



D86 District Council Meeting Reports

April, 2026

Public Relation Manager's Report.

1. Communications & Newsletter

- Successfully planned, coordinated, and published monthly District newsletters.
- Introduced improved contents for the news letter. Ex: Member spot light, Club spot light, etc.
- Enhanced newsletter engagement through new flipbook structure, relevant, and timely content.

2. Website & Digital Presence

- Maintained and regularly updated the District 86 website with current information.
- Launched and updated key pages including conference and DLC information
- Streamlined process flow for submitting website update requests.
- Explored ideas for modernizing website design and improving user experience.

3. Social Media & Promotions

- Consistently promoted District events, contests, and announcements on Facebook and LinkedIn
- Increased focus on visual content including photos, highlights, and recognitions
- Introduced more engaging formats such as event coverage and storytelling posts
- Encouraged members and clubs to actively share and amplify contents
- Maintained alignment with Toastmasters branding guidelines

4. District Conference Promotion

- Led promotional efforts for District Conference across all communication channels
- Collaborated with conference team for timely updates and announcements
- Supported content creation including flyers, posts, and announcements

5. Public Relations Initiatives

- Promoted a culture of visibility, engagement, and storytelling within the District
- Encouraged sharing of club-level success stories and member achievements
- Reinforced importance of first impressions, guest experience, and welcoming culture



6. Communication & Leadership (CNL) Award

- Faced challenges with limited applications and engagement
- Planned additional awareness through newsletter and social media to improve participation

7. PRM Team Development

- Built and managed a PRM team with defined functional roles
- Provided onboarding, guidance, and support to team members

8. Collaboration & Support

- Worked closely with District leaders (DD, PQD, CGD) for aligned communication
- Supported divisions and clubs with promotional needs when required
- Encouraged standardized communication practices across the District