



ROSTRUM

# INFORMER

March/April 2013

Newsletter of Rostrum Western Australia

[www.rostrum.com.au/wa](http://www.rostrum.com.au/wa)

## Busy, busy, busy



Well, the first quarter of the year has been 'behind the scenes' busy but the next quarter will be very much 'out to the clubs' busy.

Apart from the usual Dais Board meeting, the first event was the Dais Reps meeting and Club Executive Training Workshop on Friday 22 February. We had a really good turnout of members and presenters – 25 people were involved throughout the evening,

with different players coming and going as the whim took them. As a result of both the meeting and the workshop a number of issues and ideas were raised for discussion. If you haven't had feedback from your Dais Rep, schedule a presentation at your next meeting. Dais is how and where you – the Clubs – direct and control what Rostrum WA does. If you don't use your voice, you can't complain at the outcomes or lack of them.

Here's a summary of the topics that were discussed:

- Graham Minchin, our Marketing Director, is working with Wendy Wardell from Club 50 on a number of marketing ideas. Graham has also set up a forum for Program Directors to share ideas to freshen meeting exercises.
- Northern Suburbs Club 2230 was the first recipient of the \$500 marketing assistance grant, following submission and acceptance of their marketing plan. Club President Joanne Turbett spoke eloquently on the way they'd approached their plan and, hopefully, this sparked ideas for other clubs. Don't forget, this grant is available to all clubs on submission of a marketing plan that shows how you're going to use the money to grow your club.
- Some clubs felt that the phrase 'I promise to submit myself to the discipline of this Rostrum Club' in the Rostrum Promise is somewhat archaic and could be changed to 'I promise to abide by the rules of the Club' or similar. This wasn't a motion, so there was no definitive outcome. What do you think? Let your Dais Rep or the Board know so that the correct procedures can be followed to make the change if needed.

- It was suggested to hold the Dais Reps meeting on a different night of the week as we rarely get younger members attending on a Friday night. As a trial, the next Dais Reps meeting and AGM will be on a Thursday night. See page 2.
- In the workshop, Leedy Speakers President Carmel Philippe Shugg and Sara Gagliardi shared how they run the Program Director's role – with a rotating roster to share the load – and frequent themed meetings to maintain variety and freshness.

And a taste of what's going to be happening in the next few months:

- First up is Club 15's ANZAC Day Breakfast. This is a very well organised and popular event which nearly 100 people attended last year. Full details are on the back page. Seating is limited so be sure to register and pay early to secure your place.
- In April, Joanne Turbett has offered to run a workshop to develop the right message to reach our target market, i.e. people in the workforce in the age group late 20s to early 40s. If you're in this age group and interested in marketing, please contact Jo.
- In May, Wayne Passmore, Director of Training, will run a Critics Training Course. If you're interested or you know of members who you think would make good critics or tutors, let Wayne know. See page 2.

*Freeman Tony Lightman, President, Rostrum WA*

## AGSOY update

The Arthur Garvey Speaker of the Year is an exciting opportunity for all speakers to raise the bar on their personal best and enter this prestigious competition, the premier event on the Rostrum calendar. The Winner receives \$500 in prize money and the Runner-up \$250. Speeches are for 10 minutes with a warning bell at 8.

Note to Club Presidents: Now is the time to motivate members of your club to take up the challenge. Note to Program Directors: Now is the time to give your members some experience in presenting longer speeches.

Speech topics and timeline for heats and semi-finals will be emailed to all members in early May. The final will be held at Lake Karrinyup Country Club on Saturday **26 October 2013**.

*Freeman Karen Reid, Coordinator AGSOY*

## What's on in ...

### APRIL

- 18 Dais Board meeting**  
6.15pm  
Shenton Park Community Centre  
240 Onslow Rd, Shenton Park
- 25 ANZAC Day Breakfast & Great Debate**  
7.30 for 8.00am start  
Ascot Quays Hotel  
150 Canning Hwy, Belmont  
See flyer on the back page
- ☉ **Due to ANZAC Day, the Rostrum AGM & Dais Reps meeting will be held in May**

### MAY

- 2 Rostrum AGM & Dais Reps meeting**  
6.30 for 7.00pm start  
Joan Watters Centre  
Alexander Rd, Wembley
- 14 Speak up Speak out course**  
6.00 to 9.00pm  
Tom Dadour Centre  
363 Bagot Rd, Subiaco
- 15 Deadline for June *Informer***
- 16 Dais Board meeting**  
6.15pm  
details as for April
- 18 Critics training course Session 1**  
8.30am to 3.00pm  
Chippers Education Centre  
417 Rokeby Rd, Subiaco
- 18 Rostrum Voice of Youth semi-finals**  
details from RVOY Coordinator  
Juliet Park
- 21 Dais Board meeting**  
6.15pm  
details as for April
- 25 Critics training course Session 2**  
details as for Session 1 above

Information and course registration:

Rostrum Information Centre  
PO Box 5547  
Canning Vale South  
WA 6155  
Phone 08 9463 6433  
Fax 08 9455 1215  
Email [ric@rostrumwa.com.au](mailto:ric@rostrumwa.com.au)

Please send copy for the June *Informer* to [informer@rostrumwa.com.au](mailto:informer@rostrumwa.com.au) by Wednesday 15 May.

Rose Fogliani (Editor)

## New date for Dais Reps meeting

The Rostrum AGM and Dais Reps meeting, normally held at the end of April, has been re-scheduled to **Thursday 2 May** to avoid clashing with ANZAC Day. It has been moved to Thursday to enable younger members who may have other commitments on Friday night to also attend.

Dais Reps meetings, and particularly the AGM, are open to all members, though it is incumbent on clubs to have at least one member (the Dais Rep) there to report back to the club at the next meeting.

Please mark the date in your calendar and come to have your say and enjoy some fellowship with other members.

## Critics Training Course

**What:**

A two-day practical course to teach you how to critically analyse a speaker's presentation and give constructive feedback on how they can improve their performance.

**When:**

Saturday 18 and 25 May, 8.30am to 3.00pm (approx).

**Where:**

Chippers Education Centre  
417 Rokeby Rd, Subiaco

**Who:**

Members who have completed their PDP, or have prior speaking experience, who have enthusiasm and a willingness to participate and learn.

**Why:**

- You'll learn what trained critics know about putting together a speech and presenting it effectively – what works and what doesn't, and why.
- You'll learn how to deliver a critique and give feedback that both helps speakers improve their presentations and teaches the audience.
- You'll learn how to give a critique on a session of meeting procedure, without getting flustered.
- You'll learn how to assess demonstrations, tutorials and workshops.
- You'll learn the difference between a club speech and a competition speech.
- You'll learn by teaching others. By learning how to assess other people's presentations and how to deliver a meaningful critique, you'll improve your own speaking and presentation skills.
- You'll be giving something back to Rostrum.
- It's a great opportunity to meet members and critics from other clubs.
- It's FREE; lunch, morning/afternoon teas included.
- *Why not???*

Registration essential – contact the RIC or Wayne Passmore.

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*"Every speaker has a mouth:  
An arrangement rather neat.  
Sometimes it's filled with wisdom.  
Sometimes it's filled with feet."*

Robert Orben, American comedy writer  
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# Promoting your club through word-of-mouth marketing

This is a synopsis of an interactive workshop presented by Freeman David Price to Northern Suburbs Club 2230 on 18 March.

Word of mouth is still one of the most powerful tools to market both Rostrum as a whole and individual clubs. Which would you put more faith in – a tradesman's advertisement in the yellow pages, or a personal recommendation from someone who's had work done by him? As members of Rostrum we are the best advocates for our clubs.

But how do you introduce Rostrum into a conversation without sounding like an Amway salesperson?

'It's really hard to create an opening without sounding awkward.' (Freeman Sue Hart, Club 2230)

It's not that daunting once you know how.

## Know why people join Rostrum

People join to: gain confidence (the main reason by far); become better communicators; learn how to structure a speech; practise speaking; learn new skills; learn meeting procedure; and network or for social reasons.

*'If only I had learned the skills developed at Rostrum earlier, it could have changed my life'*

## Know who to target

Not everyone will benefit from what Rostrum has to offer. Those who will benefit most are people with ambition, whether in the workforce or as students, because people with ambition will want to better themselves.

## Ask the right questions

Asking a person about their job is an easy way to start a conversation; asking them about different aspects of their job which could involve communicating gets you on the right track.

You then need to ask a question which produces an emotional response to one of those aspects. You could ask them how they felt about their presentation to management that week, dealing with difficult customers, or making presentations to the class at University, for instance.

This is important because people don't usually say what they need; instead they will express it through emotion. 'I'm feeling a bit anxious about that presentation.' 'I didn't handle that customer very well.' 'I loathe making presentations to my class at Uni.'

When you have an emotional response you have your window to say, 'Have you heard of Rostrum?'

You can then proceed to tell them about a great speaking club where you get to practise and develop your communication skills in a fun, supportive environment with coaching from trained tutors.

Invite them to visit your club – and be there when they do.

*'Nothing will move you further in life than being able to communicate'*

## Know how to keep them once you have them

Once you get them to visit your club, make sure you keep them coming by nurturing their needs and fulfilling their expectations.

Make every meeting different by varying the agenda with different exercises and different speakers every week. Guest speakers, tutorials and workshops all add variety and interest.

Consider introducing themed meetings every so often to create a completely different experience. Go all the way with costumes if it adds to the atmosphere. Leedy Speakers pioneered this approach which has been taken up by others, including Cambridge Speaking Club. A visit to these clubs will help generate some ideas on this and other innovations for meeting agendas.

Consider doing away with some of the formal conventions which might not be relevant to a younger audience, such as the Toast.

Change the club's name from 'Rostrum Club (number)' to something more descriptive and include the words 'Speaking Club'. It will resonate more with people looking for a 'speaking club' than a historical fact related to when a Rostrum club was first registered. When Rostrum Club 11 changed its name to Foothills Speaking Club it had a significant increase in the number of enquiries.

The aim is to convert happy, satisfied visitors into happy, satisfied members who will in turn be keen to personally recommend Rostrum and your club to their friends, colleagues and acquaintances.

*Freeman David Price is a Consultant and Speaker on Governance, Meetings and Presentation, and a member of Foothills Speaking Club and Cambridge Speaking Club.*

*Compiled from detailed notes provided by Kelly Brown, Club 2230.*

## Language at play

Horses have an even number of legs. Behind they have two legs, and in front they have fore-legs. This makes six legs, which is certainly an odd number of legs for a horse. But the only number that is both even and odd is infinity. Therefore, horses have an infinite number of legs.

From the Berkeley Unix 4.2 'Fortunes' program.

