



# TOASTMASTERS INTERNATIONAL COMMUNICATION ACHIEVEMENT AWARD



*The Communication Achievement Award*

**T**HE TOASTMASTERS *Communication Achievement Award* is your club's opportunity to honor someone outside your club—either in the community or your organization—who has distinguished himself/herself as a leading communicator or spokesperson for a worthy cause. As well as recognizing someone's achievements, the presentation of this award, if handled wisely, can result in excellent publicity for your club. Here are some guidelines to make the *Communication Achievement Award* a success for your club.

## **When to Present the Award**

- ◆ It is suggested that the Award be part of a special club program—an officers installation night, theme night, anniversary celebration, or other special event.
- ◆ The award can be an annual event. However, since the high standards of the award should be maintained, do not feel that the award must be presented every year. It should be presented when the club feels that someone in the community or organization deserves it. (The award should not be given more than once in any given year, however.)
- ◆ Inform your District Governor of your award recipient.

## **Criteria—**

### **Selecting your recipient**

- ◆ The recipient should be either a resident of the community in which the club is based, or for associated clubs, a member of the organization the club is associated with.
- ◆ The recipient should have distinguished himself/herself as

a leader or spokesperson for a worthy cause. Examples might be a company executive who has been a spokesperson for your industry or perhaps a leader in his/her trade association; a local mayor who has led a successful clean-up campaign; a media person (radio, TV or print) who has been an effective communicator, perhaps one whose articles or editorials have had particular impact.

- ◆ The recipient should be able to personally accept the award.
- ◆ The recipient must be a skilled communicator/speaker.
- ◆ A former Toastmaster who has gone on to become Mayor, Congressman, Senator or successful in business or other fields would be an excellent selection.

## **Publicity—Making the most of the event**

- ◆ It is suggested that the recipient be “newsworthy” of coverage by your local media.
- ◆ Distribute a news release well in advance of the meeting. Follow up to insure use of the release, but at the same time don't depend on the media to cover the meeting and speech.
- ◆ Take photographs of the acceptance speech, and as soon as possible, distribute the photo to your local media with a synopsis of the speech. You want both “before-and-after” coverage.
- ◆ Consult “*Let The World Know*” (1140) for more publicity ideas and examples.
- ◆ Be sure to provide your District Bulletin Editor with a photo and information for the District Bulletin.
- ◆ Please send copies of any articles that result to World Headquarters.

## **Ceremony—Planning a memorable event**

Use “*Put On A Good Show*” (220) as a guide in planning your arrangements. Here are some hints:

- ◆ Prepare a printed program. (Covers and insert sheets available from World Headquarters.) Feature your club's Charter number wherever it can be used.
- ◆ Watch your introductions. If your attendance is large, you should not attempt to introduce everyone. Present only the most important guests.
- ◆ If other clubs are represented, invite the president of each club to introduce his/her club without naming individual members.
- ◆ You may wish to present the award within the regular meeting format (Table Topics, prepared speeches, etc.) or you may wish to make this a special meeting, built around the award presentation and acceptance speech.
- ◆ Be sure to prepare an exceptional introduction of the award winner which emphasizes why he or she is being honored.

**PRESENTING the Toastmasters Communication Achievement Award is truly a memorable event. Start a tradition in your club by celebrating outstanding achievements in communication each year. Use this opportunity to give your club the publicity it deserves.**

## Check On Your Arrangements

Publicity	Public Address System	Time Schedule
Decorations	Opening Ceremony	Collection of Tickets
Seating	Pledge of Allegiance. Who?	
Place Cards	Invocation. Who?	Photographer
Usher	Is the Award on Hand?	
Gavel-lectern		

## Suggested Program Outline

Presiding \_\_\_\_\_

Pledge of Allegiance, led by \_\_\_\_\_

Invocation, by \_\_\_\_\_

Introduction of guests, conducted by \_\_\_\_\_

Address of welcome \_\_\_\_\_

Dinner

When dessert is served,

Introduction, Table Topics Chairman \_\_\_\_\_

Table Topics may be omitted to save time, but it is advisable to have a few short, one-minute talks. Names of these speakers may be listed on the printed program. Table Topics may be presented during the dinner.)

Toastmaster \_\_\_\_\_

1. Speech subject, by \_\_\_\_\_ (Three five-minute)
2. Speech subject, by \_\_\_\_\_ speeches usually
3. Speech subject, by \_\_\_\_\_ are enough.)

General Evaluator \_\_\_\_\_

(Individual evaluators may be assigned if time permits, but one person may conduct the general evaluation.

He/she should take not more than five minutes.)

Presentation of the Communication Achievement Award, by \_\_\_\_\_

Acceptance Speech \_\_\_\_\_

Adjournment (with gracious words, but few, by the presiding officer)

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COMMUNICATION



ACHIEVEMENT AWARD

