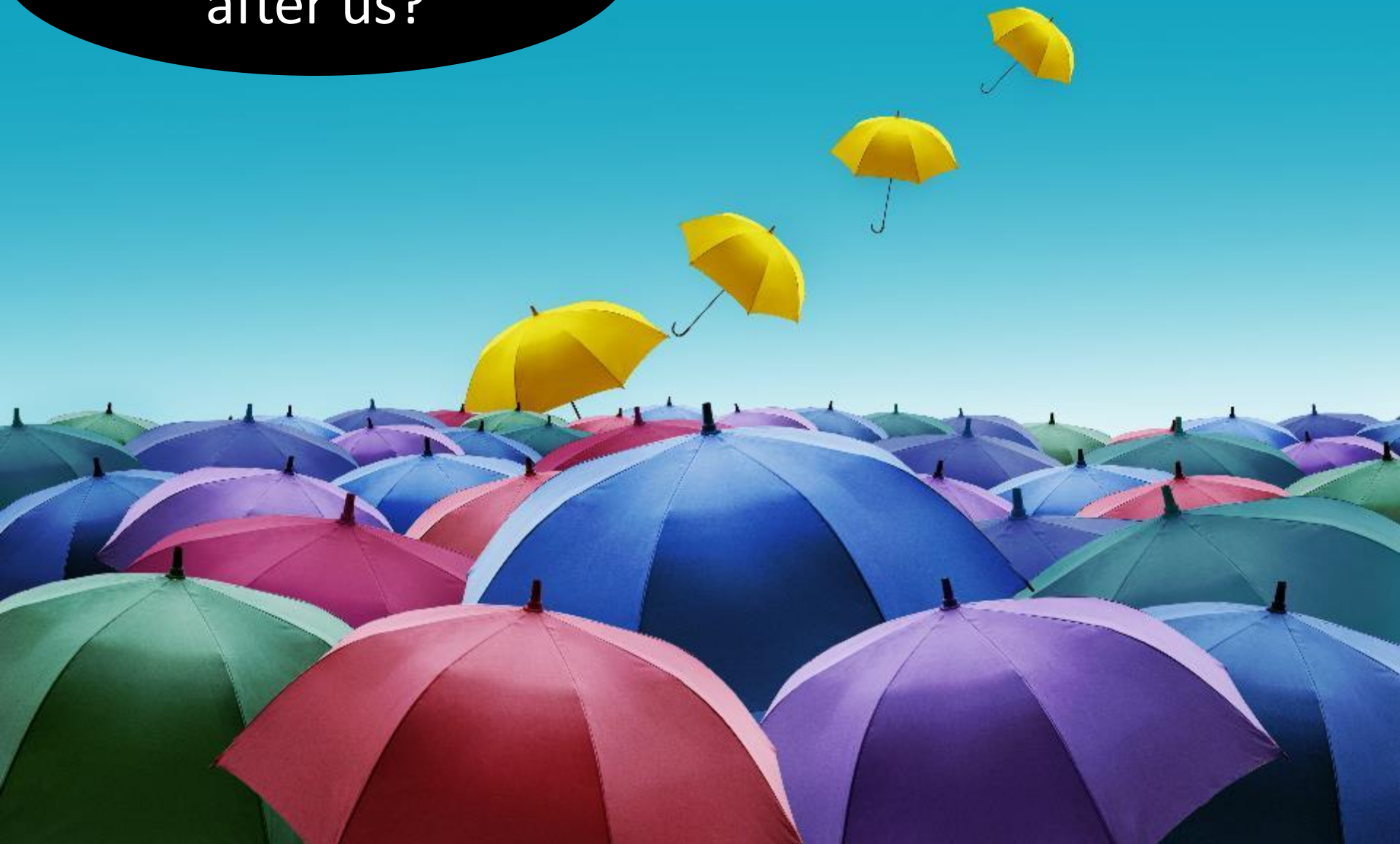


## The Leadership Committee...

**Vanessa King, DTM**  
**Immediate Past District Director**

..... or laying  
the ground for  
our future

Who will come  
after us?



Identifying  
Potential



# Nurturing Potential



# Questions for you



1. What do you want to see following behind you?



2. What potential can you see?  
What can you do to find out more?



3. What *can* you do, what *will* you do, to help them up?



# Pathways Update

**Andy Hammond DTM**

**Pathways Chief Ambassador D91**



**TOASTMASTERS**  
**PATHWAYS**  
— learning experience —



# Pathways Rollout Schedule

July  
2017

**Rollout 2**  
Region 14

**Rollout 6**  
Regions 1 & 11

Mid-September  
2017

**Rollout 3**  
Region 2

**Rollout 7**  
Regions 4 & 13

November  
2017

**Rollout 4**  
Regions 6 & 7

**Rollout 8**  
Regions 3 & 5

Target  
2018

**Rollout 5**  
Regions 10 & 12

**Rollout 9**  
Regions 8 & 9





# Pathways Rollout Schedule

July  
2017

**Rollout 2**  
Region 14

**Rollout 6**  
Regions 1 & 11

Mid-September  
2017

**Rollout 3**  
Region 2

**Rollout 7**  
Regions 4 & 13

November  
2017

**Rollout 4**  
Regions 6 & 7

**Rollout 8**  
Regions 3 & 5

December  
2017

**Rollout 5**  
Regions 10 & 12

**Rollout 9**  
Regions 8 & 9

**Two year  
transition  
after last  
Region roll  
out**

**Revised Target is to Complete Roll-Out by 30<sup>th</sup> June 2018**



TOASTMASTERS  
**PATHWAYS**  
learning experience

[Find Your Path](#)   [Features](#)   [How Pathways Began](#)   [Rollout Schedule](#)   [Sample Your First Project](#)   [FAQ + More](#)



# ICT Tools & Website Strategy Review

**Paul Rhys-Taylor**  
**Admin Manager**

# Mission and Function of the ICT Committee

- **Mission:** We serve the information and communications technology needs of the district, its clubs and leaders to support what they deliver.
- Quality ICT solutions for one of the highest performing districts in the world.



# D91 ICT Committee – Beginnings

1. D91 – 2013 A New District, A New Strategy
2. ICT Committee established autumn 2016
3. ICT Committee in action Feb 2017



# ICT Committee

PR Manager  
Nigel Oseland



Website Administrator  
Colin Baptiste



Content  
Manager



Open

E-Voting Lead  
Tracy Miranda



Open

Naomi Coniam  
Committee Member



# Priority focus – equip and empower

**The first priority of the ICT committee is the quality of the District 91 (~~Member~~) website.**

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



# D91 ICT Committee – Today

1. D91 – 2017 An Evolving Strategy
2. Website rebuild or revamp
3. Club Management Tools





# D91 ICT Committee – Next Steps

1. D91 – 2018 & Beyond - Sustainability
2. Team and Strategy
3. What you need to do . . .





# PR Review

**Nigel Oseland**  
**PR Manager**

# Media #1 – Newsletter

## New format:

- ▶ Diary Dates
- ▶ DLT Dispatches
- ▶ In the News
- ▶ Meet a Leader
- ▶ Awards & recognition
- ▶ Resources & links



### Welcome Fellow Toastmasters

Hello and welcome to our second e-newsletter. Apologies for my tardiness but it has been a busy month with holidays and the *International Convention*. This newsletter provides a quick summary of the news and events across our district. The information is replicated on our website with more detail; just follow the <Read More> links. Also, please do contact me, Nigel, your District PR Manager, if you have any district level news to share.



### Diary Dates

We have just over one month to go before the end of the **Smedley Award**. This is a membership building contest in which your club will be rewarded for attracting five new members, and of course our DLT will be eternally grateful for your efforts. Follow this link to find out more about the award from **Florian Bay**.

The Toastmasters event of the year, *The International Convention*, recently ended. To find out more about the convention and our District Leadership Team (DLT) Trio's experience see Florian's write-up.

August is also the time of the year when the area's Club Officer Training (COT) should be completed; club officers see our **calendar** for COTs near you if you still need to attend one. Area Directors note that COT reports should be submitted by **31 August** (to count towards a Distinguished credit). We also have a District Executive Committee (DEC) meeting scheduled for **17 September**.

[Read More](#)



### DLT Dispatches

Our District Leadership Team (DLT) have spent the last week at the *International Convention* receiving leadership training, attending the elections, annual business meeting and, of course, enjoying the *World Champion of Public Speaking* contest.

Follow the link for more updates from our DLT Trio. This month, Pedro tells us about how he voted for the district, Andy gives a progress report on COTs and Florian encourages us to grow membership.

[Read More](#)



# Media #1 – Newsletter

My Campaigns > E-Newsletter #2 August 2017

STATUS **SENT**

Copy

Edit

More Actions

Resend Options

## Email Stats

Printable Report

**1501**

Opened  
(36.5%)



58%



42%

**4321**

Sent

**148**

Clicks  
(9.9%)

0

Forwards

**210**

Bounces

0

Spam Reports

**8**

Unsubscribes

**2610**

Did Not Open



## Email Settings

Subject: Newsletter August 2017

Preheader Text: District 91 UK South

From Name: Toastmasters District 91

From Email Address: newsletter@d91toastmasters.org

Reply-to Email Address: newsletter@d91toastmasters.org

Send To Lists:

Members August 2017

Video click-throughs are highest!

# Media #2 – D91 Website

[Toastmasterclub.org \(Easy Speak\)](#) [Toastmasters.org.uk \(Marketing\)](#) [Toastmasters.org \(International\)](#)



## DISTRICT D91 - UK SOUTH

We empower individuals to become more effective communicators and leaders.

[D91 Info »](#) [News and Events »](#) [Resources »](#) [Hall of Fame »](#) [District Finances »](#) [Get Involved!](#) [Contact Us](#)

### Calendar

Check out all the [Calendar of Events](#) with other Toastmaster events and deadlines.

Click on the entry [Updates & Posts](#) the event. Contact [Nigel](#) to add other relevant district events.

Please Note : Click on a calendar item will reveal more calendar items for that day.

[Press Clippings](#)  
[Newsletters](#)  
[Conferences »](#)

Month

List

Week

Day

2016

August 2017

2018

Su	Mo	Tu	We	Th	Fr	Sa
30	31	1 1. Area 47 - Club Officer Training (18:30 ) <a href="#">See more</a>	2 1. Membership Growth Webinar (20:00-21:00)	3 1. Club Officer Training - Div C (18:30-21:00)	4	5 1. Area 1 - Club Officer training (10:00 ) <a href="#">See more</a>

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

[www.d91toastmasters.org.uk](http://www.d91toastmasters.org.uk)



# Media #3 – Facebook

- ▶ 2,524 follows
- ▶ +180 since July

Do we want a Facebook group?

The screenshot shows the Facebook profile of 'Toastmasters International UK & Ireland' (@ToastmastersUKI). The profile picture is the Toastmasters International logo. The cover photo features the same logo on the left, the text 'UK & Ireland Districts 71 & 91' in the center, and a portrait of a man on the right, with the text 'Smedley Award 1 August – 30 September' below the portrait. The page has 2,524 likes and 2,511 followers. The 'About' section lists the website 'www.toastmasters.org.uk' and a 'Charity' status. The 'Upcoming Events' section features a photo of a man speaking at a podium with the text 'Humorous Speech & Table Topics Contests' overlaid. The left sidebar shows navigation links: Home, About, Events, Photos, Videos, Community, Reviews, Posts, YouTube, and Twitter, along with a 'Create a Page' button.

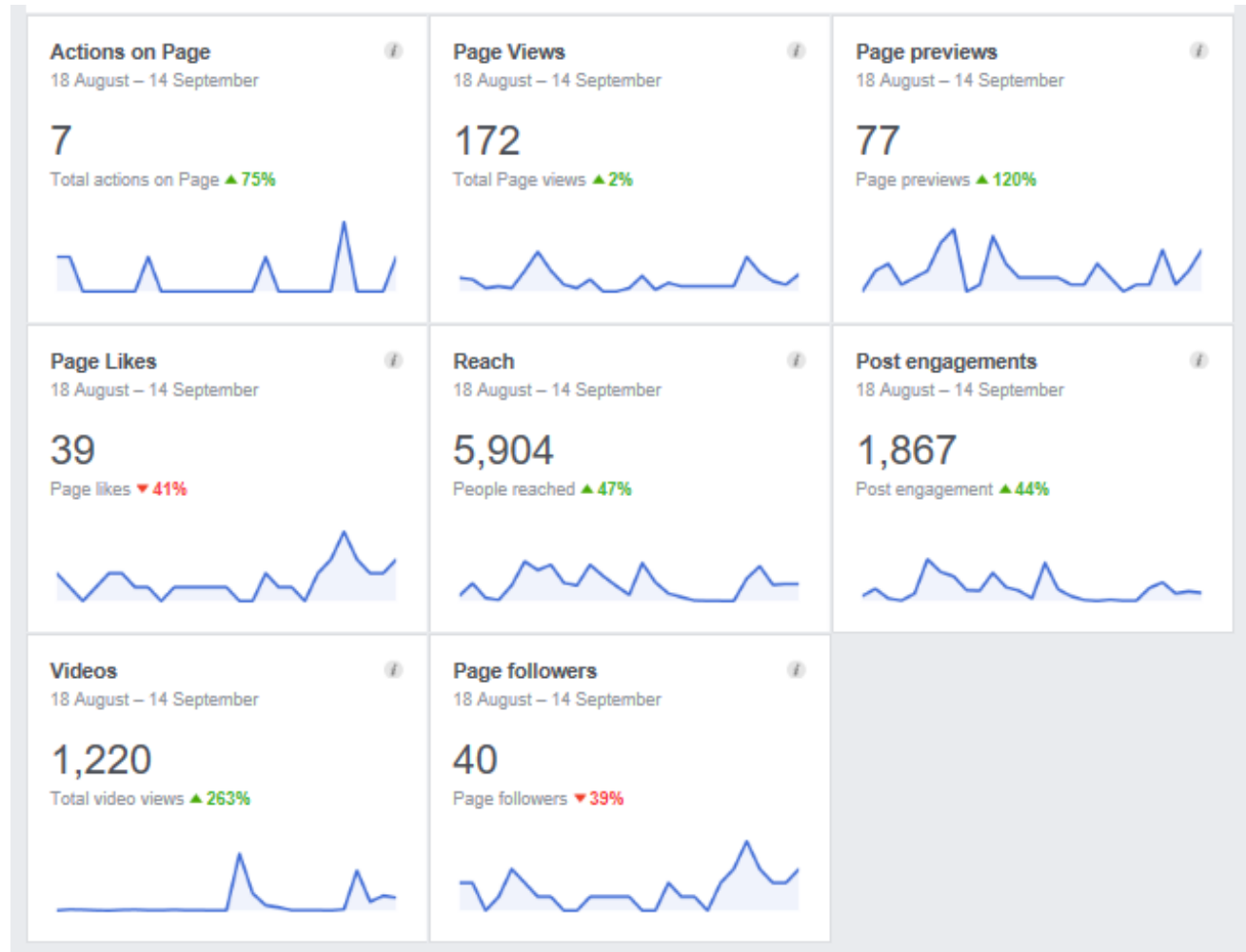
<https://www.facebook.com/ToastmastersUKI/>

[www.d91toastmasters.org.uk](http://www.d91toastmasters.org.uk)



# Media #3 – Facebook

## ► Last month



<https://www.facebook.com/ToastmastersUKI/>

[www.d91toastmasters.org.uk](http://www.d91toastmasters.org.uk)





# Media #4 – Twitter

- ▶ 2,328 followers
- ▶ +148 since July
- ▶ +224 tweets



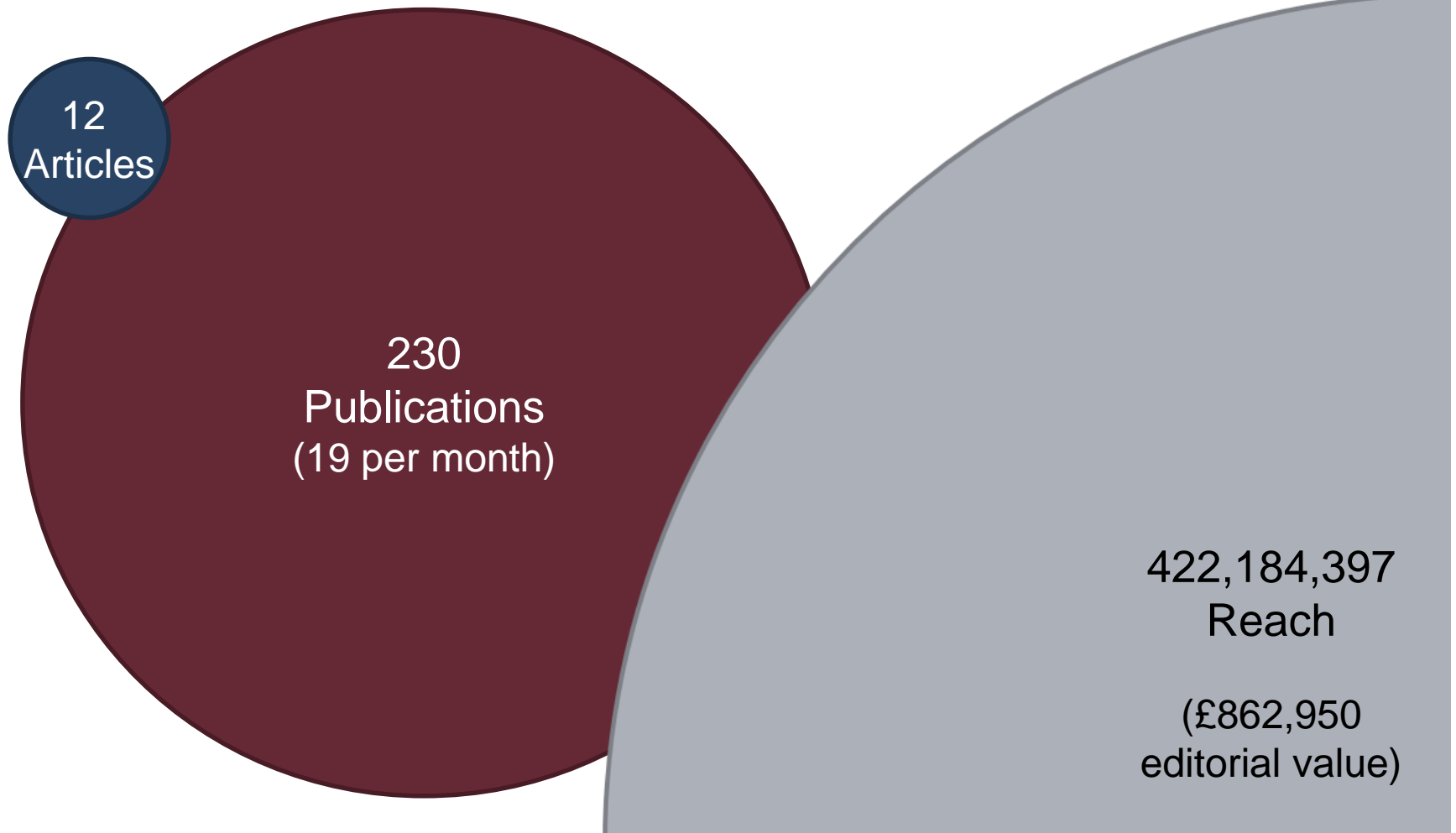
<https://twitter.com/ToastmastersUKI>

[www.d91toastmasters.org.uk](http://www.d91toastmasters.org.uk)





# Media #5 – Press articles

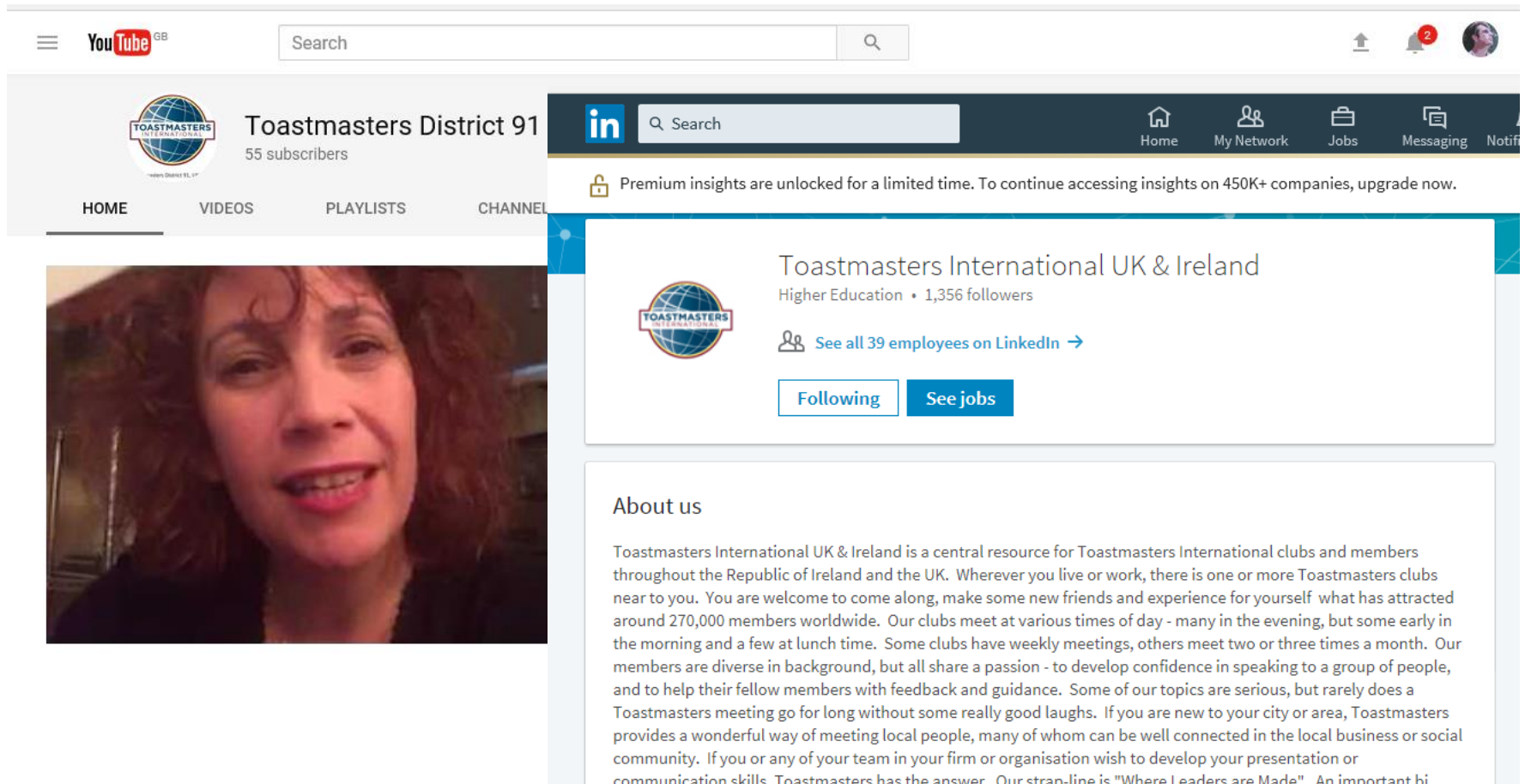


# Media #5 – Press articles

- ▶ Steve Campion
- ▶ Cornerstone Communicators
- ▶ *The Guardian*
- ▶ Annual:
  - 12 articles

The screenshot shows a Guardian article from September 12, 2017. The article is titled "Want to win over an audience? How to improve your presentation skills" and is written by Steve Campion. It features a main image of a microphone on a podium. The article discusses the importance of presentation skills in business and provides tips on how to structure a presentation and grab the audience's attention. On the right side of the article, there is a sidebar with a "Most popular" section listing various news items, including "London tube bombing: armed police mount operation in Sunbury-on-Thames - live updates", "Parsons Green bombing: police arrest 18-year-old man in Dover", "Good Morning Britain, we need to talk about Piers Morgan", "Step right, step left: mercurial Trump leaves supporters reeling", and "Simon Amstell: Dad says our relationship has been good material".

# Media – Other



The image is a screenshot of a YouTube video player. On the left, a video of a woman with curly hair is playing. On the right, a LinkedIn page for 'Toastmasters International UK & Ireland' is overlaid. The LinkedIn page shows the company's profile, including its logo, name, industry (Higher Education), and follower count (1,356). It also features buttons for 'Following' and 'See jobs', and an 'About us' section with a detailed description of the organization's mission and activities.

**YouTube Interface:**

- Header: YouTube logo, search bar, upload icon, notification bell (2), profile picture.
- Channel Header: Toastmasters District 91, 55 subscribers.
- Navigation: HOME, VIDEOS, PLAYLISTS, CHANNEL.

**LinkedIn Interface:**

- Header: LinkedIn logo, search bar, navigation icons (Home, My Network, Jobs, Messaging, Notifications).
- Notification: Premium insights are unlocked for a limited time. To continue accessing insights on 450K+ companies, upgrade now.
- Company Profile: Toastmasters International UK & Ireland, Higher Education • 1,356 followers.
- Buttons: See all 39 employees on LinkedIn →, Following, See jobs.
- About us: Toastmasters International UK & Ireland is a central resource for Toastmasters International clubs and members throughout the Republic of Ireland and the UK. Wherever you live or work, there is one or more Toastmasters clubs near to you. You are welcome to come along, make some new friends and experience for yourself what has attracted around 270,000 members worldwide. Our clubs meet at various times of day - many in the evening, but some early in the morning and a few at lunch time. Some clubs have weekly meetings, others meet two or three times a month. Our members are diverse in background, but all share a passion - to develop confidence in speaking to a group of people, and to help their fellow members with feedback and guidance. Some of our topics are serious, but rarely does a Toastmasters meeting go for long without some really good laughs. If you are new to your city or area, Toastmasters provides a wonderful way of meeting local people, many of whom can be well connected in the local business or social community. If you or any of your team in your firm or organisation wish to develop your presentation or communication skills, Toastmasters has the answer. Our strap-line is "Where Leaders are Made". An important bi

Do we want a D91 LinkedIn group?



# Q&A



# Thank You

Nigel Oseland  
[nigel@d91toastmasters.org](mailto:nigel@d91toastmasters.org)



# Official Dates

- District Executive Committee **3 November**, 7:30pm, Hilton Hotel, Gatwick Airport
- District Council, **4<sup>th</sup> November**, Hilton Hotel, Gatwick Airport
- District Conference, **4/5 November**



Close