

Club Communication



I can lead and promote my club's reexamination of its distinctive position in my community and the quality of members we attract.

Session Goals

- Review the importance of effective communication in a complex society.
- Prioritize the most effective communication opportunities within the club and the local community.
- Create more awareness of District Communication methods.

Resources

- Introducing a Speaker PDF
- 10 Tips for Public Speaking PDF
- Club Public Relations Committee Manual 226C
- Rotary Brand Central
- Rotary Learning Center

All session materials are also available at www.rlifiles.com

Session Topics

- 1) What opportunities exist for a leader or any member of a Rotary club to communicate with other club members?

- 2) Is your community aware of your club?

- 3) What problems exist for effective communication?

- 4) Does your club have a PR chair?

- 5) How does your District communicate with your club?

- 6) How have communications changed in the past 10 years? 20 years? During COVID? How has your club communication changed during this time?

- 7) How can club members be part of the PR strategy?

- 8) What resources are available to you and your club?

Summary:

- Communication is only effective if the intended recipient engages.
- Communication is the most difficult challenge we are likely to face as a club leader.



INTRODUCING A SPEAKER

Some Things to Think About

● The Preparation

- Visit with the speaker beforehand. If you can't, do some research (Google, etc.).
- Learn one or two personal bits of information about the speaker to use in the introduction.
- Think of something you can share from your own experience that connects you with the speaker and/or topic.
- Pick out a few relevant items to use from the printed bio but, above all, don't "read" the bio!

● The Approach

- 60 to 90 seconds is about right.
 - Practice and time yourself
- Avoid clichés: "This person needs no introduction," for instance.
- Develop eye contact with the audience; Look up frequently from your notes
- Be enthusiastic and upbeat

● The Introduction

- Introduce yourself unless someone has already done it for you
- Identify the speaker and the topic/title
- Explain why the speaker is qualified to speak on this topic (background; current or past positions, etc.)
- Tell why this subject is important to your audience
- Share some personal information about the speaker (and you)
- End the introduction on a high note with your voice and body language, i.e. "It is MY PLEASURE to present....etc." Lead the applause!
- Welcome the speaker to the lectern, shake hands and "turn over the audience" to him or her.

10 Tips for Public Speaking

Feeling some nervousness before giving a speech is natural and even beneficial, but too much nervousness can be detrimental.

Here are some proven tips on how to control your butterflies & give better presentations:

1. **Know your material.** Pick a topic you are interested in. Know more about it than you include in your speech. Use humor, personal stories and conversational language – that way you won't easily forget what to say.
2. **Practice. Practice. Practice!** Rehearse out loud with all equipment you plan on using. Revise as necessary. Work to control filler words; Practice, pause and breathe. Practice with a timer and allow time for the unexpected.
3. **Know the audience.** Greet some of the audience members as they arrive. It's easier to speak to a group of friends than to strangers.
4. **Know the room.** Arrive early, walk around the speaking area and practice using the microphone and any visual aids.
5. **Relax.** Begin by addressing the audience. It buys you time and calms your nerves. Pause, smile and count to three before saying anything. ("One one-thousand, two one-thousand, three one-thousand. Pause. Begin.") Transform nervous energy into enthusiasm.
6. **Visualize yourself giving your speech.** Imagine yourself speaking, your voice loud, clear and confident. Visualize the audience clapping – it will boost your confidence.
7. **Realize that people want you to succeed.** Audiences want you to be interesting, stimulating, informative and entertaining. They're rooting for you.
8. **Don't apologize** for any nervousness or problem – the audience probably never noticed it.
9. **Concentrate on the message – not the medium.** Focus your attention away from your own anxieties and concentrate on your message and your audience.
10. **Gain experience.** Mainly, your speech should represent *you* — as an authority and as a person. Experience builds confidence, which is the key to effective speaking. A Toastmasters club can provide the experience you need in a safe and friendly environment.