



**DISTRICT 116**

**Public Relations Awards**

**2023-2024**



**#EveryMemberMatters**

# District PR Manager's Message

Dear Leaders,

The Toastmasters District 116 Public Relations Awards recognize and celebrate exceptional achievements in Public Relations of Members, Clubs, Areas and Divisions within our district. They acknowledge the efforts and successes of Toastmasters clubs in effectively promoting their activities, enhancing their public image, and attracting new members.

These awards will also enhance member recognition, help attract new members and inspire best practices , thus strengthening our Toastmasters Community as one. Share your creatives on all our social media platforms and tag us 'District 116' with our hashtags **#District116**, **#ToastmastersInternational** and **#EveryMemberMatters**

So, Leaders, put your best planning foot forward and take action in the most creative of pursuits- **The District 116 Toastmasters PR Awards 2023-24!**

Best Regards,  
Sudhir Gujar  
District Public Relations Manager





**TM APARNA SUBRAMANIAN**  
**PR AWARDS CHAIR**  
**2023-2024**



**prawards.d116@gmail.com**



# General Submission Guidelines

- Entries must be submitted by and for Toastmasters members & clubs in good standing.
- The PR Awards Guidelines sheet must be referred for the comprehensive guidelines, instructions & criteria. Click [here](#) for the document.
- Entries should be uploaded on the Google Drive in the respective Folder. Incorrect category submissions will be disqualified automatically.
- Entries must be submitted in the highest possible resolution, clarity and correct details.
- Document should be labeled in the format:

"Award Code-Document details-Club/Area/Division Name-Date of release".

Eg: CL1-Flyer for Meeting 100-XYZ TM Club-18Sep"

# General Submission Guidelines

- All creatives must be original works, and any plagiarism or unauthorized use of copyrighted material will disqualify the submission.
- If the creative includes recognizable individuals or copyrighted material, provide necessary releases and permissions for their use in the submission.
- All entries should adhere to & promote Toastmasters Mission, Vision & Values, be compliant to Toastmasters Brand Guidelines and adhere to the Toastmasters International Governing Documents as applicable.
- The award criteria is an indicative guideline, subject to revisions, and the entries shall be reviewed by a competent committee appointed by the District PR Manager.
- The decision of the PR Awards Committee/Chair shall be final & binding.

# AWARD LEVELS



**CLUB**



**AREA**



**DIVISION**



**GENERAL**

Click here for the [PR Awards Guidelines Sheet](#)



# CLUB PUBLIC RELATIONS AWARDS



# Frequent Flyer Club Award

This award recognizes the top 3 Club VPPRs every month who showcase their digital artistic talent and creativity by designing captivating digital flyers/posters that effectively promote Toastmasters Club meetings and events, leaving a lasting impression on the audience and driving attendance.

## Criteria for judging:

- Creativity & Originality
- Design Fundamentals
- Brand & related TI Guidelines Compliance
- Relevance, Value & Completeness

## Submission Deadlines:

- August 01, 2023
- September 01, 2023
- October 01, 2023
- November 01, 2023
- December 01, 2023
- January 01, 2024
- February 01, 2024
- March 01, 2024
- April 01, 2024
- May 01, 2024





# Publicity Pinnacle Award

This award recognizes the clubs that gain visibility for club achievements/activities in popular local print media (newspapers, magazines, including THE TOASTMASTER magazine), digital (television and radio) and web media.

Criteria for judging:  
Every instance of the publicity mentioned below gets the Club certain points:

- Local Print News Media (English/Arabic).
- Radio spot.
- Corporate/Community publications.
- Club featured in THE TOASTMASTER magazine.
- Club Member featured in THE TOASTMASTER magazine.
- Television spot/feature.
- Other.

Submission Deadline:  
May 01, 2024

Submission Entry should be compiled into one compressed ZIP file with the electronic versions of these features. A list in MS-Word may also be included to confirm the submissions.



# Vivacious Video Award

This award recognizes the best thee (3) Toastmasters Clubs who exhibit a stellar video club promotion that sets new standards in visual storytelling, capturing the audience's attention with its artistic brilliance.

## Criteria for judging:

- Adherence to Toastmasters Mission, Vision & Values.
- Adherence to Toastmasters Brand Guidelines.
- Promoting the Club's WOW factor.
- Visual Storytelling Creativity & Excellence.
- Showcasing Club activities .
- Promotion of Video on Social media.
- Members' Testimonials.
- Production Quality.

Submission Deadline:  
May 01, 2024

Video must be uploaded on YouTube and the link must be mailed to the District PR Awards team with details (club no., club, area and division) of the main actors, director, concept generator and videographer.



# The Social Savvy Club Award

The Social Savvy Club Award recognizes the Toastmasters club that excels in social media presence, engagement, and effective promotion of Toastmaster International mission to attract new members and engage the online community.

## Criteria for judging:

- Adherence to Toastmasters Mission, Vision & Values, Brand Guidelines & Governing Documents.
- Growth metrics .
- Reach metrics .

Submission Deadline:  
May 01, 2024

Submission Entry should be compiled into one compressed ZIP file with the electronic versions of these features. A list in MS-Word may also be included to confirm the submissions.



# Wondrous Website Award

This award acknowledges three (3) Toastmasters club with an exceptional website that sets new standards in online representation recognizing a club's dedication to creating a user-friendly, informative, and visually appealing website contributing to its growth and success, aligning with Toastmasters International's mission, vision, and values.

## Criteria for judging:

- Adherence to Toastmasters Mission, Vision & Values, Brand Guidelines & Governing Documents.
- Website Design and User Experience.
- Content Quality and Relevance
- Visual Appeal and Multimedia Integration.
- Integration of Social Media and Communication Channels.
- Member Resources and Support links.
- Innovation and Uniqueness.
- Continual Maintenance and Updates.

Submission Deadline:  
May 01, 2024

An MS-Word document /  
Presentation on the website covering  
the criteria and relevant screenshots.





# Club Communicators Chronicle Award

This award recognizes the top 3 Toastmasters club that produces an exceptional club newsletter, showcasing the art of communication through engaging and informative content. This award celebrates a club's commitment to effective communication within the Toastmasters community and beyond, providing members with a valuable resource for personal growth and club engagement.

## Criteria for judging:

- Adherence to Toastmasters Mission, Vision & Values, Brand Guidelines & Governing Documents
- Min. 12 pages(f+b), in electronic PDF format.
- Content Quality and Diversity.
- Creativity and Visual Appeal.
- Relevance, Clarity and Value.
- Toastmasters Educational Content.
- Club Information & Members' engagement.
- Members Recognition & Celebrations and Events.
- Innovative Digital Multimedia Integration & Reach.

## Submission Deadline:

- 1st round (for July-September)  
October 01, 2023
- 2nd round (for October-December)  
January 01, 2024
- 3rd round (for January-April)  
May 01, 2024



# AREA PUBLIC RELATIONS AWARDS



# Frequent Flyer Area Award

This award recognizes the top three (3) Areas who showcase their digital artistic talent and creativity by designing captivating digital flyers/posters that effectively promote Toastmasters Club confluence meetings and other area events, leaving a lasting impression on the audience and driving attendance.

## Criteria for judging:

- Creativity & Originality.
- Design Fundamentals.
- Brand & related TI Guidelines Compliance.
- Relevance, Value & Completeness.

## Submission Deadline:

- 1st round (for July-September)  
October 01, 2023
- 2nd round (for October-December)  
January 01, 2024
- 3rd round (for January-April)  
May 01, 2024



# Area Communicators Chronicle Award

This award recognizes the top 3 Areas that produces an exceptional area newsletter, showcasing the art of communication through engaging and informative content. This award celebrates an Area's commitment to effective communication within the Toastmasters community and beyond, providing members with a valuable resource for personal growth and club engagement.

## Criteria for judging:

- Adherence to Toastmasters Mission, Vision & Values, Brand Guidelines & Governing Documents
- Min. 12 pages(f+b), in electronic PDF format.
- Content Quality and Diversity.
- Creativity and Visual Appeal.
- Relevance, Clarity and Value.
- Toastmasters Educational Content.
- Area Information & Members' engagement.
- Members Recognition & Celebrations and Events.
- Innovative Digital Multimedia Integration & Reach.

Submission Deadline:  
May 01, 2024

Minimum Two newsletters should be released for the year by the Area with a a minimum gap of three months between each newsletter.





# **DIVISION PUBLIC RELATIONS AWARDS**



# Frequent Flyer Division Award

This award recognizes the top three (3) Divisions who showcase their digital artistic talent and creativity by designing captivating digital flyers/posters that effectively promote Toastmasters Division activities, leaving a lasting impression on the audience and driving attendance.

## Criteria for judging:

- Creativity & Originality.
- Design Fundamentals.
- Brand & related TI Guidelines Compliance.
- Relevance, Value & Completeness.

## Submission Deadline:

- 1st round (for July-September)  
October 01, 2023
- 2nd round (for October-December)  
January 01, 2024
- 3rd round (for January-April)  
May 01, 2024



# Division Communicators Chronicle Award

This award recognizes the top 3 Toastmasters Divisions that produce an exceptional publication/ newsletter, showcasing the art of communication through engaging and informative content & celebrates the Division's commitment to effective communication within the Toastmasters community and beyond, providing members with a valuable resource for personal growth and club engagement.

## Criteria for judging:

- Adherence to Toastmasters Mission, Vision & Values, Brand Guidelines & Governing Documents
- Min. 12 pages(f+b), in electronic PDF format.
- Content Quality and Diversity.
- Creativity and Visual Appeal.
- Relevance, Clarity and Value.
- Toastmasters Educational Content.
- Area Information & Members' engagement.
- Members Recognition & Celebrations and Events.
- Innovative Digital Multimedia Integration & Reach.

## Submission Deadline:

May 01, 2024

Minimum Two newsletters should be released for the year by the Division with a a minimum gap of three months between each newsletter. with a a minimum gap of three months between each newsletter.



# PUBLIC RELATIONS AWARDS (GENERAL)





# Photography Supremo Award

This award celebrates Toastmasters members who creatively capture moments embodying Toastmasters' values and spirit through digital photography. It recognizes their talent in showcasing effective communication, leadership, personal growth, and camaraderie within the Toastmasters community.

## Criteria for judging:

- Adherence to Toastmasters Mission, Vision & Values, Brand Guidelines & Governing Documents.
- Presence of Official TI Club Banner & other TI Branded items.
- Visual Impact and Composition.
- Creativity & Originality with a clear interpretation.
- Emotional Impact.
- Storytelling Ability.
- Consistency with Photography Ethical Guidelines.

## Submission Deadline:

- 1st round (for July-September)  
October 01, 2023
- 2nd round (for October-December)  
January 01, 2024
- 3rd round (for January-April)  
May 01, 2024



# Golden Quill Award

This award recognizes the members who showcase their writing prowess, promoting the Toastmasters program to reach a larger section of the society through a local newspaper/Publication.

## Criteria for judging:

- Adherence to Toastmasters Mission, Vision & Values, Brand Guidelines & Governing Documents.
- Positive promotion of Toastmasters Program highlighting its benefits & empowering readers to explore the opportunities Toastmasters offers.
- Engaging and Informative Content.
- Relevance, Impact & Reach (Publications should be based in Qatar only or Official Toastmasters International Publications).
- Measurable Impact.

## Submission Deadline:

- 1st round (for July-September)  
October 01, 2023
- 2nd round (for October-December)  
January 01, 2024
- 3rd round (for January-April)  
May 01, 2024



# The PR Maven Award

This award celebrates up to three (3) outstanding Vice Presidents - Public Relations (VPPRs) in a Toastmasters club. It recognizes their exceptional contributions in strategic PR & communication, Brand Management, and enhancing the club's public image. This award inspires communication and leadership excellence within the Toastmasters community and society.

The criteria for the award include serving as VP-PR in good standing, developing a well-rounded PR plan aligned with club goals and Toastmasters guidelines, using innovative methods to promote the club through various media channels, managing social media effectively, maintaining positive media relationship.

They should adhere to branding guidelines, providing evidence of successful PR initiatives, receiving positive feedback, and documenting PR materials created.

Submission Deadline:  
May 01, 2024

Nomination to be submitted by the Club President or any other member of the Excom, other than VP-Public Relations with the relevant documented evidence of the criteria as detailed in the Guidelines sheet.





# The PR Powerhouse Club Award

The PR Powerhouse Club Award celebrates up to three (3) Toastmasters clubs that excel in engaging and active Public Relations activities throughout the year. This award recognizes their commitment to promoting Toastmasters' vision, mission, and values, enhancing the club's public image, and actively participating in PR initiatives at the club, district, and beyond.

This award recognizes the Toastmasters club that excels in engagement and activity in Toastmasters Public Relations, showcasing dedication to promoting Toastmasters and enhancing its public image.

Criteria include consistent PR efforts, alignment with Toastmasters' Vision, Mission & Values, effective branding, participation in District PR activities, members and community engagement, positive media relations, online presence, evaluation of PR efforts, and other contributions towards PR.

Submission Deadline:  
May 01, 2024

Nomination can be submitted by the Club President / Club VPPR / Area Director / Division Director with the relevant documented evidence of the criteria as detailed in the Guidelines sheet.



# HELPFUL RESOURCES

- [TI Brand Portal](#)
- [TI Resources Library](#)
- [TI Governing Documents](#)
- [Let the World Know](#)





# JOIN US!



**District 116, Qatar Facebook Page**



**@district116qatar**



**The Official District 116 Toastmasters International LinkedIn Group**



**d116.org**



**The Official District 116 Toastmasters International Members Group**