Marketing/PR

To Do:

* Identify 2 committee members to support activities
* Develop a list of needs and tasks for area directors
* Develop a plan of attack for marketing and PR activities

**District Leadership Meeting Needs** Jan meeting, evening

1. Talking points for the competition

2. 3 tasks (shortlist) for Area Directors to accomplish by x date

3. An updated flyer (in folder)

Talking points

* Working Theme: x
  + Increase engagement, and enthusiasm
  + Have someone from San Diego win the International Speech Competition
* Date, 8-noon
* Volunteers are needed
  + Day of Event support team
  + Functionary roles
  + Planning committees (marketing, PR, food, logistics)
  + Clubs to host speakers
  + Opportunity drawing

3 Tasks

1. 1 volunteer from/for each club (35 total volunteers needed)
2. 1 Opportunity drawing gift valued at $20 from each club
3. Email flyer (updated) to every club president / VP marketing and follow up to make sure they shared it with their members.
4. Due date: