

## Planning a Division TLI / Officer Training

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Overview: this timeline reflects a non-Division Director's approach to putting on an officer training that included breakfast, one keynote, and two workshop sessions that had Toastmasters and non-Toastmaster related topics. This approach was meant to also include the general public, promote Toastmasters, and raise the bar regarding officer trainings.

Date	Task
<b>7 months out</b>	Meet with those interested team members (doers, not committee people)
<b>6 months out</b>	Secured a venue
	First team meeting to discuss name, audience, sponsorship, keynote, program, registration, call for presenters, etc.
	Email a "call for presenters" out to division clubs, area director, and division director
	Email hosting club members interested in volunteering to mark their calendars
	Email hosting club officers a request to facilitate an officer training workshop
<b>5 months out</b>	Ask planning team to bring five title and tag line ideas to planning meeting along with sponsor ideas
	Decide on event title and tag line (e.g. Big Bad Ballyhoo, elevate your speaking and leadership skills)
	Brainstorm sponsorship ideas and levels of participation. E.g. \$50 or less: mentioned in emails and program, \$50-99: poster, program, email, social media; \$100-499: poster, email, program, email, social media, recognized at event.
	Begin social media campaign: personal tweets, club and district tweets, club and district FB, personal LinkedIn and TM group LinkedIn posts, hosting club / event website post
	Ask Division Director to invite other divisions to attend
	Follow up with keynote leads / ideas. Attempt to nail down a keynote speaker.

	Ask Division Director to email another request for workshop proposals
<b>4 months out</b>	Deadline for workshop applications and descriptions
	Create and send out first round of division emails with attached flyer promotion via Division Director
	Extend workshop and keynote commitment finalization to three months out (if struggling to obtain commitments). Begin thinking about 3rd keynote alternate if first two have not committed.
	Post promotion graphic on District Facebook page
	Meet with team to decide on keynote
	Send out sponsoring invite to hosting club members
<b>3 months out</b>	Meet with team to discuss catering, advertising, program, etc.
	Contact caterers for prices and menu ideas for 50-75 people
	Set facilitator training dates
	Contact alternate workshop facilitators if necessary.
	Contact local radio station about set up a radio interview
	Recruit someone to be the MC
	Create draft online registration
	Resend sponsorship invitation to hosting club members
	Follow up with hosting club officers about leading workshops and being trained
	Ask someone to put together a logo slideshow and setting up projectors for the event
<b>2 months out</b>	Submit announcement to local publications (to invite public)
	Send another promotional email out through the Division Director
	Create poster and email to division club presidents
	Get prices on poster printing

	Ask hosting club members to sponsor (reminder email) and send money to finalize budget
	Submit event to local online event calendars
	Email presidents and area directors about some of the workshops being offered to generate interest
	Update event /club website post with more details regarding keynote and workshops
	Follow up with hosting club officers about facilitating workshops
	Create draft program
<b>1 month out</b>	Contact alternate facilitator to secure commitment if necessary
	Secure local radio interviews to promote the event and write an article for the local paper
	Create a volunteer sign up form
	Go live with online preregistration form
	Ask local coffee shop to sponsor and get a commitment
	Create draft poster with sponsor logos and send out to sponsors for review
<b>3 weeks out</b>	Meet with team to firm up details regarding program, posters, catering, budget, etc.
	Contacted caterer options
	Update poster and program with any changes
	Receive any last minute sponsor money
	Send pre-registration link to Division Director and District Director
	Recruit any replacement facilitators to lead an officer training
	Send final for 25 posters to be printed with overnightprints.com
	Finalize programs and send to printer
	Email pre-registration link to Division Club Presidents and Area Directors

<b>2 weeks out</b>	Assign volunteers to be greeters and set up / tear down
	Remind and invite workshop facilitators to training a training the week before
	Email to Division Director to forward to division (and send it to club presidents and area directors too) regarding the workshop line up, free breakfast, and link to pre-register
<b>2 weeks out</b>	Hang posters around town
	Email .pdf of event poster to local hosting club members to invite people
	Remind event team, volunteers, and facilitators to be at event at 8:00am for a pre-event briefing
	Meet with team to firm up catering and send check.
	Contact local coffee shop to remind them of their beverage sponsorship
	Create facilitator template / training and email out and go over at training to insure every workshop has the same interactive experience
<b>1 week out</b>	Facilitator training, walk through venue with team and venue contact, and talk through final details
	Purchase card and gift card for keynote, hang more posters
	Send another email to District Director, Area Directors, and Club Presidents
<b>Day before</b>	Email team reminder and tally of pre-registration
	Email Area Directors and Club Presidents to invite membership
	Post event invitation on LinkedIn one last time (for public invitation)
<b>Day of event</b>	Arrive early and brief team on what needs to be done to set up (signage, sound, food tables, breakout locations and set up of rooms, etc.).
<b>After event</b>	Meet with team to debrief, go over event comment sheets,