

# HOW TO MAKE THE MOST OF YOUR OPEN-HOUSE BOX

This box has been designed to provide you with most of the items you will need to organize and run a Toastmasters Demo meeting.

1. Set-up a team of committed Toastmasters to help you in running the event. Share the documentation with them. Consider using this event to complete your CL path or as a High Performance Leadership Project.
2. Read and share with your team the document "Open-house Meetings Organisation" to get guidance and suggestions on how to better organize your event.
3. Read and share with your team the Toastmasters short manual "From Prospect to Guest to Member" and Success 101" (electronic version).
4. Hold a meeting with your team to start planning your event. During that meeting or before see the YouTube video of the Rick Furbush method for running demo meetings:
  - a. <https://www.youtube.com/watch?v=QAo6TS6SNrM>,
  - b. <https://www.youtube.com/watch?v=MRTbZ-3EO08>,
  - c. <https://www.youtube.com/watch?v=s2olEm-Ycw8>
5. Use the "Open-house Meeting Agenda" document in either the Word or Excel versions to prepare the agenda for your event.
6. Refer to the article "Stir Up Excitement with an Open House or Demo Meeting" for additional tips.

## BOX CONTENTS (BIG AND SMALL BOXES)

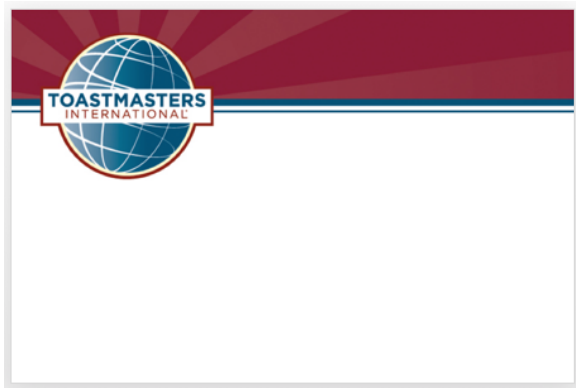
- Badge insert – about 70 units in big box, about 20 in small box
- Table Topics cards – about 70 copies in big box, about 20 in small box
- "Become a better leader/Find Your Voice" flyer – about 70 copies in big box, about 20 in small box
- "Uncover your leadership potential" flyer – 70 copies in big box, about 20 in small box
- "Develop your leaders from within" flyer – 20 copies in big box, about 10 in small box
- Promotional "Ask Me About Toastmasters" Button – 7 units in big box, 5 in small box

## ELECTRONIC DOCUMENTS AVAILABLE

Access the district website specific page ([www.district59.org/open-house/](http://www.district59.org/open-house/)) dedicated to Open-house meetings, there you will find the following documents that will be useful for your event:

- Guidance document: **Open-house Meetings Organisation**
- Guidance document: **Open-house Box How To**
- Template document: **Open-house Meeting Agenda** in Excel and Word format
- Reference document: **From Prospect to Guest to Member**
- Reference document: **Success 101**
- Toastmasters magazine article: **Stir Up Excitement with an Open House or Demo Meeting**
- **Other marketing materials are available**

## BADGES



The badge is ready to either write the name of the guest or affix a sticker with their name printed. The back of the badge serves as a contact reminder. The badges are 8,5 cm x 5,5 cm so they can be used with any standard badge holder – you will need to buy a set of badge holders, or you can be creative and make a hole in the badge and add a ribbon as a necklace.

## TABLE TOPICS CARDS

TOASTMASTERS INTERNATIONAL
Name: _____
Please write something about yourself that is very interesting, adventurous, unique or that you are proud of:

### THE BENEFITS OF TOASTMASTERS MEMBERSHIP

- ▶ Participation in a unique and proven program for developing your communication and leadership skills.
- ▶ A positive and supportive atmosphere in a community of learners.
- ▶ The opportunity to find your voice while learning to tell your story with confidence.
- ▶ Regular and constructive feedback from other learners as you practice organizing your thoughts and presenting them clearly.
- ▶ Experience in leadership development through training and club involvement.
- ▶ Unlimited opportunities for personal and professional growth.
- ▶ Access to a wealth of educational materials and resources on public speaking, listening skills, meeting protocol, the use of technology in presentations, and effective communication in conferences and meetings.
- ▶ A free subscription to the *Toastmaster*, a monthly magazine that provides insights on communication, leadership, club activities and other relevant topics.

Every event participant should fill one of these cards and return it to the Table Topics Master who will randomly select them during the Table Topics session. The back of the card lists benefits that joining Toastmasters provides. See YouTube videos on the Rick Furbush method for running demo meetings.w

## PIN



All members of the event team, as well as senior club members should wear this badge during the course of the meeting.

# FLYERS



**Become a better leader/Find Your Voice – This is a general flyer which can also be posted on bulletin boards. You can give one to each guest or disseminate them in various places to promote your demo meeting.**

You can affix a sticker with club details on the bottom part of the page, or leave it as it is with the general contact details. Enquires received will be redirected to the demo meeting coordinator. If you instead use this to promote your demo meeting affix a sticker with the demo meeting details.



**Uncover your leadership potential - This is an introductory flyer to Toastmasters and its benefits, give one to each guest.**

You can affix a sticker with club details on the bottom part of the page, or leave it as it is with the general contact details. Enquires received will be redirected to the demo meeting coordinator.



Develop your leaders from within – This is a flyer aimed at corporations/companies. You can give one to each corporate/company guest or use them to invite key executives and HR staff to your demo meeting.

You can affix a sticker with club details on the center part of the last page, or leave it as it is with the general contact details. Enquires received will be redirected to the demo meeting coordinator.

## OTHER MARKETING MATERIALS

Additional materials are available for download from the district website specific page dedicated to Open-house meetings: [www.district59.org/open-house/](http://www.district59.org/open-house/)

## ACKNOWLEDGEMENTS

Our District would like to acknowledge Florian Bay, CGD 2017/2018 of District 91, for the idea of the Open-house Box (or Demo Box) and for sharing some of the materials he had originally designed.