

# Power Lines

*Transmitting your membership power ideas.*

September 2008

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## **From the Editor**

*Hi Everyone,*

*Time goes by so quickly and it seems only a small time since I was publishing the last newsletter. What do they say "time flies when you are having fun"? Well I have certainly had fun putting the September edition together and reading the great articles that have been sent in.*

*Everyone has been so supportive so far in sending in their ideas, comments and articles this term. I know I, and many of the members greatly appreciate the ideas and information that is sent in, so please keep the articles coming.*

*In fact as I look back at this and previous editions of Power Lines the range of great ideas and initiatives that have come forward amazes me.*

***Please send your contribution to Sue Ballard at:***  
***[sueballard@aussieisp.net.au](mailto:sueballard@aussieisp.net.au)*** all your articles will be included.

***Regards***

***Sue Ballard, Editor, Power Lines***

*Fellow of ITC, Corporate Trainer, Chairman, Recruitment POWERtalk International*

*It would be interesting, however to find out whether anyone has tried any of the ideas suggested in these articles and what the results were. If anyone has, do write and let us know. After all it is often a matter of trial and error isn't it? That is until we find that 'magic formula'. So write in and let us know what your experiences have been.*

*Also, if you have any ideas to help improve the newsletter do give me feedback. I am definitely in the business of 'continuous improvement' and appreciate your input.*

*Let us continue to 'Maintain the Rage' and make the explosion in our membership numbers a reality!*

# Publicity

## **PUBLICITY/PUBLIC RELATIONS**

**Submitted by Val Harper, D.C.**

**Fellow of ITC, Chairman, Publicity POWERtalk International**

Greetings all!

Judging from the July issue, PREM activities are continuing to play an important role in promoting POWERtalk International. As Chairman of Publicity/PR, the involvement of so many makes this job such a pleasure. Also very pleasing is reading your testimonials which are uplifting for the entire POWERtalk world.

Even with the use of internet and websites, many people still prefer the "traditional" methods of communication and there are many sources of free advertising to attract their attention.

One of many publications that I found useful was a PREM Calendar developed by former International President Jane Gollmer. Take a look at it and see if you can incorporate it into your own POWERtalk calendar.

### **August:**

Have your club members contact all non-renewers. Have them give you suggestions for improving your club

- Advertise a POWERtalk course
- Update your club website
- Make sure map of venue is accurate

### **September:**

Arrange for a POWERtalk display. Contact schools, malls, department stores. Have lists of club meeting dates and places, a supply of POWERtalk brochures plus copies of POWERtalking and Power Lines publications. This would also be a great event to pass out your POWERtalk business cards.

### **October:**

Contact the Department of Highways or City Street Department to find the cost of erecting a "POWERtalk Welcomes you to \_\_\_\_\_" sign at the entrance to your city or town. Use this event as a Founder's Month project. Invite members of the media.

### **November:**

Contact local schools and offer to provide judges for their Speech Contest. If they don't have a contest, offer to organize one for them. What about offering to do a workshop on "How to Develop a Winning Speech"

**December:.**

Provide volunteers to help local charities with seasonal tasks.

**January:**

- Market the winter Council Meeting to the Community
- Update your Club Website with what has been happening
- Hold an Open House

**February:**

- Advertise your club Speech Contest
- Offer to provide workshop at local community organization

**March:**

- Honor former club, council, region and International Speech Contest Winners and invite local media..
- Invite previous guests who haven't already joined your club

**April:**

- Market the Region Conference to your members and to the public

**May/June:**

- Promote the region conference
- Publicize new club officers in community newspapers and club website
- Invite a prominent community member as a guest speaker for your installation banquet

Why not design a calendar for your club, invite members to contribute ideas and hold a calendar contest with a special prize for the best one. Let me know if you decide to use the *POWERtalk* calendar and if it inspired you to create your own.

Warmly,

*Val Harper, DC.*

*Fellow of ITC, ITC Recruitment Chairman, Publicity/PREM*

*Thanks Val, as usual you give us such good ideas that are both practical and achievable. Come on everyone, let us know if you are using, or intend to use the POWERtalk calendar. Sue*

## Recruitment

### ***Membership Growth in Wollongong!***

Wollongong *POWERtalk* has increased their membership by 62%. We are very pleased to welcome Robyn Howe as our newest member and our 2

new dual members Anne Sippo and Helena Sippo - who are sharing their Shoalhaven skills with us.

Members are accepting the challenge of providing interesting education sessions. Anna Whetton encouraged us to think outside the square with her assignment on Using Gestures.

Over the past few meetings Terrie Baxter presented Education Sessions on Speech Construction - the subject was ICE and members were encouraged to prepare a 5 - 8 minute Speech on this topic. Past member Margaret Prendergast, Terrie and Anne were then the evaluators when members presented these assignments.

Our newest member Robyn gave her very first speech entitled "ICEBREAKER" - it was about the Icebreaker ships and the work they do and the predicaments they get into. Margaret was very helpful with Robyn's evaluation.

My title was "What is ICE" and I spoke on Crystal Methamphetamine - the things one learns when they google that subject!! I was going to use this quote from Shakespeare as he wrote in "Measure to Measure".

*Claudio says: Death is a fearful thing*

*Isabella replies: and shamed life a hateful.*

*Claudio states: Ay - but to die, an go we know not where*

*To lie in cold obstruction and to rot;*

*This sensible warm motion to become*

*A kneaded clod, and the delightful spirit*

*To bathe in fiery fields, or to reside*

*in thrilling region of thick-ribbed ICE*

*To be imprisoned in the viewless winds*

*and blown with restless violence around the pendant world."*

Unquote. Was Shakespeare on ice in those days?

Anna Simonaitis's ICE Speech was titled "Global Seed Bank Account for a Rainy Day" and we now know why icy Norway is a perfect place for a Seed Bank.

Mandy Jack plans to give her ICE Speech about their many holidays to the snowfields - so we are looking forward to that speech. At last night's meeting the opportunity was given for Mandy to present her President's AGM Report, as Mandy is the President of the Wollongong Ladies Golf Association - Terrie evaluated very effectively - then evaluation was open to members to give their views on the Annual General meeting Report - so Mandy is now more confident about presenting it next week.

POWERtalk meetings are an opportunity for members to practice their skills for any community work. Members are supporting Anna Whetton, who has suddenly lost her husband Michael after his very short stay in hospital.

***From RATHAMVA - i.e., Robyn, Anna W, Terrie, Helena, Anna S, Mandy, Val and Anne Sippo***

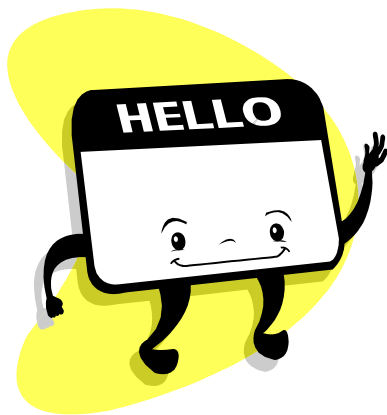
*Congratulations of the great membership growth. It is no wonder you are growing though, when you have such stimulating programs! Sue*

# Marketing & Mentoring

## *Business and Community Venues --- Opportunities for POWERtalk clubs to Explore!*

*By Donna Kutylowski, Fellow of ITC, Chairman PREM, Mentoring*

### **Business and Community Venues --- Opportunities for POWERtalk Clubs to Explore!**



POWERtalk Clubs must always be on the “look-out” to search for and explore available opportunities, venues and prospects that which they may engage in to achieve a variety of objectives and goals. In this segment, various “marketing, media and advertising” venues and related topics, will be discussed, such as:

- Business and community options;
- Assessment of engaging in these areas of interest; and,
- Goals that local clubs can potentially achieve;

#### **Business and Community Options:**

Several business and community venues are available for POWERtalk clubs to explore:

- **Career Fairs:** Academic and Corporate;
- **Expos:** Business and Community;
- **Conferences:** Academic and Organization; and,
- **Trade Shows:** Professional and Vocational;

Regardless of the venue, typically space is provided whereby the vendor is allowed table and room space to rent to “display” their organization. The following are some reviewable “measurable factors” so that your informed decisions can be made regarding participation.

#### **TIPS FOR A SUCCESSFUL BOOTH OR STATION AT A PUBLIC VENUE**

##### **Planning or Pre-Date Venue Coordination:**

**Date:** Ensure that the show date is one where an optimal or ample number of members are able to participate and manage the station or booth. If the date is not suitable with your club, request that your club be placed on their mailing/contact distribution list so that your club will be contacted whenever this venue holds one of their shows.

**Location:** Determine the geographic site of venue and booth site. Determine the customer-audience as well who will be visiting this show to determine if your club’s participation will benefit from this audience. Be assertive yet professionally polite in

requesting the most ideal, high/steady customer-traffic area where your club would receive the most visibility. If the most ideal area is not available, request that your name be placed on a “call list” where your club will be contacted in the event that a vendor area becomes available.

**Costs:** Determine vendor-participation costs, such as rental, table-presentation and resource-development items and human resources to manage the booth. Ensure that your club can cover all preparation and vendor-site rental costs. Costs can include booth rental; electrical set-up; resource development, purchase or updating; copying/printing; purchasing ITC sales items, etc.

**Planning:** Attempt to match coordination tasks with natural talent of your POWER*talk* club’s members, such as communications: telephone/e-mail contact with venue coordinators; payment coordination; booth set-up: table-chair and electrical coordination; resource-acquiring: flyers, brochures, business cards, membership folders that include POWER*talk* information as well as membership application and information on local group’s meeting parameters and contact information, PowerPoint or video advertising, POWER*talk* sales items, etc.

### **On-Going/Booth Event Tasks:**

#### **Booth Management:**

- **Human Resources/Members:** Coordinate booth management to prepare station and to manage it in preferable or ideal time-framed segment, i.e., 1.0 hour, 2.0 hours, etc. Attempt to complement the skills of members who are managing the both together, such as a member who is outgoing and one who may not be as outgoing; one who can arrive at beginning of time-frame and one who can stay later, etc. Cell phone numbers should be exchanged to ensure full communication before and during the show venue, in case of emergency.
- **Attention-Grabbing Display:** Augment your booth with unique or eye-catching enhancements that will draw attention to your booth, such as training tools and toys, lectern, laptop and projector equipment, tri-fold presentation boards, etc.
- **Venue Offerings:** Provide a “silent auction” offer of a free one year membership to entice visitors to explore POWER*talk* and provide “sign-up” lists where visitors can include their contact information and reason or interest for visiting your booth and then create various unit contests that will encourage visitors to attend upcoming meetings. Obtain business cards by offering some type of contest drawing at the end of the show where someone receives a gift. In addition to show visitors, participating vendors at the event are also potential customers.
- **Communications:** When sending out “bulk” electronic messages, include an “opt out” option where e-mail recipients may “opt out” and decline receiving further email messages from your group. To comply with privacy issues, assure your visitors that their contact information will be held in strictest confidence and will not be disclosed to any other third party for any reason.
- **Networking:** Utilize show time to introduce yourself and POWER*talk* to as many of them as possible; show sincere interest in their products or services.
- **Conclusion:** Once the event is completed, wrap-up and tear-down as efficiently as possible where all equipment, products or tools are kept in tact and where your booth area is left as you found it. The goal is to be remembered as a “preferred” vendor where no problems were created by your participation.

### **Post-Event Tasks:**

- **Follow-Up:** After the event is concluded, follow-up tasks should be engaged into fairly immediately to capture the initial interest of your visitors and transform that interest into recruitment and membership into *POWERtalk*. Follow-up letters, both electronic and US mail communications need to be sent out within 24 hours of your event that shares information about *POWERtalk* information about your local club meetings, such as meeting dates, time and locations, goals, agendas, etc. Ongoing or regular communications should be initially sent out as receiving actual responses by event visitors can require as many as seven attempts, according to media specialists. Attempt to secure a “reservation” from any guest so club can be prepared to implement “visitor welcome and member orientation” techniques.
- **Meeting Visitors:** Your club should be prepared at every meeting for the possible attendance of a “walk-in” or someone who found out about your organization and did not have an opportunity to contact you. A member should be available at meetings with their cell phone “on” so that if guests become lost or are running late and they call a contact phone number, a member can be designated to receive those phone calls and direct that guest to your meeting location.

### **Behaviors to Avoid at Show Events:**

- Keep your head down reading something not communicating with booth visitors;
- Talk only with your booth mate or talk to another vendor;
- Leave your booth unattended during event;
- Perceive and perform at this event as though it were a social engagement and not a business endeavor;
- Do not initiate communication with visitors...let them start speaking;
- Be unknowledgeable or unenthusiastic about your products or services;
- Keep looking at your watch or clock giving the impression that you can't wait until the event is over;
- Do not give full attention to your booth visitors;
- Make a judgment on appearances of visitors...just because someone may not “look” like your expected or ideal visitor or member, does not mean that that person wants just what you are providing;
- Arrive late, unprepared and leave early; or leave station unprofessionally;

An evaluation or assessment, i.e, a listing of “pros and cons” should be outlined to determine the optimal venue to engage in and the possible outcomes that may be generated. Typical costs that can be anticipated are the following, but not limited to:

- Travel to and from venue;
- Resource costs for developing marketing and advertising material;
- Postage and stationery and phone call costs for hardcopy marketing mailing and telephone follow-up;
- Application fee to participate as a vendor;
- Member time;

- Meals or food during venue participation;

Typical benefits that may be expected from clubs participating in various venues are, but again, not limited to the following:

- Increased visibility for club;
- Annual participation can result in club becoming known as a “known community commodity”;
- Recruitment potential;
- Collaboration with other businesses or organizations;
- Sponsorship potential regarding mutually beneficial events;
- Making new friends;
- Increasing your professional circle of colleagues;
- Learning of competition;
- Gain broader perspective of organizational survival;
- Develop improved member recruitment and retention avenues;

Exploring your club’s participation in any of these venues is worthwhile if only to determine that one of these venues is not a good match for your organization. If after your club’s assessment indicates that participation as a vendor in one of these venues is appropriate, then this action alone can increase the “flow of creative juices” within your membership and facilitate the notion that *POWERtalk* is not an organization unto itself but can also be viewed as an effective business partner in the global training industry. So, “perform, transform and inform” as your club moves along its path of “organizational growth”.

## ***One-Minute Membership Marketing ReMinders***

***By Diana Bösch***

- Be Visible! Wear your **POWERtalk International** pin everywhere – people will be curious – and you will then have the opportunity to explain everything to them, when they inquire.
- Diversify your Membership Marketing! Be sure to share your **POWERtalk International** message with a diverse public: do not forget family, friends, neighbors, males, young people, senior centers, social/fraternity groups, coworkers, community groups, reading/hobby clubs, church circles, trainers/educators, service people whom you encounter in day-to-day business, as well as professional groups.
  - Make a list of these prospects – and even add THEIR known circle of contacts --- you will be amazed at how widely this list radiates and how it continues to expand with each extended tier.
  - Provide **POWERtalk International** flyers/meeting invitations and other promotional material for them to distribute to THEIR circle of contacts.
- Let *every* Club, or other meeting, be reflective of the finest that **POWERtalk International** has to offer! Remind yourself that

there is always someone there - continuing members as well as guests – eager to learn something. Put your best foot forward – every time - so that what they learn is appealing rather than disappointing, to them.

- Club and Council Meeting guests are great membership potentials too! Let them know how welcome they are. Involve them in your meeting activities, in a non-threatening way, so that they can immediately relax and experience the satisfaction of **POWERtalk International** creative communication, first-hand. Ensure that each guest has a personal *orientation* host, to give helpful explanations to him or her, at that first meeting

Keep track of your guests. Send them follow-up **POWERtalk International** promotional material. Add them to a special mailing list; invite them to each subsequent meeting/event. Assign someone whose official responsibility it will be to stay in touch with them – even call from time to time and invite these prospects to another meeting. Keep track of (log) these contacts for evaluation, for tracking and continuity; know when to stay the course for some promising guests, or when to give others a break.

*Merry Membership Marketing, to you!*

Diana Böschen

Membership Committee Chairperson, Northeast Region ,

President, Innovators Club

Council Chairperson, Writing Contest Committee

**P.S.** Please share any success stories or new Membership initiatives with us – [TheBosch3@aol.com](mailto:TheBosch3@aol.com).

*Thanks for these great marketing reminders Diane. I know that we will all gain by putting them into practice. Sue*

**ATTENTION! ATTENTION!**

*Please send articles for Power Lines. to  
[sueballard@aussieisp.net.au](mailto:sueballard@aussieisp.net.au)*

*Come on 'Share your Experiences'*