



Officer Report
Maverick Executive Committee
VP of Public Relations: Mike Becko

September 15th, 2015

Status Summary

The slow start of the Public Relations VP has hampered the activities and success of 'getting the word out' for Maverick Toastmasters. Marketing for the club Humorous Contest was creative, but was started too late to impact attendance. The social media campaign was too narrow.

Progress

Developing a coordinate marketing strategy for the "Spooky Tales" has been started.
Inter-club communication, social media and videos will be developed by Tuesday, September 22nd.
Readdress of the Periscope broadcasting of a Maverick meeting.
Planning the club member headshots

Areas in Need of Attention

Coordination among the Event Chair, Secretary Public Relations VP and Membership VP needs to be defined for Spooky Tales.
Better local media involvement is needed. Local newspapers and newsletters promoting our club and its members.
Promotion of weekly events in social media. Photos of club awards and recognitions.

Goals for Next Review

Marketing strategy should be in place by September 29th.
A schedule for headshots should commence by September 29th.