

TIPS FROM SUCCESSFUL CORPORATE CLUBS

1 Spread the Word!

- Leverage corporate social media platforms to expand the outreach of the club.
- Circulate posters regarding Toastmasters meetings to all employees via the Internal Broadcast Team/HR/Intranet.
- Use **bulletin boards and signage to advertise Toastmasters** meetings and events flyers for employees to notice.
- Promote your club during **HR Connect Sessions** or **New Employee Orientation Sessions**.
- Host an "**Open Club Day**," where you can conduct contests (e.g., Debate, Table Topics, Humorous Speech) that are open to all employees.
- Many senior Toastmasters are TED speakers and Corporate Soft Skill Trainers. Invite them to your club to deliver an education session and open these sessions to your entire organization. The club members not only get to learn from seasoned Toastmasters, but this also serves as a **membership drive** for your club.

2 Keep them Engaged!

- **Invite your corporate leadership team** to attend the club meetings as keynote speakers to inspire club members.
- If your organization has clubs across different geographies, **unite!** You can use this support system to host inter-club events and contests and even conduct joint club meetings.
- Coordinate with other Toastmasters Clubs in your Tech Park and around your corporate location to **conduct joint meetings**. It's a great way for members to network and learn from other clubs and make the club meetings more engaging.
- Encourage Toastmasters' lunch meetings now and then to foster a fun and learning atmosphere.
- It's always good to break away from the monotony and **plan for special events** once a term. These can be an outdoor Toastmasters meeting, an evening of bowling/karaoke, or a simple potluck gathering. Such events form the bond for lasting friendships and making your club your second family.

3 Recognize and Shine!

- Encourage club members to volunteer for other events in the organization. E.g., delivering a presentation or hosting a corporate event.
- Work with your organization to **identify incentives for members** achieving education or leadership milestones. Incentives can be as simple as a shout-out, small gifts of appreciation, or writing an email to the member's manager keeping the HR in loop of the phenomenal work done by the member.
- Attending Toastmasters meetings can also be coupled with the communication goal, often included as part of the **employee's appraisal**.
- Many organizations encourage their employees to be a part of professional organizations. In various organizations, to recognize such initiatives, **reimbursements are made on the entire membership dues or are conditionally based** (e.g., if a member has over 60% attendance in a 6-month term, then the membership dues are reimbursed).