

TOASTMASTERS
INTERNATIONAL

DPRM Awards

Karan Venkiteswaran, DTM
District Public Relations Manager
District 125 2023-24

Award: Designer of The Month

Criteria:

- Open to all club members.
- One entry per club.
- Brand compliant and creative posters

Process:

- Cutoff Date 20th of Every Month from 1st Jul 2023- 30th Jun 2024.

Recognition:

- Recognition for the designer in District social media platforms. Special surprise awaits the designer!

Award: PRachaar

Criteria:

- Excellence in Public Relations for club with stunning, impressive and routine presence

Recognition:

- Awarded to Top3 Clubs in District Conference.

Deadline :

- 15th March 2024

PRachaar

- **SOCIAL MEDIA, PRINT MEDIA AND TELEVISION**

- Including, but not limited to : Facebook, Twitter, Instagram, LinkedIn, Quora, Medium, YouTube
- Articles published on print media and television etc.
- Intranet link screenshots (if allowed by company / college policy).
- Testimonials from organizations leaders about Toastmasters on LinkedIn (for corporate / college clubs)

- **WHAT CAN YOU PRachaar about ?**

- Including but not limited to :
 - Posters
 - Videos
 - Club Updates
 - Testimonials
 - Intra Club Contests
 - Recognition of Contest Champions and Organizers
 - Membership programs
 - Member recognitions
 - Open house sessions
 - Education sessions
 - Education awards
 - Club Achievements
 - Intra Club initiatives
 - Milestone meetings
 - Special meetings

PRachaar(Clubs with restrictions with PR)

- Share individual posts on LinkedIn
- Personalized experience with Toastmasters
- Share club and member updates wherever possible, and however possible (varying according to the organization policy)
- Collate all post links and share with PR Office

Award: PatRika

Recognition:

- Awarded to 1 club per division, once in 6 months at District Conference

Deadline :

- 1st Term : 30th Nov 2023
- 2nd Term : 15th Mar 2024

- **TOASTMASTERS CLUB INFORMATION- 5 Points**

- Club name, Officers' information
- Meeting URL and Time
- Calendar of Events at the club

- **PROMOTION OF TOASTMASTERS - 5 Points**

- Mission of the Club
- Announcements of upcoming Club, Area, Division, and District events
- Toastmasters International logo and Tag line

- **LAYOUT AND PRESENTATION - 30 Points**

- The newsletter should be easy to read. Ensure to have proper white space, page balance, indexation, indentation etc.
- Design & creativity (use of pictures, borders, design etc) by following the brand guidelines of Toastmasters International

- **EDITORIAL INFORMATION - 10 Points**

- Newsletter name, volume, and issue information on the cover page and right bottom of all other pages.
- Editorial team details and organization (in case of a corporate or college club) information
- Message from The Editor's desk

CONTENT OF THE NEWSLETTER - 50 Points

- Educational value, learning items, knowledge nuggets centered on communication and leadership
- Recognition of club members (Toastmasters educational achievements / personal achievements).
- New members' info
- Article with submitting members details. Credits to the author, or to the source (Name of the source, issue, etc.) for non-original articles.
- Quality of writing with good standards of spelling, punctuation, grammar, and sentence structure.
- Reports on club activities, interclub meetings, contests.
- Report on DCP status of the club
- Jokes or humorous anecdotes, Doodles, Artwork, Photographs
- Club President's message, Messages/address from Organization leaders and Toastmaster Officers
- Consistent use of typeface (headings, subheadings, captions, articles, font, font size, font color etc)
- Testimonials from members and guests or from Management representatives for a corporate club, Head of Department / Principal / Dean in case of a college club.

Award:Best Website

- **Criteria:**

Awarded to the most impressive and innovative club website

- **Recognition:**

Awarded to 1 Club to per Division at District Conference.

- **Deadline :**

15th March 2024

Best Website

- **Aesthetic & Design - 30 Points**

- Including, but not limited to:

- Follows brand guidelines
- Club name, Officers' information
- Meeting URL and Time
- Calendar of Events at the club
- Mission of the Club
- Announcements of upcoming Club, Area, Division, and District events
- Toastmasters International logo and Tag line
- Club member information
- Vision, and Mission statements
- Club agenda, Minutes of meeting

- **Innovative - 70 Points**

- This completely depends on the club, to whatever extent they can go to amaze the judging panel - Go innovative !

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“PR is PyaaR”

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