



Nailing the VPPR and SAA Roles

Joy Pamnani

More about Joy Pamnani



Communication and Productivity

- Communication & Peak Performance Trainer and Chief Innovation Officer at Inspire2Aspire Consulting
- Toastmaster since 2017 and past president of HKU Campus Toastmasters Club
- Champion of the District 89 Table Topics Contest (2019/20)
- Previously public speaking trainer at HKFYG & freelance debate coach for HK schools
- Junior Reporter of the Year at SCMP Young Post

TOASTMASTERS
INTERNATIONAL[®]



SAA: The Meeting Runs Smooth

Joy Pamnani

Summary of SAA's Role



Before the Meeting

1. The meeting venue (physically & virtually)
2. Club supplies (supply & storage & space)

During the Meeting

1. Meeting set-up (chairs, tables, Zoom link, agenda)
2. Guest book
3. Voting for the best speakers
4. Guest introduction

After the Meeting

1. Packing up afterwards
2. Arrange replacement for assistance
3. Prepare successor
4. Exco meetings

TOASTMASTERS
INTERNATIONAL[®]



Public Relations: Staying Relevant to Your Audience

Joy Pamnani

What is “Good” Public Relations?

Good public relations (PR) is the practice of creating, promoting and maintaining a favorable image of an institution among its various audiences through the use of a variety of communication channels and tools.



What does Toastmasters say about the VPPR role?

Once your term begins, your responsibilities may include:

- ▶ Protecting the Toastmasters brand
- ▶ Developing a public relations program (internal)
- ▶ Promoting Toastmasters and your club or district in your community through the local news media (external)
- ▶ Working with other clubs (and district leaders) on activities or initiatives
- ▶ Monitoring status toward your committee goals, and report committee activities and progress to the club or district
- ▶ Using Toastmasters key messages when speaking in public
- ▶ Creating and maintaining a website and/or newsletter
- ▶ Managing social media engagement
- ▶ Collaborating with other leadership teams
- ▶ Planning and conducting regular committee meetings and activities

Publicity for Your Club:

Three Ways to Achieve This Goal:

1. A Successful Marketing Campaign
2. Public Relations from a Editor's perspective
3. Digital Marketing Tools



Successful Marketing Campaign

Case Study & How to Implement



Successful Marketing: HKU Campus TMC Case Study



HKU Campus TMC Case Study

“If you join our club, you could become the World Champion Of Public Speaking.”



Getting to Know Your Audience

- A Resume that is Attractive to Future Employers
- Overcoming Stage Fright
- Looking for Friends
- Networking Opportunities



Teaming Up With Other Departments

- Are there departments/ companies/ clubs or other groups whose interests directly align with yours?
- Would they benefit from promoting your event?



CAES
Centre for Applied English Studies



COMMONCORE
THE UNIVERSITY OF HONG KONG



cetl
Centre for the Enhancement of Teaching and Learning

Marketing Tips to Try Out

- Identifying your club's USP and targeting relevant audiences
- Teaming up with other clubs/ societies/ groups
- Nail one market segment then move onto the next



Applying Business Strategy to TM Clubs

“Monopoly is the condition of every successful business.”

– Peter Thiel, author of Zero to One and co-founder of Paypal



#1 NEW YORK TIMES BESTSELLER

ZERO TO ONE

NOTES ON STARTUPS, OR
HOW TO BUILD THE FUTURE

Peter Thiel
with BLAKE MASTERS

Public Relations from a Editor's perspective

PR VS Journalism



Journalism Background

Sunday Morning Post
September 7, 2014
Weather: 27-32°C. Sunny periods, some showers. Humidity 70-90%
WWW.YP-SCMP.COM

young post sunday

Finding a story worth dancing to

One girl who has mastered the traditional Indian dance of Bharatanatyam tells YP cadet **Joy Pamnani** why ancient dances which date back centuries are worth preserving

If you love to dance, India is the place to be. The country is home to some of the world's oldest dance forms, including folk dances like Bhangra, and classical styles like Odissi and Kathak. Each dance has unique steps (even if many Bollywood choreographers like to combine different styles), and far from being random, these steps often have significant meanings.

Bharatanatyam is a traditional Indian dance from the temples of Tamil Nadu in southern India. One of the most respected dance forms, a Bharatanatyam dance tells a story.

In Indian mythology, there are three main gods: Brahma (the creator), Vishnu (the protector) and Shiva (the destroyer). It is said that Shiva, who is also known as the lord of dance, created Bharatanatyam.

Diya Premchand Raisinghani, 14, has been dancing since she was six. She first experienced Bharatanatyam at school.

"At our school we had something similar to Other Learning Experience lessons, where we would try different activities every term," she says.

"One term we tried Bharatanatyam. I thoroughly enjoyed the classes at school and was attracted to the beauty of the dance, so I decided to learn more through TV shows and YouTube videos."

Before the dance can begin, dancers need to be wearing the right clothes. The style has been passed down for generations, and normally includes traditional Indian clothes like saris or

Anghras, which have pleats which flow with the dancer's moves. Diya says dancers also wear a pair of leg bells known as ghungroos, which create rhythmic sounds to go along with the dance. Make-up and accessories are also used to capture the audience's attention.

"When I'm getting ready for a performance, I bring flowers and ornaments to decorate my hair, and a set of golden temple jewellery to complement my dress. I also heavily wind my eyes with eyeliner and apply a red dye called alu to my hands, because it is considered to be [good luck] in Indian culture."

One term we tried Bharatanatyam. I enjoyed the classes and decided to learn more on YouTube

"The dance usually begins with an opening routine called the natarajam. Dancers have to bang the floor to tell Mother Earth they will be dancing on her, and also offer prayers to her, the audience and guru," she says.

"One day, I hope there will be somewhere dancers from all around the world can showcase their talents," she says. "It would be a way of connecting with others, and promoting traditional dance forms to the general public."

or facial expressions, help to capture the audience's attention. Diya knows many different forms of Indian dance, but Bharatanatyam holds a special place in her heart. She says that's because of the religious value of the dance, and the challenge that comes trying to perfect it.

"I was drawn to the lovely dance moves, and I wanted to give myself the challenge of learning them."

Now that she's an experienced dancer, she's promoting the dance by offering tutorials in her free time and performing at family gatherings.

"I believe every human should know their traditional dance forms, not for religious reasons but as a way of expressing [themselves]. When you have a reason to celebrate, dance is a way of enhancing the beauty of the celebration."

In the past, most young girls would learn Bharatanatyam, but the tradition has been fading in recent decades as more popular Bollywood dancing takes over. But Diya is determined to keep her favourite, traditional dances alive and kicking.

"One day, I hope there will be somewhere dancers from all around the world can showcase their talents," she says. "It would be a way of connecting with others, and promoting traditional dance forms to the general public."



Diya is fighting to preserve traditional Indian dance forms. Photo: Edmund So

a youngpost Thursday, March 13, 2014

debating

Strong views in debate over whether women can be mothers and CEOs, writes YP cadet **Joy Pamnani** **Can tai tais be tycoons?**

Tai tai or tycoon – should women really have to choose? That was the question four leading voices were invited to debate in celebration of International Women's Day. The event was organised by Intelligence Squared Asia, a forum for political, economic and cultural debate.

The motion, "The hand that rocks the cradle cannot rock the boardroom," explored whether women can be high-flying CEOs and caring mothers at the same time before a 400-strong audience at Asia Society on March 5.

An initial vote found a whopping 60 per cent of the audience were against the motion. Only 2 per cent supported the motion, while 38 per cent were undecided.

But the affirmative won the final vote, with 51 per cent for the motion, 48 per cent against, and just 1 per cent still unsure.

For the motion were Allison Pearson, award-winning journalist and author of global best seller *I Don't Know How She Does It*, and Debora Spar, president of Barnard College and author of *Wonder*

Women: Sex, Power, and the Quest for Perfection. Helena Morrissey, CEO of Newton Investments, founder of the 30 Per Cent Club and the mother of nine children, and Zhang Lin, CEO of property developer SOHO China, who was named by *Forbes* magazine as one of the world's 100 self-made female billionaires, opposed the motion.

"BBC World News Today presenter Zehab Badawi moderated the housework a week – they cannot afford to be CEOs, which requires 50-70 hours of work a week."

Morrissey began the opposition case using her own life story to illustrate how women who rock the cradle can most certainly rock the boardroom. As the founder of 30 Per Cent Club and mother of nine children, she said she firmly believes that women can do both if they set their mind to it.

She said the motion sent out a discouraging message: "Young girls should be told they can do well at home as well as in the workforce," she said.

Pearson, on the other hand, spoke about the pressure women are put under when they have to handle both office work and household chores. "Women run a country called home for which they serve as the health minister, secretary for homework and are in charge of boyfriends. They are clearly going to be exhausted if they have to run the office as well."

Finally, Zhang spoke about how women have the ability to do both jobs physically, emotionally and

intellectually. As an example, she cited the brilliant performances by female gold medalists at the recent Winter Olympic Games. She said this showed that women's physical ability is slowly overtaking that of men.

She also talked about how women are more intelligent and can control their emotions well. "Women are trained at an emotional boot camp called home and they can adapt to the workplace environment after handling kids," she said.

Zhang even coined a professional term for women who can rock both the cradle and the boardroom: the PhD. "It's 'P' for poor, 'H' for hungry and 'D' for determined. As a woman, you [would] want to do both and tell yourself that you are capable of doing it."

Throughout the open debate, the affirmative side denounced Zhang's PhD definition, saying that women nowadays are too hungry.

At the end of the debate, the audience shared their views against the motion, telling stories of women's amazing abilities to handle both jobs.

But some admitted women have yet to show their talents at the top of the corporate world.

The vice words of moderator Badawi best summed up the situation. "Everyone agrees the glass ceiling is being shattered a bit," she said, "but it needs to be destroyed, to truly give the hand that rocks the cradle most certainly can rock the boardroom."

Main picture (from left): Debora Spar, Allison Pearson, Zhang Lin and Helena Morrissey; above left: Zehab Badawi. 2014-03-13 10:29:33

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

debating

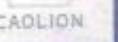
debating

debating

Wednesday, January 28, 2015

youngpost

South China Morning Post
youngpost
JUNIOR REPORTER AWARDS 2014



Our pride and Joy

For more on Saturday's Junior Reporter Awards, see Pages 5, 6 & 7

Newspaper ~ Property Market



“Why should my readers care?”

How to Pitch: Nutgraph/ Nutgraf

The Who, What, When,
Where, How, Why and
**Why should my
Readers Care**



As HK people have become more conscious about their weight in recent years, they look to new forms of exercise. Apart from the usual running by the harbour and lifting weights at the gym, we could introduce them to a new, interesting form of dance, tap dance. The interesting thing about tap dance is that you not only need to look like you're dancing, you need to sound like it too. It's basically making music with your feet. It would be interesting to interview a tap dance teacher or someone from the Hong Kong Academy of Performing Arts regarding this.



Overcoming Your Fear of Rejection



Harnessing The Power of Digital Marketing

Social Media, Online Events, SEO and Useful Marketing Tools



Digital Marketing Tools



Social Media

Pick your target audience and the relevant social media platform(s).
Consistency is king.



Email

Email promotions & follow-up with guests



SEO

If someone looks up a Toastmasters club on Google, where would your club rank?

Social Media Marketing

5 people checked in here



- Contact Details
- Engage with your members & audience
- Set up an event
- Consistent schedule of posting
- Permission for sharing photos

Online Tools that Help You With Digital Marketing

Graphic design:

- Canva
- Befunky

Stock photos & videos:

- Freepik (photos and graphics)
- Pixabay (photos and graphics)
- Unsplash (photos)
- Pexels (videos)



Social Media Tip: Use Templates

SOCIAL MEDIA IMAGE SIZE CHEAT SHEET

BROUGHT TO YOU BY PICKLEWIX.COM



INSTAGRAM

LANDSCAPE
1080w x 566h

PORTRAIT
1080 X 1350

SQUARE
1080 x 1080

STORIES:
1080 x 1920



TWITTER

PROFILE PHOTO
400 X 400

PHOTO SIZE
1024 X 512

HEADER IMAGE
1500 X 500



FACEBOOK

PROFILE PHOTO
170 X 170

COVER PHOTO
820 X 312

SHARED IMAGES
1200 X 630



LINKED IN

PROFILE PHOTO
400 X 400

BACKGROUND PHOTO
1584 X 396

SHARED IMAGE (DESKTOP)
1200 X 1200

SHARED IMAGE (MOBILE)
1200 X 628



PINTEREST

PROFILE PHOTO
165 X 165

IDEAL PIN SIZES
1000 X 1500
IS OPTIMAL - OR ANY
2:3 ASPECT RATIO

Note: Pinterest will display anything down to a width of 238 pixels with an appropriately scaled height, which allows for longer images to be posted and pinned. Vertical is always best.

Note: if you keep the same aspect ratio of all these sizes, you can upload larger images than specified, which may be advised for longer-term use as retina and hd displays may increase in resolution over time.

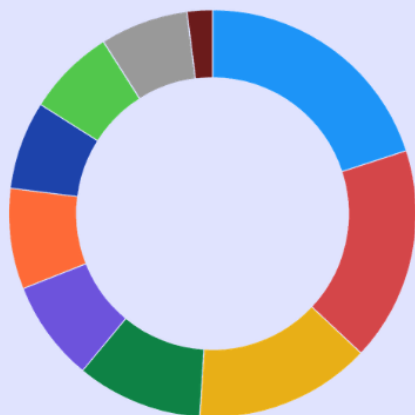
SEO: Is there a Reason Google Might Rank Me Higher?

12 Quick SEO Tips to Increase Organic Traffic

[Joshua Hardwick](#) · September 1, 2020 · English ▾

THE MOST COMMON SEO TIPS

by 30+ SEO experts



- Learn by doing and testing (20%)
- Write high-quality content (17%)
- Work with the existing content (14%)
- Do proper internal linking (10%)
- Focus on the right keywords (8%)
- Improve the site performance (8%)
- Follow the right people (7%)
- Re-learn the basics (7%)
- Try grey hat SEO (7%)
- Learn basic coding (2%)

101 Quick & Actionable Tips to Improve Your SEO

Looking for actionable and proven SEO tactics? The kind that will help you now? Here are 101 quick SEO tips, tricks, and secrets that work.



[Anna Crowe](#) / July 16, 2020 / 18 min read

551 25K
SHARES READS

101

QUICK & ACTIONABLE
SEO TIPS



Website Design Tools

- Wix
- Wordpress
- Squarespace
- Web.com
- Gator

(just a domain, or a package?)



Email Marketing

- Emails for events
- Emails for promotion
- Follow up on leads



<https://forms.gle/SwSLndkb1Y5oAo347>



TOASTMASTERS
INTERNATIONAL®

Q&A Session

Thank you!