



DISTRICT 116

PUBLIC RELATIONS AWARDS

2024-2025

#InspireInfluenceImpact



District PR Manager's Message

Dear Leaders,

I am excited to launch the PR Awards, celebrating the remarkable efforts of our members in promoting their clubs, areas, divisions and the district as a whole.

These awards are our opportunity to recognize and honor individuals and clubs who have passionately communicated the Toastmasters mission, showcasing our values and inspiring others to join us on this journey of growth and empowerment.

Whether through innovative social media campaigns, impactful newsletters, or engaging community events, your contributions are instrumental in shaping our district's positive influence.

Within this document, you will find comprehensive guidelines for each award category, designed to highlight the diverse ways in which you can make a meaningful impact through effective PR strategies.

I encourage all members and clubs to consider submitting their best initiatives for consideration. This is your chance to demonstrate how you have used your communication skills to inspire, influence, and create lasting impact within our community.

So let's get creative, start planning and share your work on social media. Don't forget to tag us with the hashtags **#ToastmastersInternational**, **#District116** and **#InspireInfluence Impact**

Best Regards,

Amina Khanum



Awards Committee



Awards Chair
Gilda Shlah



Awards Co- Chair
Nancy Stephen



Awards Team
Venugopal Raghavan

PR Essentials

Following are some materials you may want to order to ensure a successful term as Public Relations Manager or Vice President Public Relations:

- [TI Brand Portal](#)
- [Let the World Know Publicity and Promotions Handbook \(Item 1140\)](#)
- [Achieving Success as Vice President Public Relations \(Item 1311A.4\)](#)
- [TI Resources Library](#)
- [TI Governing Documents](#)

email us:



d116prawards@gmail.com

Submission Guidelines

- Entries must be submitted by and for Toastmasters members & clubs in good standing.
- Award Applications to be filled through the respective **google forms link provided**.
- 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"



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 Categories



Club



Area



Division



Member



CLUB PUBLIC RELATIONS AWARDS



CL1 - Design Dynamo Club Award

This award honors the **top 3 clubs per quarter** that consistently produces visually appealing and effective flyers every quarter to enhance club events and activities that promote Toastmasters and support club growth.

Criteria



- **Consistency - Minimum 6 flyers per quarter, more the merrier!**
- **Creativity and Aesthetics of Design (25%)**
- **Clarity and Effectiveness in Communication (30%)**
- **Consistency with Toastmasters Brand Guidelines (20%)**
- **Impact on Event Attendance and Member Engagement (25%)**

Deadline



Submit meeting flyers with attendance records by :

- **November 01, 2024**
- **February 01, 2025**
- **May 01, 2025**

Award



Ribbon

Club



CL2 - Fabulous Flyer Club Award

This award honors clubs that design visually appealing and effective flyers to enhance club events and activities that promote Toastmasters and support club growth.

Criteria



- Creativity and Aesthetics of Design (25%)
- Clarity and Effectiveness in Communication (30%)
- Consistency with Toastmasters Brand Guidelines (40%)
- Multiple entries from single club accepted. Submit multiple entries in a single zip folder. 1 flyer per club will be chosen as an entry for the month.

Deadline



- August 01, 2024
- September 01, 2024
- October 01, 2024
- November 01, 2024
- December 01, 2024
- January 01, 2025
- February 01, 2025
- March 01, 2025
- April 01, 2025
- May 01, 2025

Award



VPPR

Ribbon

Club



CL3 - PR Excellence Club Award

This award honors the **top 3 club flyers** that attract the most guests to the meeting, demonstrating effective and impactful PR strategy

Criteria



- Minimum 5 guests should have attended the meeting
- Submit Meeting group photo, attendance record and meeting agenda

Deadline



Before 23:59 hours on:

- November 01, 2024
- February 01, 2025
- May 01, 2025

Award



Ribbon

Club



CL4 - Media Marvel Club Award

This award celebrates **top 3 clubs** efforts in reaching various forms of media, including local print media (newspapers, magazines including THE TOASTMASTER magazine), digital media (television and radio), and web platforms.

Criteria



Every instance of the publicity gets the Club the following points:

- 1) Local Print News Media English/Arabic - 20 points
- 2) Radio spot - 10 points
- 3) Corporate / Community publications- 10 points
- 4) Club featured in THE TOASTMASTER magazine- 50 points
- 5) Club Member featured in THE TOASTMASTER magazine- 25 points
- 6) Television spot/feature: 50 points
- 7) Other features not covered above- 10 points

The Top 3 scoring clubs at the end of the duration cycle shall be declared as winners. In case of a tie, additional weightage shall be given to the maximum number of instances of publicity as a tie-breaker.

Deadline



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.

**Before 23:59
hours on
May 05, 2025**

Award



Ribbon

Club



CL5 - Reeltastic Club Award

This award celebrates **top 3 clubs** that demonstrate outstanding creativity and effectiveness in utilizing video content to promote Toastmasters meetings, events, and club achievements, to engage members, attract guests, and enhance club visibility both locally and online.

Criteria



- **MUST NOT** have any major brand violations as per the current version of the Toastmasters International Brand Manual.
- For video submissions, the use of disclaimer is mandatory.
- **Creativity and Originality (25%)**
- **Effectiveness in Communication and Impact (25%)**
- **Adherence to Toastmasters Brand Guidelines (15%)**
- **Adherence to Toastmasters Mission, Visions & Values (15%)**
- **Showcasing Club activities (10%)**
- **Promotion on Social Media (FB, Instagram, Youtube, LinkedIn) (10%)**
- All participants must be Club Members in good standing

Deadline



Video must be uploaded on all social media accounts of the club and links shared with list of participating members with membership no. in a single MS Word Document

**Before 23:59
hours on
May 05, 2025**

Award



Ribbon

Club



CL6 - Journalistic Genius Club Award

This award recognizes Toastmasters **top 3 clubs** that demonstrate exemplary skill in crafting engaging and informative newsletters. It celebrates their commitment to effective communication within the Toastmasters community and beyond, serving as a valuable resource for personal growth and enhancing club engagement.

Criteria



- **Club Information - 10%**
 - Club Name
 - Club Officers' names, positions, and contact information.
 - Meeting time, day, and venue - Calendar/List of events
- **Layout & Presentation - 25%**
 - Consistent use of typography, whitespace, and colour and effective use of graphics
- **Content - 40%**
 - Promotion of the Toastmasters Mission, Core Values, and Envisioned Future
 - Recognition of Club Members' achievements
 - Write-ups on recent and upcoming club activities/events
 - Message(s) from Club President and/or other Officers
 - Message(s) from Area/Division/District Officers
 - Educational articles from Club Members
 - Educational articles from Members of other clubs/external experts
- **Brand Compliance - 25%**
 - Should be substantially compliant with the Toastmasters Brand Manual
 - Each author must be rightfully credited
- **Minimum length of a newsletter:** 12 pages total (front + back). Electronic format only.

Deadline



- Before 23:59 hours on :**
- **November 01, 2024**
 - **February 01, 2025**
 - **May 01, 2025**

Award



Ribbon

Club



CL7 - Premier Communicator Club Award

This award recognizes Toastmasters clubs that are consistent with showcasing their club achievements through their club newsletters. The awards will honor clubs that publish a minimum of 3 newsletters in the year, each issue by the deadline dates, promoting the spirit of the club members, the achievements of the club and the toastmasters values.

Criteria



- **Club Information - 10%**
 - Club Name
 - Club Officers' names, positions, and contact information.
 - Meeting time, day, and venue - Calendar/List of events
- **Layout & Presentation - 25%**
 - Consistent use of typography, whitespace, and colour and effective use of graphics
- **Content - 40%**
 - Promotion of the Toastmasters Mission, Core Values, and Envisioned Future
 - Recognition of Club Members' achievements
 - Write-ups on recent and upcoming club activities/events
 - Message(s) from Club President and/or other Officers
 - Message(s) from Area/Division/District Officers
 - Educational articles from Club Members
 - Educational articles from Members of other clubs/external experts
- **Brand Compliance - 25%**
 - Should be substantially compliant with the Toastmasters Brand Manual
 - Each author must be rightfully credited
- **Minimum length of a newsletter:** 12 pages total (front + back). Electronic format only.

Deadline



- Each issue should have been submitted before 23:59 hours on :
- **November 01, 2024**
 - **February 01, 2025**
 - **May 01, 2025**

Award



VPPR



Ribbon

Club



CL8 - Social Media Mastery Club Award

This award recognizes the **top 3 clubs** that excels in leveraging social media to amplify Toastmasters' mission, engage with the online community, and attract new members through impactful content and meaningful interactions.

Criteria



- Clubs can submit Social Media metrics that denote growth and reach along with evidence for presence on the following social media sites (but not restricted to): Facebook, LinkedIn, Twitter, Thread, Instagram et al.
- Entries shall be rated on the following criteria:
 - Adherence to Toastmasters Mission, Visions & Values: 15%
 - Adherence to Toastmasters Brand Guidelines & Governing Documents: 15%
 - Growth metrics 30% (Club to submit the metrics page on the group dashboard eg: Meta Business Suite, LinkedIn Page Analytics etc.)
 - Reach metrics 30% (Club to submit the metrics page on the group dashboard eg: Meta Business Suite, LinkedIn Page Analytics etc.)
- A minimum of 6 flyers, 3 videos should be posted in the social media pages of the club like Facebook, Instagram, LinkedIn and Thread.

Deadline



Submission to include a single zip folder with:

- Flyers
- Metrics and links can be shared in a single MS Word Document.

Before 23:59 hours on May 05, 2025

Award



Ribbon

Club



CL9 - Web Presence Excellence Award

This award recognizes the **top 3 clubs** that have developed and maintained an outstanding website, setting high standards in online representation. It celebrates the club's dedication to creating a user-friendly, informative, and visually appealing website that enhances its online presence and supports the mission, vision, and values of Toastmasters International.

Criteria



- **MUST follow specific Website Guidelines provided in the Procedures and Standards section of the Brand Manual**
- **Entries shall be rated on the following criteria:**
 - **Adherence to Toastmasters Mission, Visions & Values: 15%**
 - **Adherence to Toastmasters Brand Guidelines & Governing Documents: 15%**
 - **Website Design and User Experience: 10%**
 - **Content Quality and Relevance: 10%**
 - **Visual Appeal and Multimedia Integration: 10%**
 - **Integration of Social Media and Communication Channels: 10%**
 - **Member Resources and Support links: 10%**
 - **Innovation and Uniqueness: 10%**
 - **Continual Maintenance and Updates: 10%**

Deadline



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

**Before 23:59
hours on
May 05, 2025**

Award



Ribbon

Club



AREA PUBLIC RELATIONS AWARDS



ARI - PR Champion Area Award

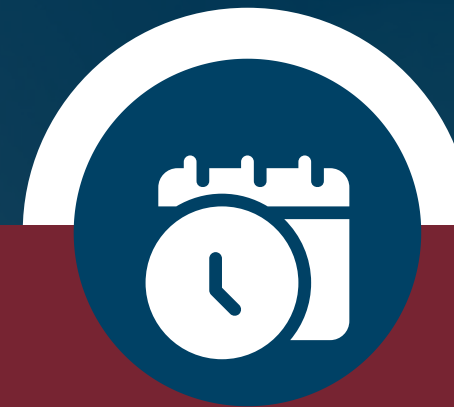
This award recognizes the **top 3 Areas** that excel in public relations efforts to support their clubs. This award celebrates the Area's commitment to enhancing visibility, promoting Toastmasters' mission, and supporting club growth through effective PR strategies.

Criteria



- **Consistency on Social Media (30%)**- Minimum 6 flyers for the year, 3 videos
- **CSR Initiatives (25%)** - Minimum of 2 community service initiatives, at least 1 should have been reported on as an article in newspapers in Qatar
- **Collaboration (25%)** - Minimum of 2 joint meetings and 1 area confluence meeting
- **Adherence to Brand Guidelines (20%)**

Deadline



Submit a report on MS Word/
Presentation on all criteria met
before 23:59 hours on :

- **May 01, 2025**

Award





AR2 - Journalistic Genius Area Award

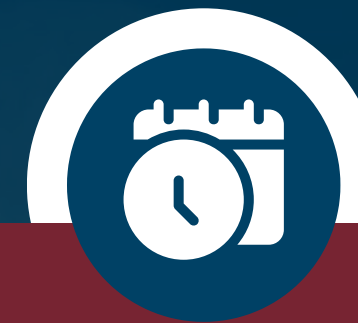
This award recognizes Toastmasters **top 3 areas** that demonstrate exemplary skill in crafting engaging and informative newsletters. It celebrates their commitment to effective communication within the Toastmasters community and beyond, serving as a valuable resource for personal growth and enhancing club engagement.

Criteria



- **Area Information - 10%**
 - Area Officers' names, positions, and contact information.
 - Meeting time, day, and venue - Calendar/List of events
- **Layout & Presentation - 25%**
 - Consistent use of typography, whitespace, and colour and effective use of graphics
- **Content - 40%**
 - Promotion of the Toastmasters Mission, Core Values, and Envisioned Future
 - Recognition of Members' achievements
 - Write-ups on recent and upcoming club activities/events
 - Message(s) from Club Presidents and/or other Officers
 - Message(s) from Area/Division/District Officers
 - Educational articles from Club Members
 - Educational articles from Members of other clubs/external experts
- **Brand Compliance - 25%**
 - Should be substantially compliant with the Toastmasters Brand Manual
 - Each author must be rightfully credited
- **Minimum length of a newsletter:** 12 pages total (front + back). Electronic format only.

Deadline



Before 23:59 hours on :

- **November 01, 2024**
- **February 01, 2025**
- **May 01, 2025**

Three Awards per quarter

Award





AR3 - Design Dynamo Area Award

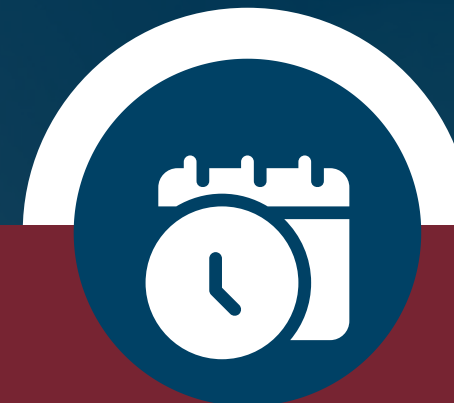
This award honors the top **3 areas per quarter** that consistently produces visually appealing and effective flyers every quarter to enhance area events and activities that promote Toastmasters and support club growth.

Criteria



- **Consistency - Minimum 6 flyers per quarter, more the merrier!**
- **Creativity and Aesthetics of Design (25%)**
- **Clarity and Effectiveness in Communication (30%)**
- **Consistency with Toastmasters Brand Guidelines (20%)**

Deadline



Submit area flyers by :

- **November 01, 2024**
- **February 01, 2025**
- **May 01, 2025**

Award





AR4 - Fabulous Flyer Club Award

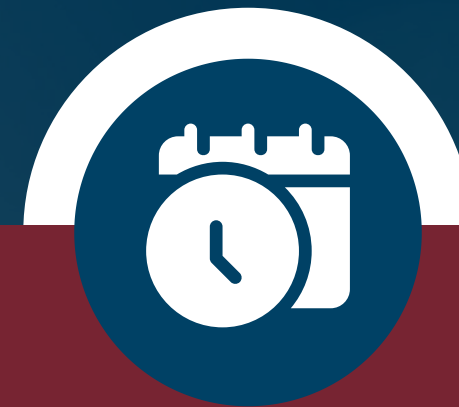
This award honors areas that design visually appealing and effective flyers to enhance club events and activities that promote Toastmasters and support club growth.

Criteria



- Creativity and Aesthetics of Design (25%)
- Clarity and Effectiveness in Communication (30%)
- Consistency with Toastmasters Brand Guidelines (40%)
- Multiple entries from single club accepted. Submit multiple entries in a single zip folder. 1 flyer per club will be chosen as an entry for the month.

Deadline



- August 01, 2024
- September 01, 2024
- October 01, 2024
- November 01, 2024
- December 01, 2024
- January 01, 2025
- February 01, 2025
- March 01, 2025
- April 01, 2025
- May 01, 2025

Award



Area PRM



DIVISION PUBLIC RELATIONS AWARDS



DVI - PR Champion Division Award

This award recognizes the **top 3 Divisions** that excel in public relations efforts to support their clubs. This award celebrates the Area's commitment to enhancing visibility, promoting Toastmasters' mission, and supporting club growth through effective PR strategies.

Criteria



- **Consistency on Social Media (30%)**- Minimum 6 flyers for the year, 3 videos
- **CSR Initiatives (25%)** - Minimum of 2 community service initiatives, atleast 1 should have been reported on as an article in newspapers in Qatar
- **Collaboration (25%)** - Minimum of 2 joint meetings and 1 area confluence meeting
- **Adherence to Brand Guidelines (20%)**

Deadline



Submit a report on MS Word/ Presentation on all criteria met before 23:59 hours on :

- **May 05, 2025**

Award





DV2 - Journalistic Genius Division Award

This award recognizes Toastmasters **top 3 divisions** that demonstrate exemplary skill in crafting engaging and informative newsletters. It celebrates their commitment to effective communication within the Toastmasters community and beyond, serving as a valuable resource for personal growth and enhancing club engagement.

Criteria



- **Division Information - 10%**
 - Division Officers' names, positions, and contact information.
 - Meeting time, day, and venue - Calendar/List of events
- **Layout & Presentation - 25%**
 - Consistent use of typography, whitespace, and colour and effective use of graphics
- **Content - 40%**
 - Promotion of the Toastmasters Mission, Core Values, and Envisioned Future
 - Recognition of Members' achievements
 - Write-ups on recent and upcoming club activities/events
 - Message(s) from Club Presidents and/or other Officers
 - Message(s) from Area/Division/District Officers
 - Educational articles from Club Members
 - Educational articles from Members of other clubs/external experts
- **Brand Compliance - 25%**
 - Should be substantially compliant with the Toastmasters Brand Manual
 - Each author must be rightfully credited
- **Minimum length of a newsletter:** 12 pages total (front + back). Electronic format only.

Deadline



Before 23:59 hours on :

- **November 01, 2024**
- **February 01, 2025**
- **May 01, 2025**

Three Awards per quarter

Award





DV3 - Design Dynamo Division Award

This award honors the top **3 divisions per quarter** that consistently produces visually appealing and effective flyers every quarter to enhance area events and activities that promote Toastmasters and support club growth.

Criteria



- **Consistency - Minimum 6 flyers per quarter, more the merrier!**
- **Creativity and Aesthetics of Design (25%)**
- **Clarity and Effectiveness in Communication (30%)**
- **Consistency with Toastmasters Brand Guidelines (20%)**

Deadline



Submit area flyers by :

- **November 01, 2024**
- **February 01, 2025**
- **May 01, 2025**

Award





DV4 - Fabulous Flyer Division Award

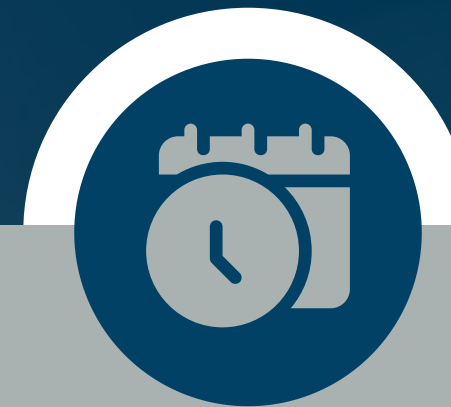
This award honors divisions that design visually appealing and effective flyers to enhance club events and activities that promote Toastmasters and support club growth.

Criteria



- Creativity and Aesthetics of Design (25%)
- Clarity and Effectiveness in Communication (30%)
- Consistency with Toastmasters Brand Guidelines (40%)
- Multiple entries from single club accepted. Submit multiple entries in a single zip folder. 1 flyer per club will be chosen as an entry for the month.

Deadline



- August 01, 2024
- September 01, 2024
- October 01, 2024
- November 01, 2024
- December 01, 2024
- January 01, 2025
- February 01, 2025
- March 01, 2025
- April 01, 2025
- May 01, 2025

Award



Div PRM



MEMBER PUBLIC RELATIONS AWARDS



PR1 - PR Ambassador Award

This award honors the **top 3 members of the district excluding District Leaders** that promote toastmasters outside the club environment - at community events , local magazines / newspapers / radio.

Criteria



- Member uses personal social media platforms to promote Toastmasters, share personal experiences, or engage with a broader audience outside of Toastmasters circles.
- Actively represented Toastmasters at community events, fairs, expos, or similar gatherings to promote Toastmasters' mission and benefits.
- Participated in at least 2 district PR activities

Deadline



Submit MS Word with links to social media posts / newspaper articles before 23:59 hours on:

May 05, 2025

Award





PR2 - District PR Advocate Award

This award recognizes Toastmasters **top 3 clubs** that demonstrate exceptional support for District-level PR initiatives. This award celebrates clubs that actively participate in and contribute to District-wide PR campaigns, initiatives, and projects aimed at promoting Toastmasters' mission and enhancing public visibility.

Criteria



- **Active Participation in District PR Campaigns:**
 - Attendance or participation of 3-5 members in a minimum of 75% of District PR campaign events or activities throughout the Toastmasters year.
- **Promotion of District Events and Activities:**
 - Regular promotion of District events or activities through club newsletters, website announcements, and social media posts.
- **Adherence to Toastmasters Branding and Messaging:**
 - Ensuring that all PR materials, including flyers, social media posts, and newsletters, consistently adhere to Toastmasters branding guidelines for all communication throughout the year.
- **Support for District PR Projects:**
 - Collaboration on at least 2 specific District PR projects or initiatives, providing active support and engagement from the club membership.
- **Media Relationships:**
 - Proactively establish and maintain positive relationships with local media outlets and ensure regular news media postings

Deadline



Submit a report on MS Word/ Presentation on all criteria met before 23:59 hours on :

May 05, 2025

Award





PR3 - Lens Maestro Award

This award celebrates outstanding achievement and mastery in photography within our Toastmasters community. This prestigious award recognizes individuals who demonstrate exceptional creativity, technical skill, and artistic vision through their photographic work while promoting the spirit of Toastmasters .

Criteria



- Adherence to Toastmasters Mission, Visions & Values: 15%
- Adherence to Toastmasters Brand Guidelines: 15%
- Presence of Official TI Club Banner & other TI Branded items: 10%
- Visual Impact and Composition: 10%
- Creativity and Originality with a clear interpretation: 10%
- Emotional Impact: 10%
- Storytelling Ability: 10%
- Consistency with Ethical Guidelines: 10%
- Measurable Impact: 10%

Deadline



Before 23:59 hours on:

- November 01, 2024
- February 01, 2025
- May 01, 2025

Three Awards per quarter

Award



Ribbon



PR4 - ImpactWave Challenge Award

The ImpactWave Challenge is a dynamic series of themed video competitions designed to inspire Toastmasters **members and clubs** to create and share powerful, impactful video content on their social media platforms. Each quarter participants will be challenged with producing videos around specific themes. Top 3 Videos with the most likes on social media will be awarded.

Criteria



- Adherence to Toastmasters Mission, Visions & Values: 15%
- Adherence to Toastmasters Brand Guidelines: 15%
- Presence of Official TI Club Banner & other TI Branded items: 10%
- Visual Impact and Composition: 10%
- Creativity and Originality with a clear interpretation: 10%
- Emotional Impact: 10%
- Storytelling Ability: 10%
- Consistency with Ethical Guidelines: 10%
- Measurable Impact: 10%

Deadline



Before 23:59 hours on:

- November 01, 2024
- February 01, 2025
- May 01, 2025

Three Awards per quarter

Award



Ribbon



PR5 - 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



- Adherence to Toastmasters Mission, Visions & Values: 15%
- Adherence to Toastmasters Brand Guidelines: 15%
- Positive promotion of Toastmasters Program highlighting its benefits & empowering readers to explore the opportunities
Toastmasters offers :30%
- Engaging and Informative Content: 15%
- Relevance, Impact & Reach (Publications should be based in Qatar only or Official Toastmasters International Publications):15%
- Measurable Impact:10%

Deadline



Before 23:59 hours on:

- November 01, 2024
- February 01, 2025
- May 01, 2025

Three Awards per quarter

Award



Ribbon



PR6 - PR Maven Award

The PR Maven Award celebrates the exemplary performance of up to 3 VPPRs in good standing for the term in a club of good standing. recognizing their outstanding contributions in elevating the club's public relations efforts to new heights. This award acknowledges the VPPR's exceptional skills in strategic PR & communication, Brand Management, and fostering a positive public image of the club within the Toastmasters community and the broader society and also serve as an inspiring hub for communication and leadership excellence.

Criteria



- Developed and implemented a well-rounded PR plan that aligns with the club's goals, Success Plan and Toastmasters International guidelines & governing documents.
- Utilized innovative and creative methods to promote the club, leveraging various media channels, online platforms to maximize reach and impact.
- Ensured consistent and timely dissemination of club information, meeting updates, and event promotions to club members, guests and the District
- Effectively managed the club's social media presence, creating engaging content, responding to comments, and attracting new followers.
- Established and maintained positive relationships with local media outlets, securing coverage for club events and milestones to enhance the club's visibility.
- Demonstrated adherence to Toastmasters International branding guidelines, maintaining a cohesive and professional club image in all promotional materials.
- Showed evidence of successful PR initiatives and campaigns that contributed to increased club awareness, membership growth, and community engagement.
- Provided valid documentation of PR materials created, such as newsletters, social media posts, press releases, flyers, or other promotional materials.

Deadline



**Before 23:59
hours on:**

- **May 01, 2025**

Award



Ribbon



Award Application Links



[Club PR Awards](#)

[Division PR Awards](#)



[Area PR Awards](#)

[Member PR Awards](#)



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[116 Toastmasters](#)
[International](#)
[Members Group](#)



DISTRICT 116
Public Relations

Public Relations Awards - 2024_2025

Thank You
For Your Attention

