

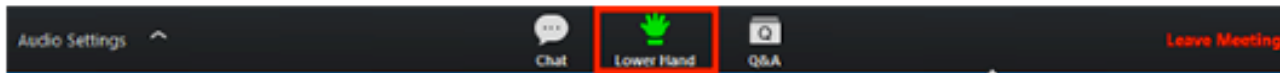
District Council Meeting #1(Aug. 11,2019) START 8:00AM



WHERE LEADERS ARE MADE

Our Webinar will start momentarily

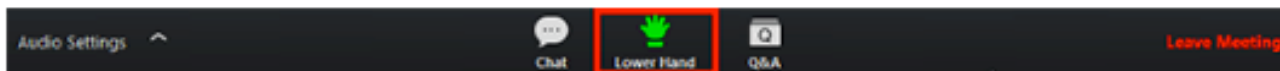
- 1) The video function is not available on your side. No video icon on your side.
- 2) Your microphone is automatically muted.
In case you mention, please click “Raise hand” icon. Host will unmute you.



- 3) At the voting time, a voting screen will appear.
According to the guidance on the screen, please cast your vote.

Webinarは間も無く開始します。

- 1) Webinarでは参加者側のビデオ機能は使用できません。
ビデオON/OFFボタンはZOOM画面に表示されません。
- 2) また、音声も自動的にミュートされています。発言がある場合は、挙手



- 3) 投票のタイミングで、投票画面が現れます。
ガイダンスに従い、投票いただきます。

TOASTMASTERS
INTERNATIONAL®

*2019-2020 District Council Meeting
(DCM) #1*

Date: Sunday, August 11th, 2019, Time: 8:00 AM-10: 25 AM



Call to Order
Opening Remarks
Reading District Mission

District Mission

**We build new clubs and support
all clubs in achieving excellence.**

「新しいクラブを作り、全てのクラブが卓越した成果を上げる支援をする」

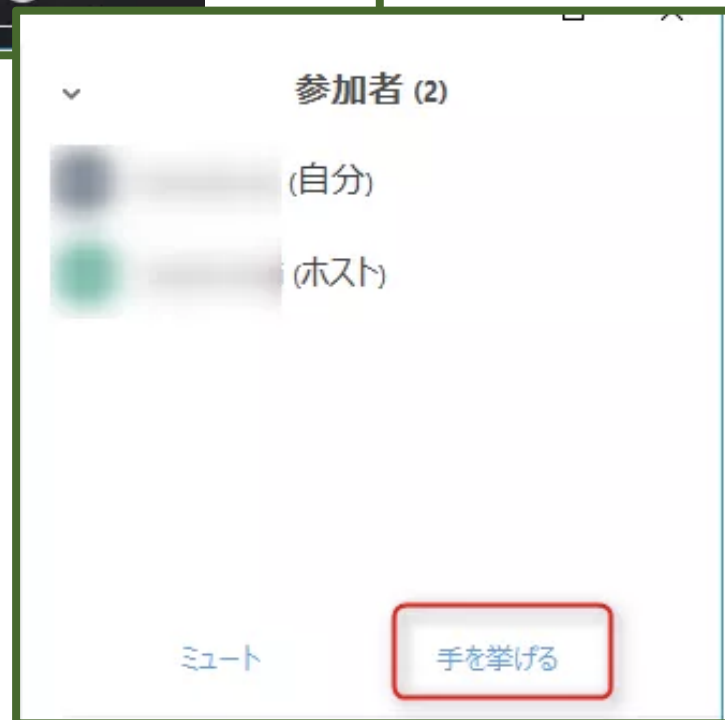


Credential Report

Voting / Raise hand



Windows / Mac Client



Voting / Raise hand



iPad



Last DCM Meeting Minutes Confirmation



District 76

Minutes of the 2018-2019 District Council Meeting (DCM) Meeting #2

2018-2019年度 ディストリクト76 第2回評議会 議事録

Date:	Saturday May 11, 2019	2019年5月11日 (土)
Venue:	Main Hall, Tower Hall Funabori	タワーホール船堀、大ホール
Attendees:	☆ District Officers(Senior Officers and Division Directors)	
	Immediate Past District Director	Kyoko Kitamura
	District Director	Katashi Ishihara
	PR Manager	Ami Aoyama
	Logistic Manager	Masakazu Chindo
	Division A Director	Tomohiko Inagaki
	Division D Director	Yoshio Usui
	Division G Director	Yuki Kobayashi
	Program Quality Director	Eri Teshima
	Finance Manager	Mika Nishimura
	Webmaster	Mike Mukaida
	Division B Director	Yoko Kuroda
	Division E Director	Go Marutani
	Division H Director	Tohru Furuhashi
	Club Growth Director	Yusuke Ohashi
	Administration Manager	Masato Ito
	Division C Director	Yukimasa Matsuda
	Division F Director	Kimochi Honno
	Division I Director	Carl Yamada
	☆ Area Directors (Total Number Only)	42
	☆ Club Presidents, Vice Presidents of Education (Including proxy, Total Number Only)	Total: 262
	Division A	33
	Division D	32
	Division G	29
	Division B	33
	Division E	33
	Division H	20
	Division C	31
	Division F	29
	Division I	22
	☆ Guest	Parliamentarian Takayuki Fujiwara

Time	Agenda	Presenter
14:17	Call to Order The meeting began to call to order DD Ishihara.	DD Katashi Ishihara
	Welcome / Opening Remarks DD Ishihara presented welcome address.	DD Katashi Ishihara
14:20	Reading of the District Mission DD Ishihara presented district mission.	DD Katashi Ishihara

14:21 **Introduction of Committees, Role Takers and Senior Officers**

DD Katashi Ishihara

DD Ishihara introduced role takers.

Election Committee Chair: Masakazu Chindo

Alignment Committee Chair: Yusuke Ohashi

2020 Annual Conference Chair: Kyoko Kitamura

Credential desk chair: Masato Ito

Credential assistants.

Election committee members:

Fumiko Tominaga, Noriko Takiguchi, Seiko Komatsu, Rieko Ichiya, Tsubasa Aoki, Yuka Suzuki, Kiyokazu Tanaka, Junko Maeda, Keiko Minatoya

Timers: Go Marutani, Jui Sakurai

Senior Officers. (Each officer's names are shown attendees list.)

14:24 **Certification of Quorum**

AM Masato Ito

AM Ito certificated quorum. Total number of clubs was 193. This meant the total number of club presidents, VPEs was 386. Quorum was 129. Registered attendance was 260 (final 262). The quorum was constituted.

1/4

<http://www.district76.org/>

14:27 **Adoption of Standing Rules**

DD Katashi Ishihara

DD Ishihara explained standing rules of the district council meeting. Standing rule was adopted.

14:30 **Adoption of Agenda**

DD Katashi Ishihara

DD Ishihara presented an agenda of the meeting. The agenda was adopted.

14:32 **Approval of Minutes of DCM#1**

DD Katashi Ishihara

The minutes of last DCM (DCM1) meeting was presented in the Web site and in handouts. DD Ishihara asked for any questions from those in attendance. The minutes were confirmed by all those in attendance.

14:39	<p>Adoption of District Alignment of Clubs 2019-2020</p> <p>Alignment Committee Chair Yusuke Ohashi reported on the area alignment plan.</p> <ol style="list-style-type: none"> 1. District alignment committee 2. Policy 3. Alignment of clubs 2019-2020 <p>Chair Ohashi asked for any questions from those in attendance.</p> <p>Chair Ohashi moved to adopt the club alignment for 2019-2020 term as presented.</p> <p>The club alignment for 2019-2020 term will take effect on July 1st, 2019.</p>	Chair Yusuke Ohashi
14:59	<p>Finance Manager's Report</p> <p>DD Ishihara on behalf of FM Nishimura reported on current state of finance (3rd quarter) using slide as below.</p> <ol style="list-style-type: none"> 1. PL through July 2018 – March 2019 2. Available funds as of 31st March 2019 <p>DD Ishihara asked for any questions from those in attendance.</p> <p>Motion</p> <p>DCD Matsuda made a motion. The motion was "10 min. extend." The motion was carried.</p>	DD Katashi Ishihara
15:23	<p>Mid-year Audit Report of Audit Committee</p> <p>DD Ishihara on behalf of Audit Committee Chair Hajime Usuki reported on mid-year audit report.</p> <ol style="list-style-type: none"> 1. Audit committee meeting and AC members 2. Report certification 	DD Katashi Ishihara
15:30	<p>Report of District Leadership Committee</p> <p>IPDD Kitamura reported on district leadership committee using slide as below.</p> <ol style="list-style-type: none"> 1. Member's name of district leadership committee and activities. 2. Candidate's name of district officers 2019-2020 	Chair IPDD Kyoko Kitamura
15:34	Intermission	
15:45	<p>Mid-year Audit Report of Audit Committee</p> <p>The report was adopted by all those in attendance.</p>	DD Katashi Ishihara
15:50	<p>Election of District Officers for 2019-2020</p> <p>DD Ishihara explained the election of district officers 2019-2020 using slide as below.</p> <ol style="list-style-type: none"> 1. Election procedure <ol style="list-style-type: none"> (a) How many ballots? (How to use ballot and invalid vote) (b) When only one candidate (dispense with the secret ballot) 2. Election committee 	DD Katashi Ishihara

Motion

PQD Teshima made a motion. The motion was " To dispense with the secret ballot for that single candidate. "
 The motion was carried.

16:10

Election for District Director

DD Katashi Ishihara

Two candidates nominated by the District Leadership Committee : Yoko Kuroda, Matthew Ownby
 This position was two candidates. Election was held by ballots.

Intermission

(Reported another officers during election process)

Reports by District Senior Officers

16:32

Public Relation Manager's Report

PRM Ami Aoyama

2/4

<http://www.district76.org/>

PRM Aoyama reported what she conducted on public relations.

1. Overall PR Policy
2. Press Release, Promotion Video, Magazine Ads, PR Contest, Others
3. For the next term

16:36

Teller's Report / Election for District Director

Number of votes cast:	<u>303</u>
Necessary for adoption (majority):	<u>152</u>
Yoko Kuroda	<u>48</u>
Matthew Ownby	<u>250</u>
Invalid Votes	<u>5</u>

Result: Matthew Ownby was elected for District Director.

16:38

Election for Program Quality Director

A candidate nominated by the District Leadership Committee : Yusuke Ohashi
 This position was only one candidate. Yusuke Ohashi was elected for Program Quality Director.

16:42

Election for Club Growth Director

A candidate nominated by the District Leadership Committee : Yukimasa Matsuda
 This position was only one candidate. Yukimasa Matsuda was elected for Club Growth Director.

16:46

Election for Division A Director

A candidate nominated by the District Leadership Committee : Takashi Tadooka
 This position was only one candidate. Takashi Tadooka was elected for Division A Director.

- This position was only one candidate. Takashi Tadokoro was elected for Division A Director.
- 16:50 **Election for Division B Director**
A candidate nominated by the District Leadership Committee : Emi Maruyama
This position was only one candidate. Emi Maruyama was elected for Division B Director.
- 16:53 **Election for Division C Director**
A candidate nominated by the District Leadership Committee : Chris Cooper
This position was only one candidate. Chris Cooper was elected for Division C Director.
- 16:56 **Election for Division D Director**
A candidate nominated by the District Leadership Committee : Hidesuke Itadzu
This position was only one candidate. Hidesuke Itadzu was elected for Division D Director.
- 16:59 **Election for Division E Director**
A candidate nominated by the District Leadership Committee : Hitoshi Kawaguchi
This position was only one candidate. Hitoshi Kawaguchi was elected for Division E Director.
- 17:03 **Election for Division F Director**
A candidate nominated by the District Leadership Committee : Hiroyuki Yamaguchi
This position was only one candidate. Hiroyuki Yamaguchi was elected for Division F Director.
- 17:06 **Election for Division G Director**
A candidate nominated by the District Leadership Committee : Naoki Yoshino
This position was only one candidate. Naoki Yoshino was elected for Division G Director.
- 17:09 **Election for Division H Director**
A candidate nominated by the District Leadership Committee : Yumiko Otsuka
This position was only one candidate. Yumiko Otsuka was elected for Division H Director.
- 17:12 **Election for Division I Director**
A candidate nominated by the District Leadership Committee : Yohei Shimura
This position was only one candidate. Yohei Shimura was elected for Division I Director.
- 17:15 **Election for Division J Director**
A candidate nominated by the District Leadership Committee : Kimochi Honno
This position was only one candidate. Kimochi Honno was elected for Division J Director.
- 17:19 **Club Growth Director's Report** CGD Yusuke Ohashi
CGD Ohashi reported on club growth committee using slide as below.
 1. Club Growth; Result, Success and Lost reasons
 2. CGD taskforce 2018-2019 summary (Facing Difficulties, Revitalizing Plans)
- 17:25 **Program Quality Director's Report** PQD Eri Teshima
PQD Teshima reported on program quality committee using slide as below.
 1. Pathways
 2. Online/Webinar, Online DCM, COT online support
 3. Others

- 17:30 **District Director's Report** DD Katashi Ishihara
DD Ishihara reported on current status of District 76.
Activities on 2018-2019; PR strategy, Club Officers Training, DEC, Committee
- 17:35 **2020 Annual Conference Committee** Conference Chair: IPDD Kyoko Kitamura
2020 Annual Conference Committee Chair Kitamura reported on 2020 Annual Conference.
Date and Venue (Apr. 24-26 2020, Kyoto Terrsa)
- 17:39 **New Business and Announcement** DD Katashi Ishihara
We had no new business.
- 17:50 **Outgoing District Director Remarks** DD Katashi Ishihara
DD Ishihara presented closing remarks.
- 17:55 **Incoming District Director Remarks** Incoming DD Matthew Ownby
Incoming DD Ownby presented inaugural speech.
- 17:58 **Adjournment** DD Katashi Ishihara



Adoption of the Agenda

2019-2020 District 76 District Council Meeting #1

Date: Sunday, August 11th, 2019, Time: 8:00 AM-10:25 AM

Venue: Zoom

Start	Time	Agenda	Person in Charge
7:30	(30:00)	Online Venue Setup	
8:00	(0:08)	Call to order Opening Remarks Reading the District Mission	DD Matthew Ownby
8:08	(0:02)	Credential Report	AM Masato Ito
8:10	(0:10)	Confirmation of Agenda Adoption of Online Standing Rules Confirmation of Appointed District Officers	DD Matthew Ownby
8:20	(0:10)	2018-2019 Finance Report	2018-2019 FM: Mika Nishimura
8:30	(0:07)	2018-2019 Audit Report	2018-2019 Audit Committee Chair Hajime Usuki
8:37	(0:63)	Senior Officer's Reports	DD Matthew Ownby PQD Yusuke Ohashi CGD Yukimasa Matsuda PRM Reiko Sato
9:10	(0:10)	Break	
9:20	(0:40)	Adoption of the 2019-2020 Budget	DD Matthew Ownby
10:00	(0:03)	Confirmation of Appointed Committee Chairs	DD Matthew Ownby
10:03	(0:02)	District Alignment Committee	Chair: CGD Masayuki Matsuda
10:05	(0:02)	Leadership Committee	Chair: IPDD Katashi Ishihara
10:07	(0:02)	Program Quality Committee	Chair: PQD Yusuke Ohashi
10:09	(0:02)	2020 Annual Conference Committee	Chair: Kyoko Kitamura
10:11	(0:02)	2021 Annual Conference Committee	Chair: IPPD Katashi Ishihara
10:13	(0:07)	New Business	DD Matthew Ownby
10:20	(0:05)	Announcements	
10:25		Adjournment	

DD: District Director, PQD: Program Quality Director, CGD: Cub Growth Director, AM: Administration Manager, FM: Finance Manager, PRM: Public Relations Manager, IPDD: Immediate Past District Director,

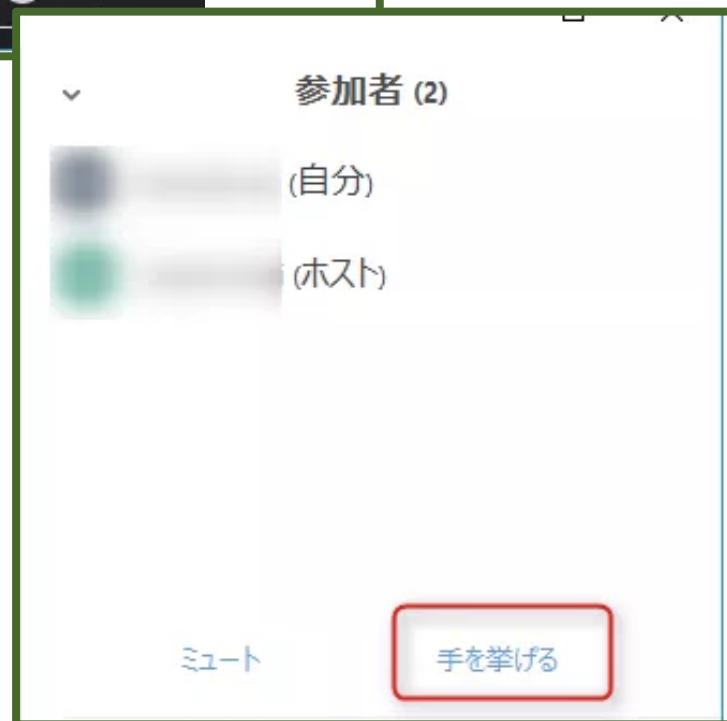


Adoption of Online Standing Rules

Voting / Raise hand



Windows / Mac Client



Voting / Raise hand



iPad



Confirmation of Appointed Officers



Administration Manager

Masato Ito



Financial Manager

Akiko Endo



Public Relations Manager

Rieko Sato



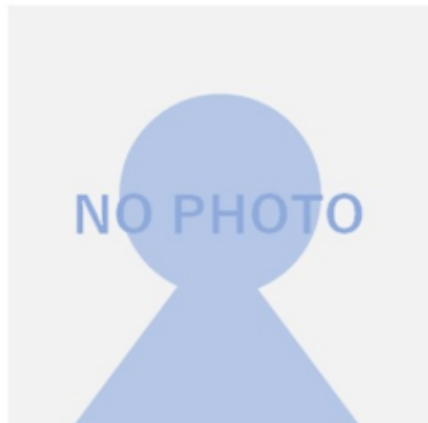
Logistics Manager

Masakazu Chindo



Webmaster

Takuji Hamano



Digital Marketing Manager

Arata Doi



IT Master

Kazuki Sakai



District Parliamentarian

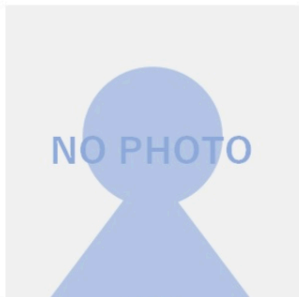
Daniel Ross



A11
Izumi Okubo



A12
Kazuyuki Hosaka



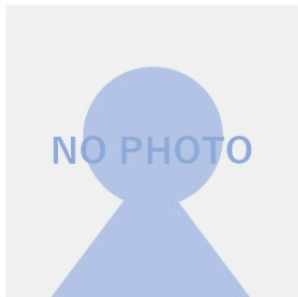
A13



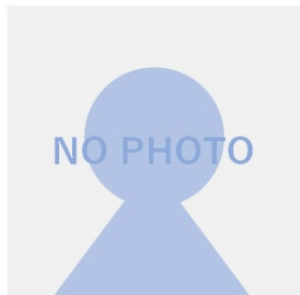
A14
Satoe Sekine



A15
Erika Nakazato



A16
Noriko Tsutsui



B21
HEATON,Carolyn Joann



B22
Chisako Omata



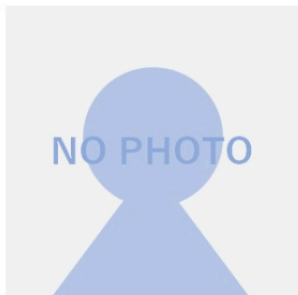
B23
Noriaki Tani



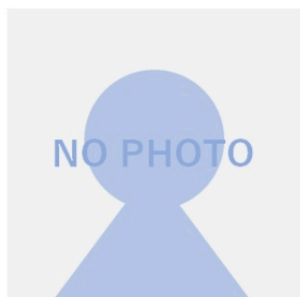
B24
Noriko Takiguchi



B25
Takahiro Osada



B26
Yasuhito Suzuki



C31
Miwa Baba



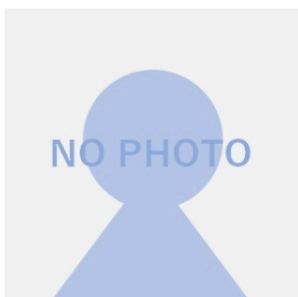
C32
Anna Teramachi



C33
Teiki Iwaoka



C34
Taishi Oda



C35
Allen Choi



C36
Joe Peters



D41
Kazuto Oyama



D42
Masayuki Tanaka



D43
Kazuaki Inaba



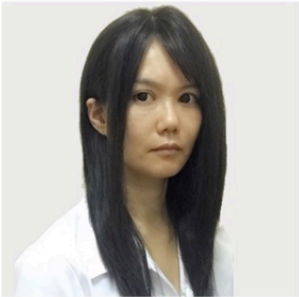
D44
Reona Aoki



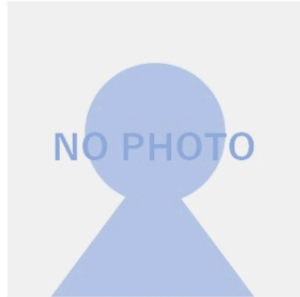
D45
Takuji Hamano



E51
Harumi Inoue



E52
Meiko Chanoki



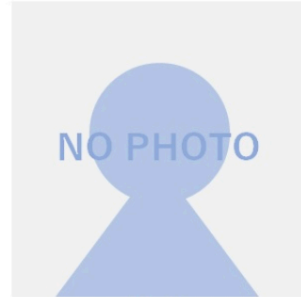
E53
Masashi Wada



E54
Satoru Yamasaki



E55
Kiyomi Nozawa



E56
Tadasi Aobayashi



F61
Yoshiko Sakiyama



F62
Hong Phuc Nguyen



F63
Yuuki Uchida



F64
Fujio Itomitsu



F65
Takako Yamada



G71
Akiko Ando



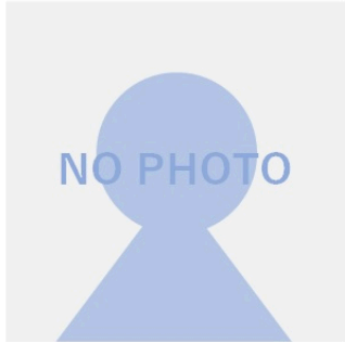
G72
Harumi Ueda



G73
Kumiko Matsumoto



H81
Kumiko Matsumura



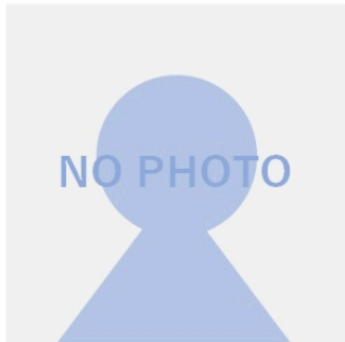
G82
Toru Noda



G83
Harumi Sakai



I91
Hiroyuki Kusumi



I92
Yuka Aihara



I93
Kazuyuki Shigeta



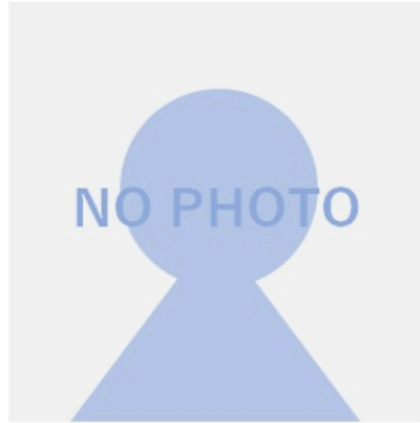
I94
Shinji Watanabe



I95
Hiroko Seki



J101
Hirofumi Kawamoto



J102
Makoto Yuba



J103
Takashi Ito

I Welcome Your Approval of
All the Appointed Officers!



2018-2019 Finance Report

District 76
Profit & Loss (Actual vs. Budget Summary) (in JPY)

	07/01/2018 Through 06/30/2019		
	Actual	Budget	Variance
District Revenue			
Membership Revenue	11,008,983.67	10,959,928.00	49,055.67
Conference Revenue	3,467,664.00	3,089,480.00	378,184.00
Speech Contest Revenue	566,770.00	740,000.00	(173,230.00)
Total District Revenue	15,043,417.67	14,789,408.00	254,009.67
District Expenses			
Conference Expenses	3,422,023.00	2,988,847.00	433,176.00
Marketing Expense	2,951,612.84	3,075,300.00	(123,687.16)
Communications & PR Expenses	1,532,630.67	1,791,780.00	(259,149.33)
Education & Training Expense	1,684,397.63	3,316,000.00	(1,631,602.37)
Speech Contest Expenses	635,965.41	1,110,000.00	(474,034.59)
Administration Expenses	725,620.47	711,200.00	14,420.47
Travel Expense	4,780,886.00	5,736,905.00	(956,019.00)
Other Expenses	588,669.90	548,004.00	40,665.90
Total District Expenses	16,321,805.92	19,278,036.00	(2,956,230.08)
Total Net Income	(1,278,388.25)	(4,488,628.00)	3,210,239.75

District 76
Available Funds (in JPY)
Month Ending 06/30/2019

Available Funds

Cash & District Reserve

Cash

Cash - Japan Post Bank (6001)

2,661,881.00

Total Cash

2,661,881.00

District Reserve

8,858,294.87

Total Cash & District Reserve

11,520,175.87

Minimum District Reserve Required at Year End

(2,739,981.67)

Total Available Funds

8,780,194.20



2018-2019 Audit Report

Year-end Audit Report

Audit Committee Chair
Hajime Usuki

Overview of the Year-end audit

- Aug 3rd, 2019 at, Tokyo
- AC Members :TM Hajime Usuki(Chair), TM Norihito Mayama, TM Hiroo Yamamoto(Desktop review)
- Other Attendees
 - District 76,2018-2019 Officer: TM Mika Nishimura (FM), TM Katashi Ishihara(DD),
 - District 76,2019-2020 Officer: TM Akiko Endo(FM)

Year-end Audit Report 2018-2019

Status

- Completed most of substantive procedures

Open items

- TMI adjustment
- Division contest financial reports from some Divisions

Findings


- Receipt and invoices are properly collected
- Expense to TM members(or TM members' company)




Senior Office Reports

What Are This Year`s Goals?

Goals (2019-2020)

	2018-2019		2019-2020
Clubs:	198		220

Paid Members:	9,228		10,150
----------------------	-------	---	---------------

Distinguish Clubs:	83 (<u>41%</u>)		110 (<u>50%</u>)
---------------------------	-------------------	--	-------------------------

A Logical Reaction

“Are you Insane!

**It is impossible to charter 22
community clubs in one year.”**

***past 3 years around ave 10 clubs per year**

My Answer:

**If we did what we always do,
We will get what we always got.**

How is that working for you?

**If we did what we always do,
We will get what we always got.**

**If your club always has few guest,
and you do not change,
you will always get few guests.**

What will you do differently?

Just Imagine ...

A Japan where everyone knows
of Toastmasters
as much as they do of Kumamon.



A Japan where you can say proudly you are a Toastmaster to strangers and not get quizzical looks.



**A Japan were politicians, CEOs
and other powerful figures are
actually good at public speaking.**



What would it mean if all that was
a reality?

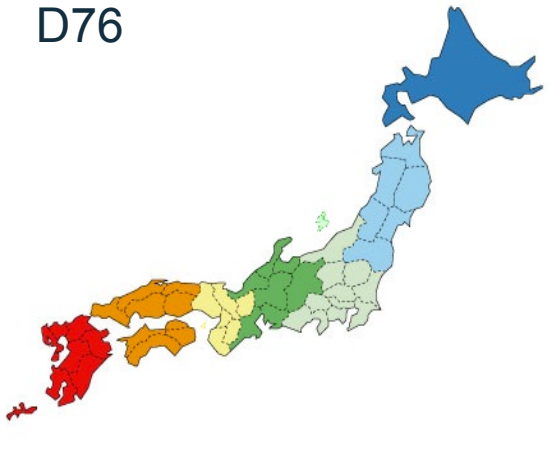


What need to happen to get there?



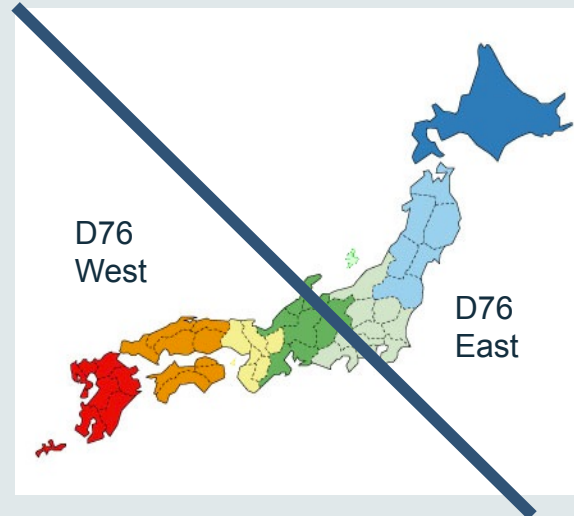
D76 TOASTMASTERS: WHERE JAPAN'S FUTURE LEADERS ARE MADE!

D76

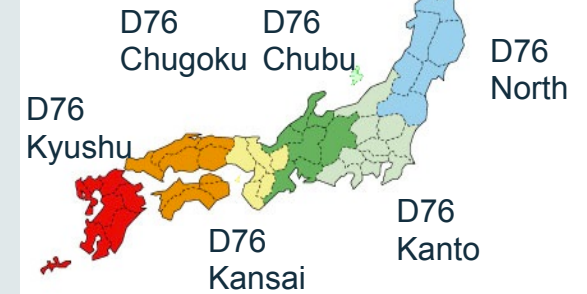


2019
Clubs: 194
Payments: 9,109
Distinguished Clubs: 59

D76
West



2025
Clubs: 400
Payments: 24,000
Distinguished Clubs: 280



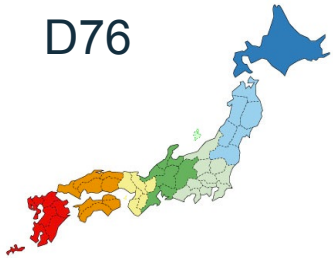
2040
Clubs: 1,200
Payments: 72,000
Distinguished Clubs: 960



D76 TOASTMASTERS: WHERE JAPAN'S FUTURE LEADERS ARE MADE!

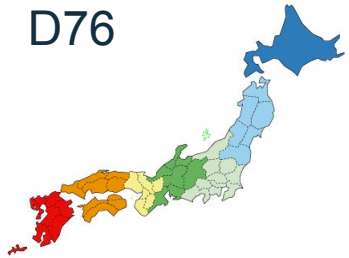
Split (?)

D76



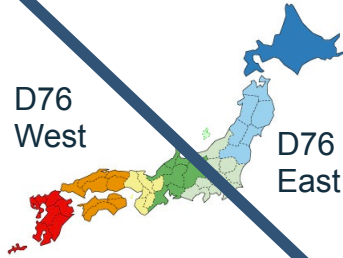
2019
Clubs: 194
Payments: 9,109
Distinguished Clubs: 59

D76



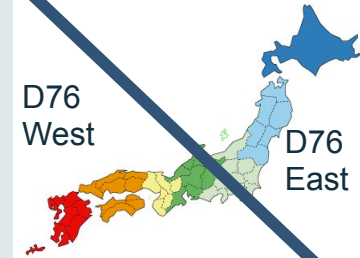
2020
Clubs: 220
Payments: 10,150
Distinguished Clubs: 110

D76
West



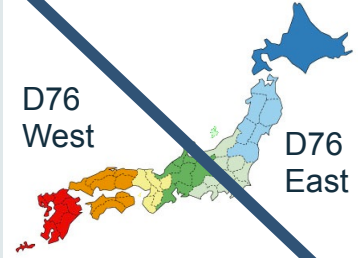
2021
Clubs: 250
Payments: 14,000
Distinguished Clubs: 125

D76
West



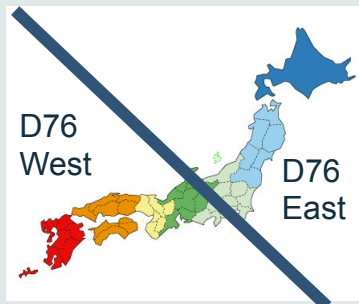
2022
Clubs: 285
Payments: 17,100
Distinguished Clubs: 157

D76
West



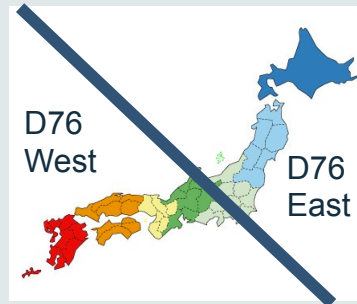
2023
Clubs: 325
Payments: 19,500
Distinguished Clubs: 212

D76
West



2024
Clubs: 365
Payments: 21,900
Distinguished Clubs: 256

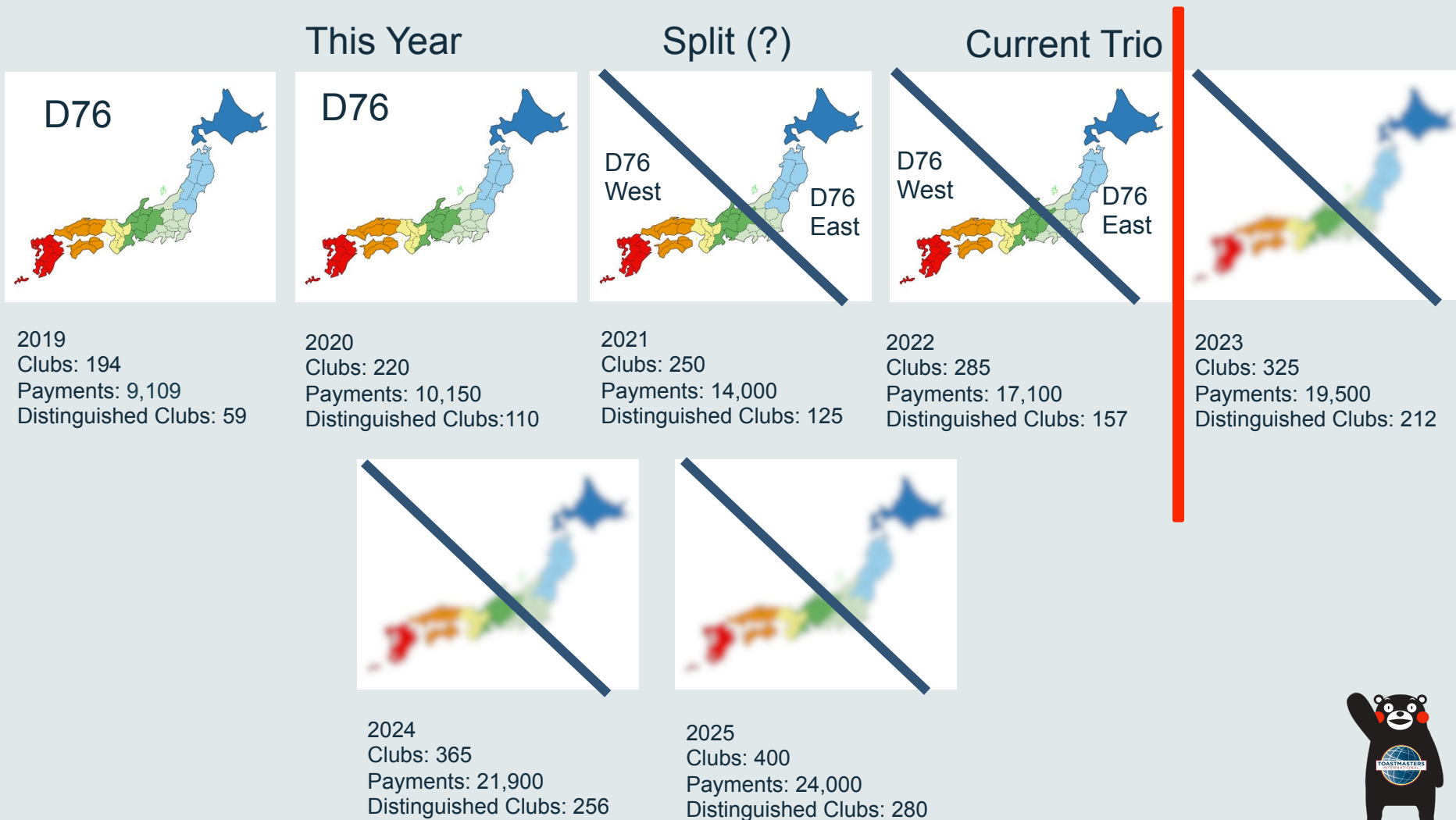
D76
West



2025
Clubs: 400
Payments: 24,000
Distinguished Clubs: 280

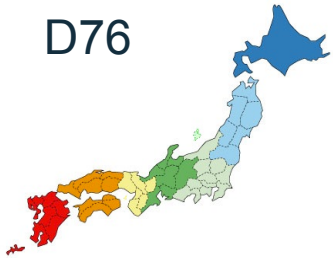


D76 TOASTMASTERS: WHERE JAPAN'S FUTURE LEADERS ARE MADE!



D76 TOASTMASTERS: WHERE JAPAN'S FUTURE LEADERS ARE MADE!

D76

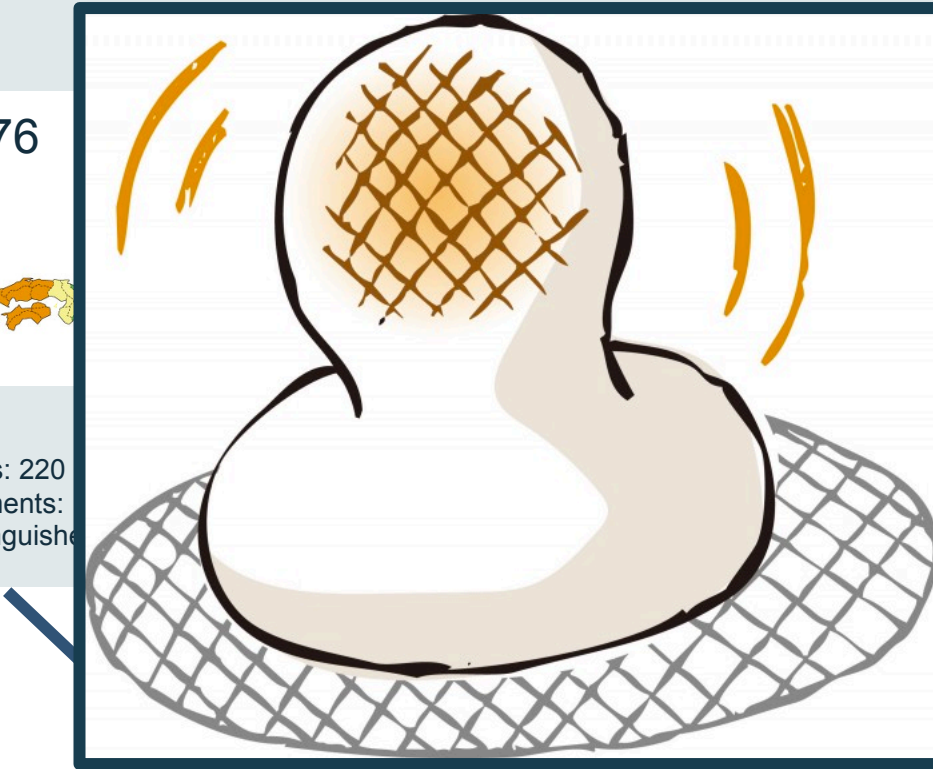


2019
Clubs: 194
Payments: 9,109
Distinguished Clubs: 59

D76



2020
Clubs: 220
Payments:
Distinguishe



Trio

D76
East

57



2023
Clubs: 325
Payments: 19,500
Distinguished Clubs: 212

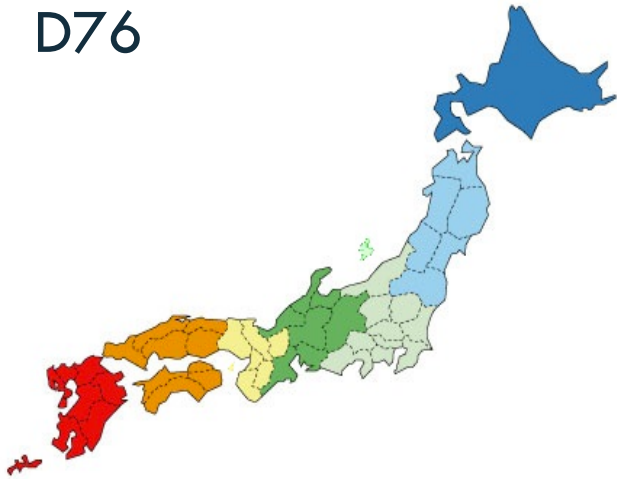
2024
Clubs: 365
Payments: 21,900
Distinguished Clubs: 256

2025
Clubs: 400
Payments: 24,000
Distinguished Clubs: 280



D76 TOASTMASTERS: WHERE JAPAN'S FUTURE LEADERS ARE MADE!

D76



Now

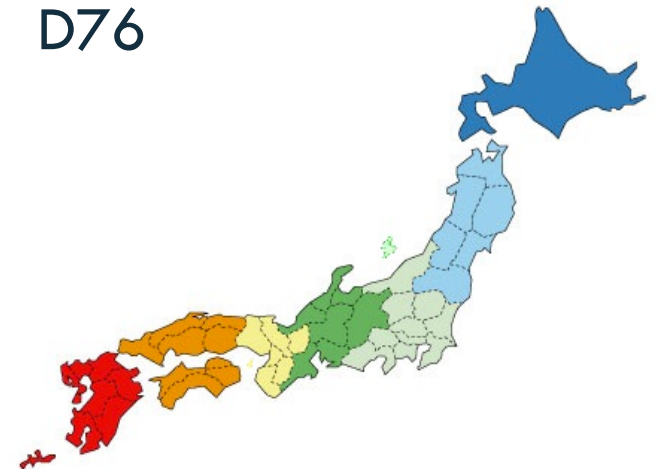
Clubs: 194

Payments: 9,109

Distinguished Clubs: 59



D76



2020

Clubs: 220

Payments: 10,150

Distinguished Clubs:
110



What should we do?



**First we need to know
the current situation**



Current Situation (2018-2019)

CGD

	2017-2018	→	2018-2019
Clubs:	191		198

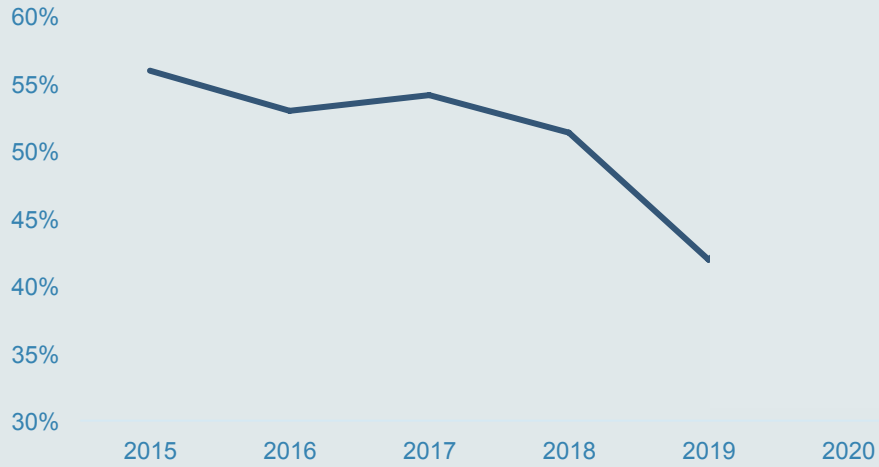
PQD

Paid Members:	9,579	→	9,228
---------------	-------	---	-------

PQD

Distinguish Clubs:	98	→	83
--------------------	----	---	----

Distinguished Club by %



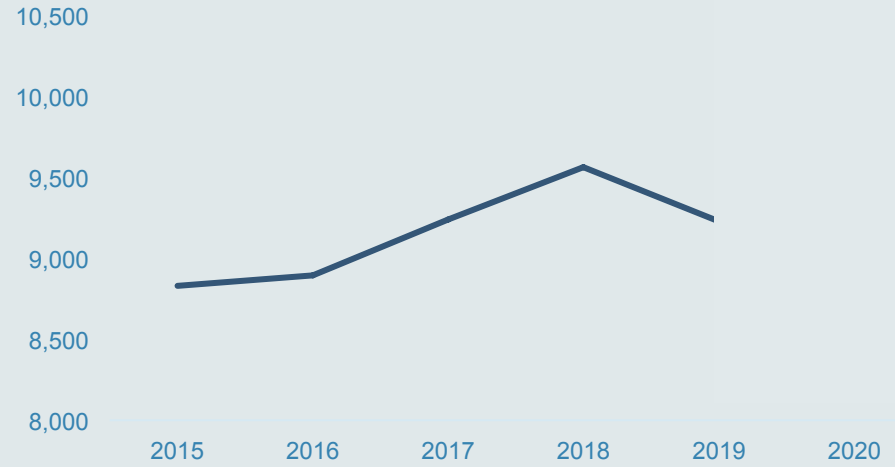
Distinguished Clubs



New Clubs



Membership Payment Growth



What does this mean?

**No of paid member per club is down
(25 => 23) or
by 70% Rule (18 => 16)**

50% clubs are ok or healthy

50% clubs need more members!

***no double roles and no silent ~20 members attending regularly**

Issues:

General problems with attracting guests

- *Some clubs website don't work well enough to attract guests
- *Some club don't use SNS or know how to use it to attract guests
- *Some clubs do not even know why guests come
- *Some clubs do not have any process or strategy to get guests
- *The district doesn't have a sales funnel for guests

**HOPE MARKETING
DOESN'T WORK**

What does this mean?

No. of Distinguish Clubs is tooooooo low.

Only 40%

=> Are clubs really providing a good educational experience for its members?

Issues:

Struggling with the Pathways transition

- *Some member quit because they cannot adjust
- *Lack of progress by many clubs
- *Members do not understand the merits
- *Hard to understand the big picture
- *Japanese is not fully integrated or that good
- *There are no internal champions in each club

**IF WE CAN'T MAKE PATHWAYS
WORK FOR OUR MEMBERS
THEY WILL LEAVE.**

Issues:

The West Needs A Stronger Base Before the Split

***Kanto:** 43.3 million, 108 clubs

***Tokai:** 15.1 million, 8 clubs

***Kansai:** 22.7 million, 21 clubs

Kanto: 1 club per 0.4 million people

Tokai: 1 club per 1.8 million people

Kansai: 1 club per ~1 million people

The Gap

Hokkaido: 1 club \Rightarrow 13 clubs (12 clubs)

Tohoku: 6 clubs \Rightarrow 23 clubs (17 clubs)

Tokai: 8 clubs \Rightarrow 38 clubs (30 clubs)

Koshinetsu: 2 clubs \Rightarrow 13 clubs (9 clubs)

Hokuriku: 1 club \Rightarrow 13 clubs (12 clubs)

Kansai: 21 clubs \Rightarrow 57 clubs (36 clubs)

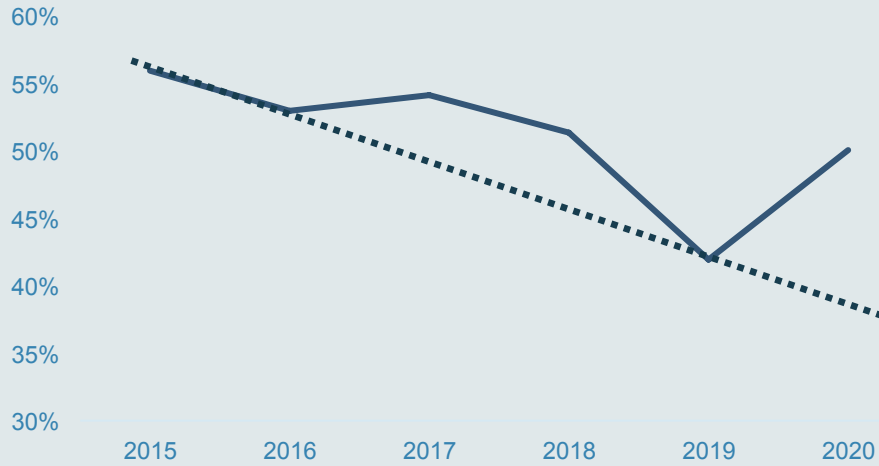
Chugoku: 9 clubs \Rightarrow 19 clubs (10 clubs)

Shikoku: 5 clubs \Rightarrow 10 clubs (5 clubs)

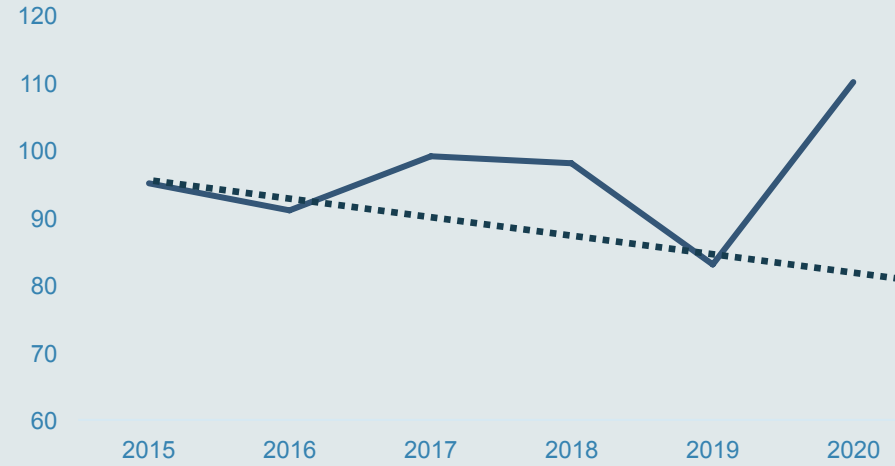
Kyushu: 17 clubs \Rightarrow 36 clubs (19 clubs)

※Kanto Base 1 club per 0.4 million people

Distinguished Club by %



Distinguished Clubs



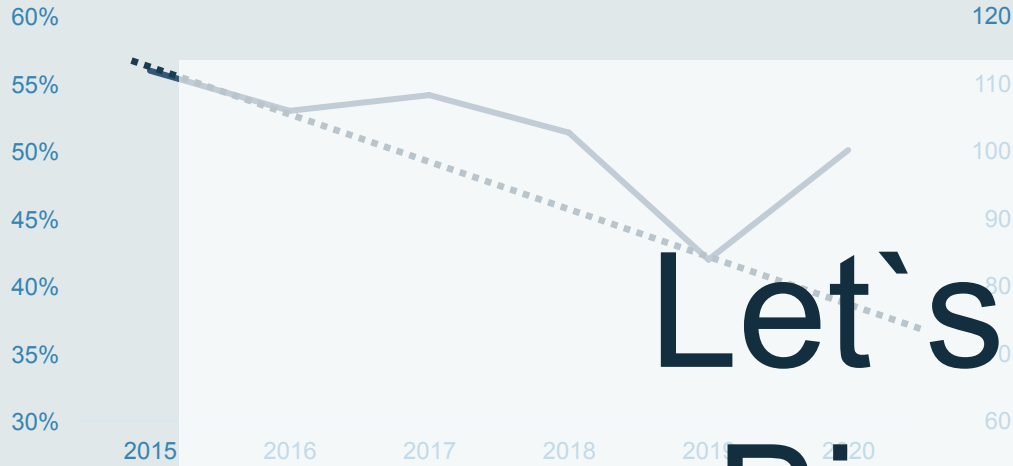
New Clubs



Membership Payment Growth



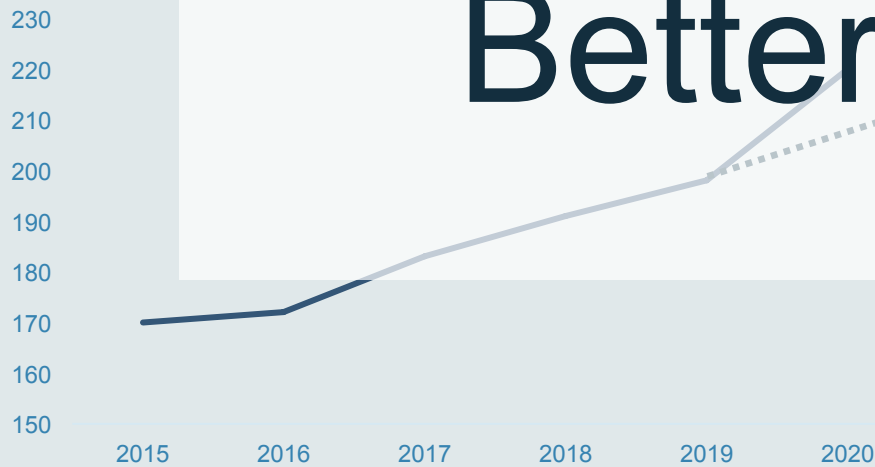
Distinguished Club by %



Distinguished Clubs



New Clubs

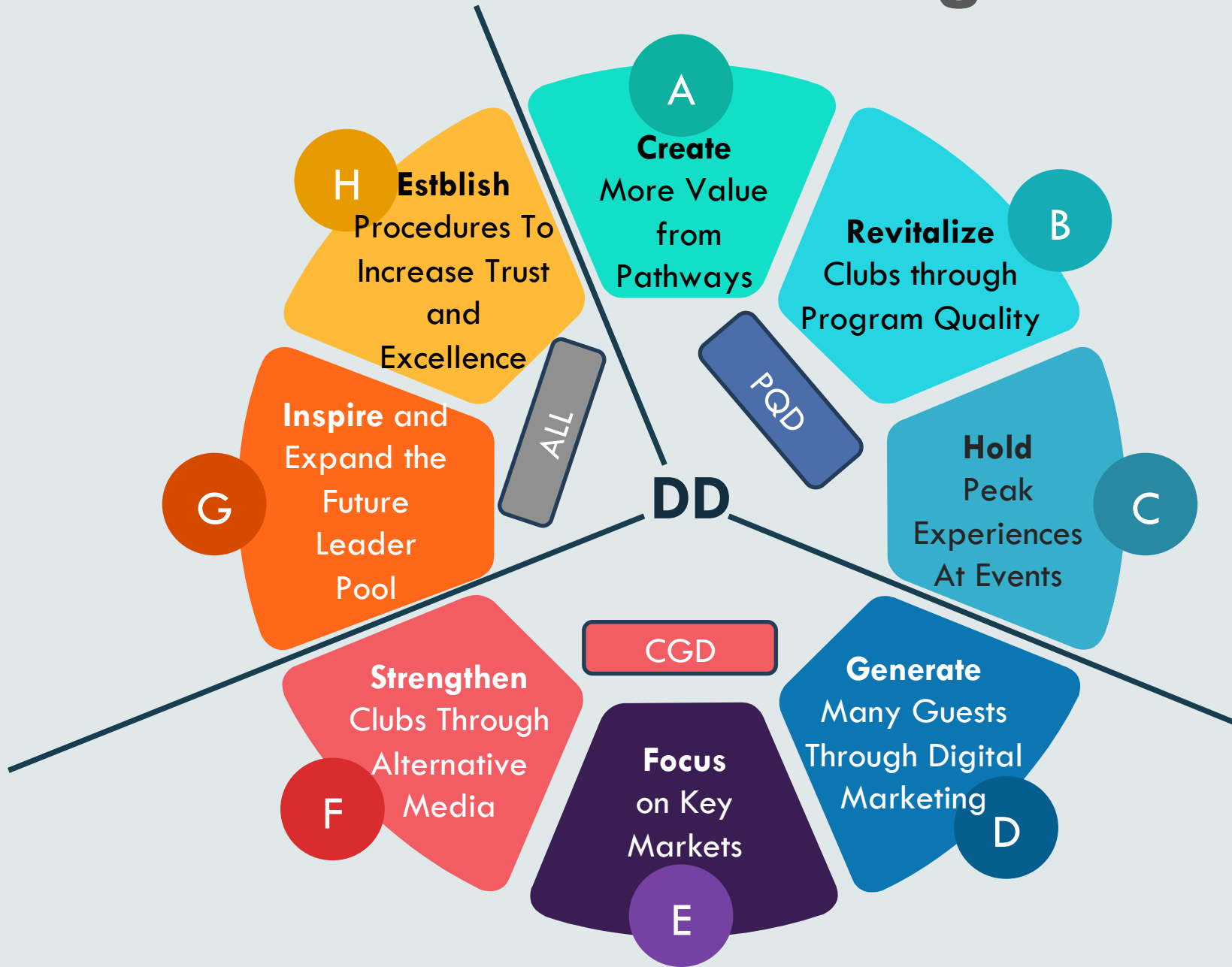


Membership Payment Growth



Let's Be
Bigger
Better Bolder!

District 76 8 Strategies



Goals (2019-2020)

Paid Clubs:

220

Paid Members:

10,150

Distinguish Clubs:

110 (50%)



PQD Strategy
GrowthMaster Fundamental

PQD Yusuke Ohashi, DTM

Yusuke Ohashi, DTM

PQD



Management Consultant:

Leads enterprise-wide transformations efforts that focus on **growth strategy**, helping organizations deliver lasting improvements to financial performance, driving mind-set and behavior change, and building capabilities at scale

- 2012 ● *Joined Visionaries TMC*
- 2013 ● *VPE, Visionaries TMC*
- 2014 ● *President, Visionaries TMC*
- 2015 ● *Area Director, Area51*
- 2016 ● *Club Sponsor, Mentor, and Coach*
- 2017 ● *Division Director, DivisionE*
- 2018 ● *Club Growth Director, Trio*
- 2019 ● *Program Quality Director, Trio*
- 2020 ↓

I have a passion...

Maximize **Membership Experience**

- 会員体験を最大化し、皆さんがワクワク感・期待感を持てる状態を作る

Toastmaster's stage **open to more public**

- “内輪の集まり”にどうしてもなりやすい現在から、誰もがトーストマスターズの活動に
ワクワク感・期待感を持てる状態を作る（仕組み、強みを見る）

Master **Faster**

- はやくより良い状態を作る、スピード感を大事にしたい

Fundamentals

Create the Right End Output

04 •

Put together an end-of-the project output image as quickly as possible

Frontload Projects

03 •

Build the necessary trust and credibility by completing work as much as possible during the first phase, following the basket of essentials



Focus on What Really Matters

• 01

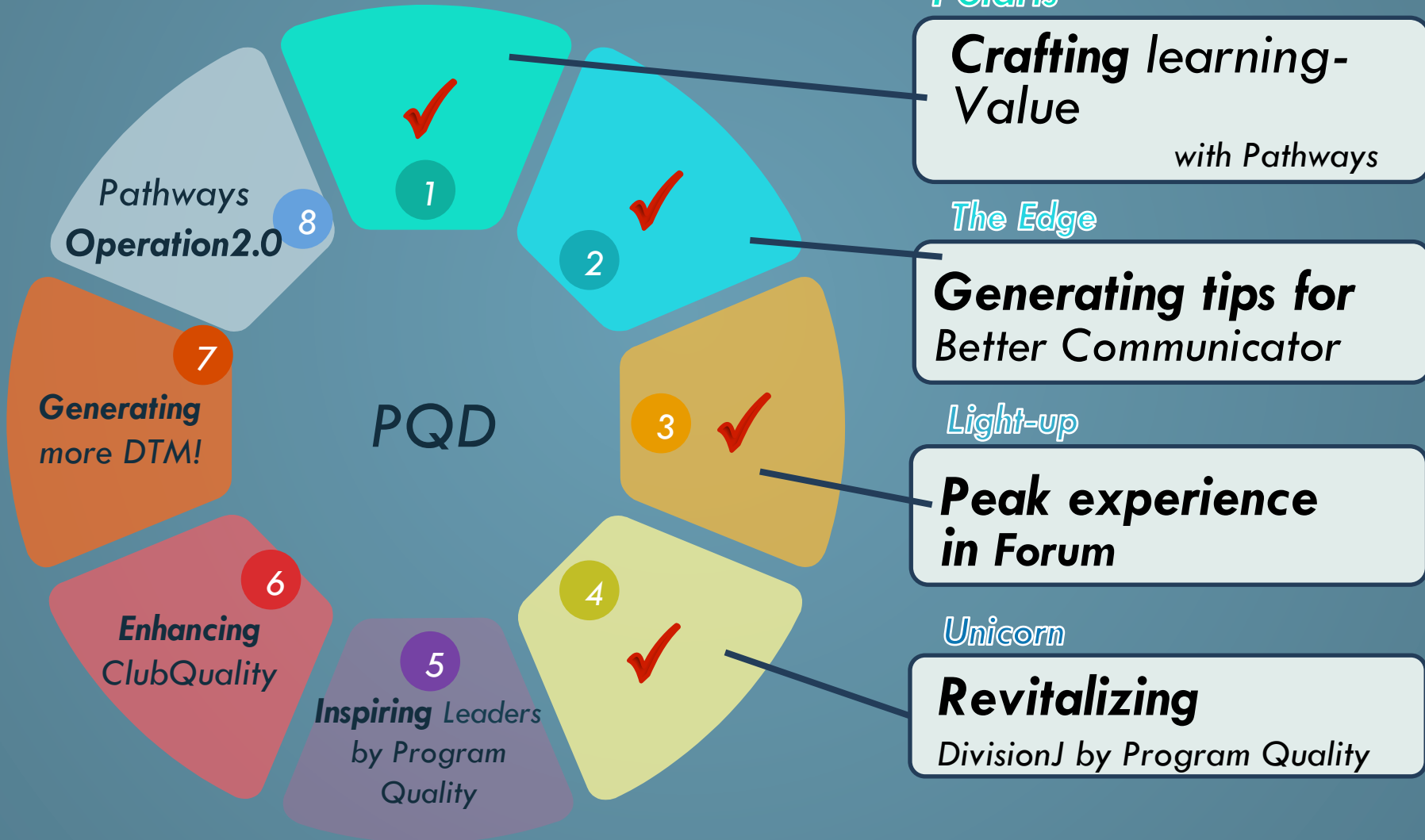
Constantly have a razor-sharp awareness of what to do and how we can add value

Simplify

• 02

Have a 30-second answer to Everything! : Impress more and fast

PQD Strategy



■ We define maximizing membership experience as the growth engine: encouraging to develop a greater sense of belonging and being a toastmaster

- ✓ **Observe:** understand real needs, program strength through member's eye
- ✓ **Shape:** redesign by articulating of the distinctive value through experience in TM
- ✓ **Perform:** align to deliver against tangible outcomes this year, and over five years

■ "Value-crafting" is the top priority for better experience:

Not mention just feature but articulate the benefits and value. Focus on the end, not the means
Preparing for Pathways era: whole educational system will be switched to Pathways next term

- ✓ **More razor-sharp and vivid:** illustrating 11 types of Pathways experience

➤ Everyone will have clear answers for 1) What is the exact goal for each path, what can we exactly gain when accomplishing the whole program? 2) Through Pathways experience, how can we leverage inner growth? 3) What leadership experience have role-model leaders in the world gone through, and how can we touch and have a simulated experience in Toastmasters?

- ✓ **More engagement to Master Faster:** illustrating insights from Speaker role-models

➤ Everyone will have clear answers for 1) What strengths and formula does Great speakers have to inform/Persuade/Inspire? 2) How evaluation is effective when elevating Toastmasters speaking career to new heights? 3) How those capabilities can be learnt and gained through Toastmasters experience/program?

Polaris

Edge

- **“Value-selling” to all members and potential market:** Demonstrating the Projects output at Events, open to everyone, public (Inspiring Toastmasters Members for more engagements/retentions and Non-Toastmasters for new members)

- **Program Quality / Toastmasters Leadership Institute**

- **District Event on *January 19th(Sun)* in Tokyo International Exchange Center**

**Lighter version of COT for DivisionBCDEI is held on the same day*



- **District Event in DivisionA, F, G, H, J in each Division**

**Lighter version of COT for DivisionBCDEI is held on the same day*

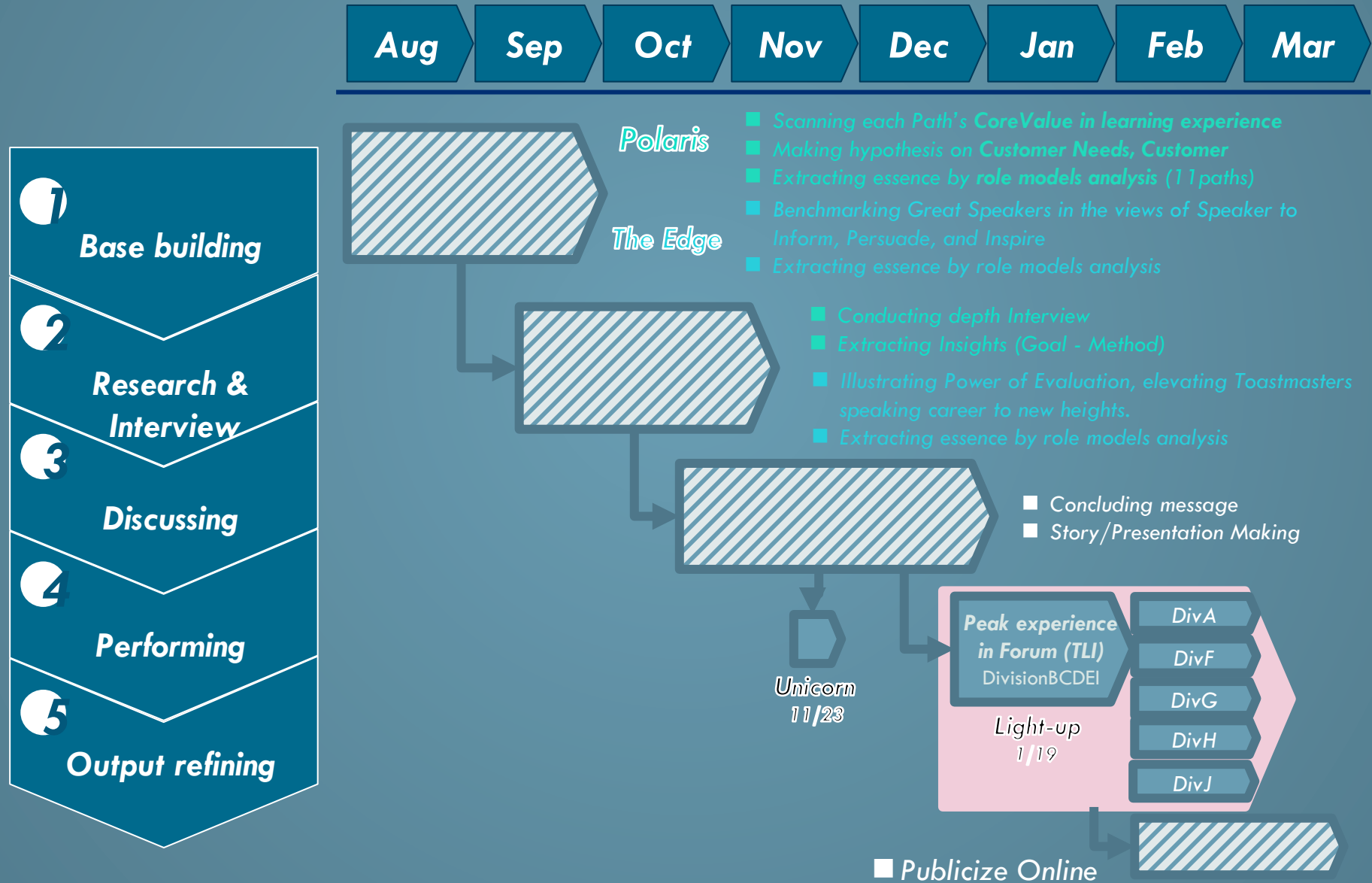
- **To revitalize DivisionJ**

- Unicorn □ **District Event on *November 23th(Sat)* in E-Able Nagoya** **Educational Events*

Light-up

- **Growth Engines by Backoffice team:** *Every club and every member benefits from equitable programs, modernized support, enhanced member experiences, and sharing benefits in a robust way.*
 - ✓ **Operational Excellence 2.0 team** supports for Operational problems, training Basecamp Manager and users online (How to choose a Path, proceed a project, handle requests, DCP application, etc..., headed by Futana Sumiko, DTM and Bunzo Suzuki, DTM)
 - ✓ **Enhancing ClubQuality team** encourage to foster strong quality clubs and strong individuals who can tap into their true potential
 - ✓ **Generating more DTM team** encourages potential DTM holders to take opportunities
 - ✓ **Inspiring Leaders by Program Quality team** conducts Directors Training with knowledge and best practice in Region 14

Project Workplan



TLI Event plan

TLI : Toastmasters Leadership Institute

Jan

District Event on **January 19th (Sun)**
in Tokyo International Exchange Center

Output presentation Workshop



Club officer Training

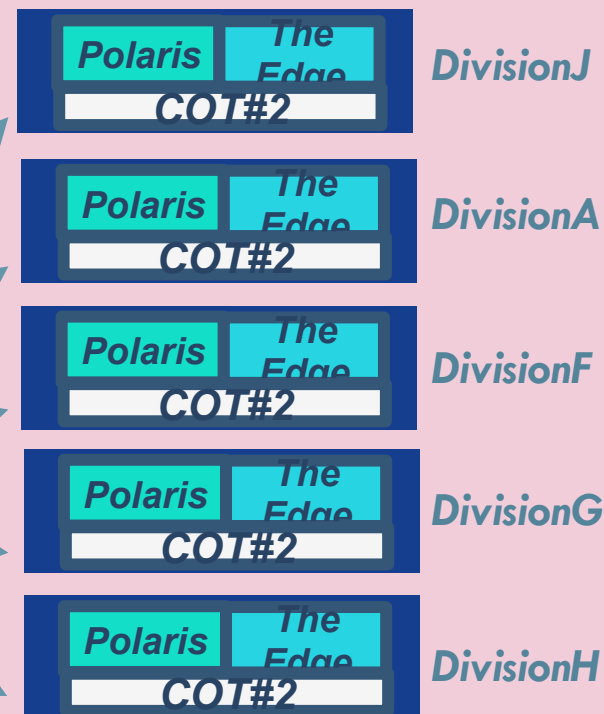


For All members and
Non Toastmasters Guests

For Club Officers
Division BCDEI

Feb

Outside Kanto Divisions



More opportunities, more leaders

TLI Event plan

Program Quality Events: Most efficient way to Growth

- ✓ *To attract each member and non Toastmasters, make a marketing events as well as educational*
 - *50% of participants will be non Toastmasters. They will see the “wow”!*
- ✓ *To leverage member experience, not just club officers*
 - *Invest more for member education*
- ✓ *To cover to all Divisions: Not just in Tokyo, Tokyo centric*
 - *Covering more members, reducing transportation costs for members/District*
- ✓ *To minimize cost*
 - *Minimalist approach, Cheaper than Annual Conference for members/District*

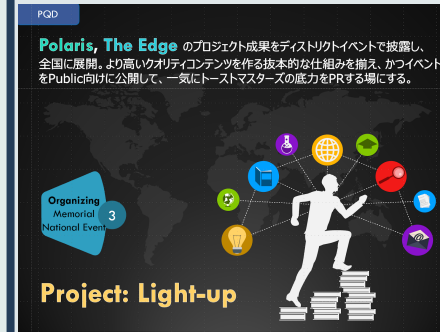
Appendix: +60 members for 4 projects

**Crafting
learning-Value**

**Generating tips
Better Communicator**

**Peak experience
in Forum**

**Revitalizing
DivisionJ by Quality**



Polaris

23

The Edge

22

Light-up

10

Unicorn

8

Please join us!

Appendix: Project Members

Will be
added more

PQD	Yusuke Ohashi
Project Manager	TM Akihito Naoi, TM Toru Maruyama
PathLeader for Dynamic Leadership	TM Miki Oda, TM Yohei Kubotera
PathLeader for Effective Coaching	TM Miyuki Tsukioka, TM Hiroyuki Tamashiro, TM Yoshihiko Nakajima
PathLeader for Engaging Humor	TM Toru Maruyama
PathLeader for Innovative Planning	TM Chiahuei Tseng, TM Yasuo Kobayashi, TM Haruma Kinoshita
PathLeader for Leadership Development	TM Hiroshi Oohori, TM Teruko Mano
PathLeader for Motivational Strategy	TM Fumiko Sasaki, TM Tomohiro Inoue
PathLeader for Persuasive Influence	TM Masayo Arai
PathLeader for Presentation Mastery	TM Satoshi Ishida, TM Yuki Kobayashi, TM Kumiko Matsumoto
PathLeader for Strategic Relationship	TM Nampei Shinjo
PathLeader for Team Collaboration	TM Toru Kiuchi
PathLeader for Visionaries Communication	TM Miwako Shobo, TM Naoko Tanahashi TM Yuma Kayano

Appendix: Project Members

Will be
added more

PQD	Yusuke Ohashi
<p>Leader: Speaking to inform by thinking from the perspective of your audience to identify what they need to hear in order to understand the key ideas</p>	<p><u>TM Kazuma Iioka</u> TM Akiko Takamura TM Kazumasa Umemoto TM Takashi Tadooka</p>
<p>Leader: Speaking to Persuade: By designing persuasive speeches that address problems and solutions and that motivate audience</p>	<p><u>TM Shigeru Kobayashi</u> TM Fuyo Ueno, TM Jiro Nakamura, TM Miwa Yamamoto TM Haruna Walters</p>
<p>Leader: Speaking to Inspire: By blending stories and eloquence, great speeches highlight the core values motivating an audience</p>	<p><u>TM Hiroko Nakamura.</u> TM Kanako Adachi TM Uko Mori TM Taishi Oda TM Yuki Kobayashi</p>
<p>Leader: Forum for Analyzing great speech</p>	<p>All</p>

Polaris

Project Goal



Make Vivid, razor-sharp matching:

- **Customer Needs : Clarify Needs**
- **Learning Experience : Clarify Values**
- **Pathways Program : Clarify Values**

Make awe-inspiring Presentation for 11 paths:

- **Inspire Non-Toastmasters (Sales&Marketing)**
- **Inspire Toastmasters (Educational Program)**
- **Build Training Module Online**

Clear Answers

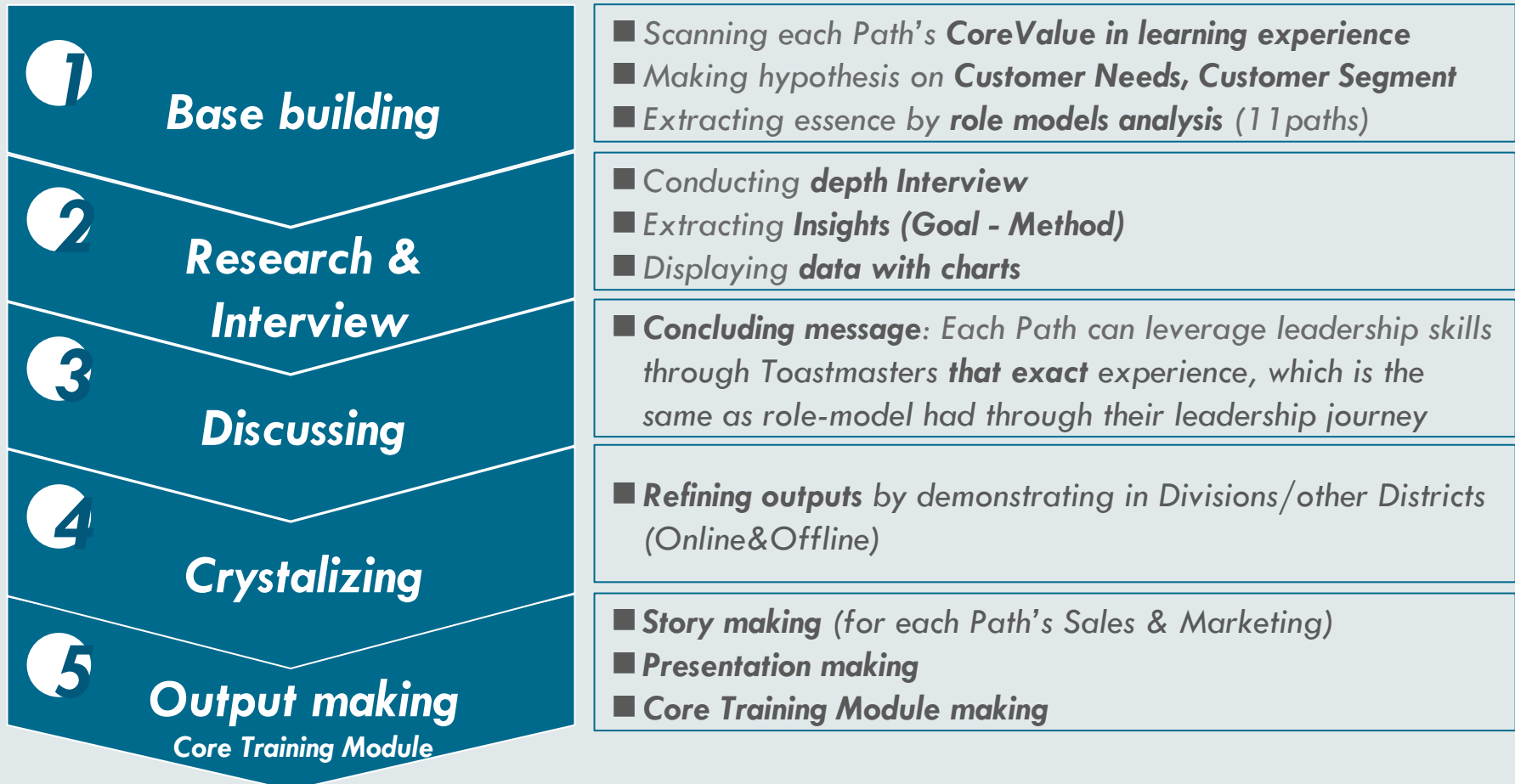
- ✓ *“What do role-model leaders think through leadership experience, and finding ways to improve further? ”*
- ✓ *“Through Pathways experience, how can we leverage experience by it? ”*
- ✓ *“What is the exact “pain-point” to make members or public feel toastmasters experience special? ”*

Project Worksteps

Make Vivid, razor-sharp matching:

Customer Needs – Learning Experience – Pathways Program

Work steps



Project Workplan



- Scanning each Path's **CoreValue** in learning experience
- Making hypothesis on **Customer Needs, Customer**
- Extracting essence by **role models analysis** (11 paths)



- Conducting **depth Interview**
- Extracting **Insights (Goal - Method)**
- Displaying data with charts



- **Concluding message**
- **Online Seminar**



- **Refining outputs**
- **Story-making**
- **Presentation making**



- **Core Training Module making**

Appendix

Arm your capability with this project for future District Success.
With your **clarity, crispness, and power!**

Analysis for role model

Essence List (Vivid Goal and method)

11個のPathごとにより
世の中の的なロールモデル・
方法論からエッセンスを抽出

- ✓ 「(世の中の的には)どういった姿を目指すべきと議論されているか」「ロールモデルは具体的にどういったことができているのか」を”世の中”リサーチ
- ✓ プロジェクトメンバーで議論し、必要なコンピテンシーや達成するための経験を言語化する

Tailoring to Pathways

Learning Journey Map

11個のPathごとにトーストマスターズでどういった経験を積み
より学習
効果が高くなるか、のマップを作成

- ✓ Pathways履修経験を通じて、その姿に近づける (明らかに成長を実感できるポイント)を整理する
- ✓ 具体的にどういった場で習得できるのかを整理し、経験者インタビューを通じて「臨場感が溢れる」経験を言語化する

Best Practice Packages

Core Training Module

Pathways経験をワクワクさせる
Core Trainingモジュール作成

- ✓ Core Trainingモジュールを作成、コンテンツ化し、全国イベントで披露することでそれを一気に展開できる状態を作る
- ✓ オンライン上で常に全会員・一般の方が見られる状態を作る
- ✓ 「成功体験」の体験談を Testimonialにして広報活用する

Appendix: Pathways All Objectives

PERSUASIVE INFLUENCE

This path helps you build your skills as an innovative communicator and leader. The projects on this path focus on how to negotiate a positive outcome together with building strong interpersonal communication and public speaking skills. Each project emphasizes developing leadership skills to use in complex situations, as well as creating innovative solutions to challenges. This path culminates in a "High Performance Leadership" project of your design.

LEVEL FOUR (Leading in Difficult Situations + One Elective)

Project 1 - Leading in Difficult Situations —

This project focuses on the fundamentals of managing challenges, analyzing difficult situations and identifying best strategies for overcoming adversity.

Purpose: The purpose of this project is to practice strategies for adjusting to unexpected changes to a finalized plan.

Overview: Design and complete a project plan for any event or set of goals. Your plan may be real or hypothetical. Add as many details to your plan as possible for the best success of this project. In a 5- to 7-minute speech at a club meeting, share your plan. Distribute copies of the Plan Disruption Ideas resource to club members and allow them 2 to 3 minutes to discuss possible disruptions to your plan. Listen and present impromptu solutions to the disruptions introduced by club members. The total time to complete this assignment in a club meeting is 15 to 20 minutes.

This project includes:

- Designing a detailed project plan
- The Project Plan resource
- The Project Plan Overview resource
- The Plan Disruption Ideas resource
- A 5- to 7-minute speech to share your plan
- An impromptu speech to present solutions to disruptions

Elective - Building a Social Media Presence +

Elective - Create a Podcast +

Elective - Create a Podcast —

This project addresses the skills you need to develop a podcast, create interesting content and organize a cohesive program. You will learn how to record and upload it to the internet.

Purpose: The purpose of this project is to introduce you to the skills needed to organize and present a podcast.

Overview: Use this project and your own research to create a podcast. Record a minimum of 60 minutes of content. You are free to divide the episodes as you choose. Each separate episode must be at least 10 minutes, but may be longer if it fits your topic and style. After you record all content, play a 5- to 10-minute segment in your club. Introduce the segment in a 2- to 3-minute speech.

This project includes:

- Recording 60 minutes of podcast content
- A 2- to 3-minute introduction speech

Elective - Manage Online Meetings +

Elective - Manage Projects Successfully +

The Edge

Project Goal



Core Training Module to make influential, more strategic for connecting audience

- *Benchmarking World-class Champions, analyzing Great Public Speaker*
- *Extracting essence and knowing method,*
- *Evaluating essence*

Boast appropriate credentials through toastmasters experience

Project Worksteps

Work steps



- **Benchmarking Great Speakers** in the views of Speaker to Inform, Persuade, and Inspire
- Extracting essence by **role models analysis**

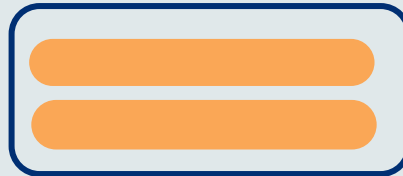
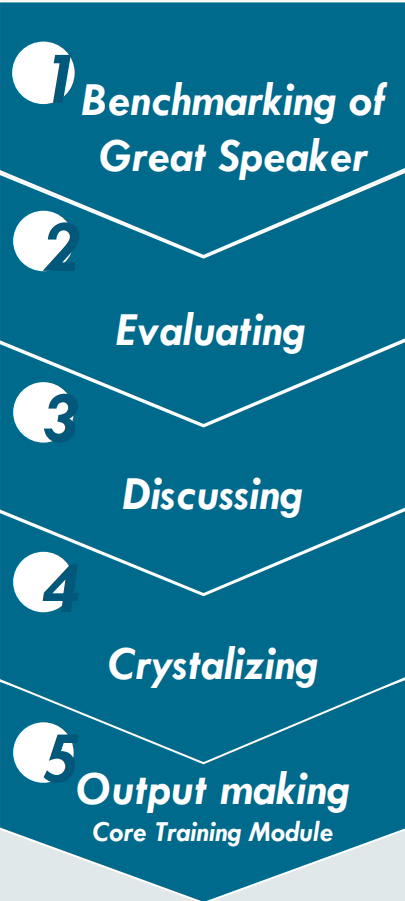
- **Illustrating Power of Evaluation**, elevating Toastmasters speaking career to new heights.

- **Concluding message:** Great speakers have that capabilities those can be learnt through Toastmasters experience

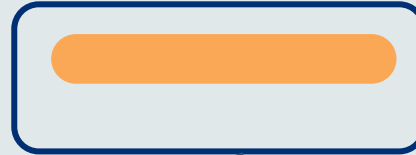
- **Refining outputs** by demonstrating in Divisions/other Districts (Online&Offline)

- **Story making** (for each Path's Sales & Marketing)
- **Presentation making**
- **Core Training Module making**

Project Workplan



- *Benchmarking Great Speakers in the views of Speaker to Inform, Persuade, and Inspire*
- *Extracting essence by role models analysis*



- *Illustrating Power of Evaluation, elevating Toastmasters speaking career to new heights.*
- *Extracting essence by role models analysis*



Concluding message:



- *Refining outputs*
- *Story-making*
- *Presentation making*



- *Core Training Module making*

Appendix

Arm your capability with this project for future District Success.
With your **clarity, crispness, and power!**

Analysis for role model

Essence List (Vivid Goal and method)

コミュニケーションに長けた
ロールモデルからエッセンスを抽出

- ✓ 「(世の中の的には) **どういった姿を目指すべき**と議論されているか・**リコメンドされているか**を分析する
- ✓ 国内外を問わず、**過去のチャンピオン・DTM取得者インタビュー**を通じてエッセンスを抽出する

Discussion

Learning Journey Map

ディスカッションの場を通じて、**どういう経験を積むべきか**を具体化

- ✓ 具体的に**どういった場**で習得できるのかを整理し、**経験者インタビュー**を通じて「**臨場感が溢れる**」経験を言語化する

Best Practice Packages

Core Training Module

スピーチ経験をワクワクさせる
Core Trainingモジュール作成

- ✓ Core Trainingモジュールを作成、コンテンツ化し、**全国イベントで披露することでそれを一気に展開できる状態**を作る
- ✓ **オンライン上で**常に全会員・一般の方が見られる状態を作る

Light-up

Polaris, The Edge のプロジェクト成果をディストリクトイベントで披露し、全国に展開。より高いクオリティコンテンツを作る抜本的な仕組みを揃え、かつイベントをPublic向けに公開して、一気にトーストマスターズの底力をPRする場にする。



Project: Light-up

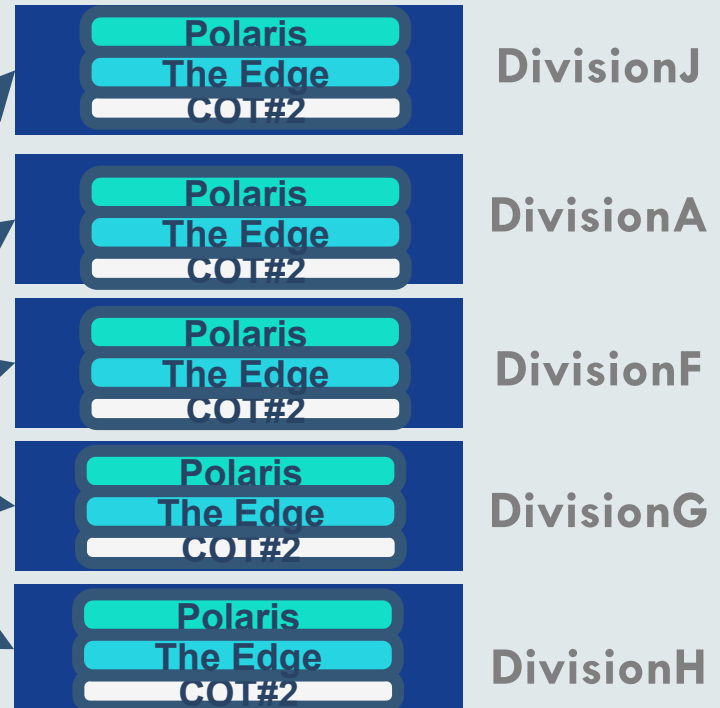
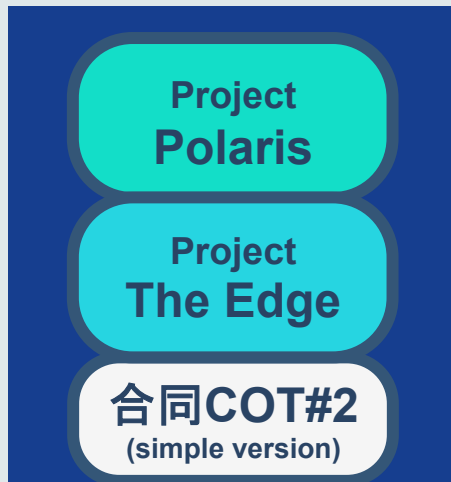
Project **Light-up**



District Event
in January

Outside Kanto
Divisions

Mainly Division BCDEI



TLI : Toastmasters Leadership Institute

Appendix

Arm your capability with this project for future District Success.
With your **clarity, crispness, and power!**

Two Projects value Maximize Visitors

最大限の集客(会員・一般ともに)で、**インパクトを大きく**

- ✓ 話し方、リーダーシップの両方の側面で、トーストマスターズを通じて成長したキラキラのメンバーから触発され、**具体的にどういった行動を自身ですべきなのかが会得できるような状況を作る**

Tailoring to Pathways Roll-out to all Divisions

ディストリクトイベントを
地方にロールアウト

- ✓ 二つのプロジェクトアウトプットを
地方に**ロールアウトし、横展開する**
- ✓ デジタルコンテンツとして残すことで、**いつでも参照でき、魅了できるコンテンツを作る**

Analysis Finalize

分析してさらに磨きこむ

- ✓ **定量・定性データの分析**
- ✓ 分析を通じてさらにコンテンツを磨きこみ、**フィードバックを一覧化したうえで各ディビジョンに展開する**

Project: Unicorn

Revitalizing
Division J
by Program Quality

4



Osaka, Nagoya's GDP : at quite high rate

World Cities by GDP (in international\$)



Tokyo, the capital of Japan, is the largest city in the world in terms of both population and economy, greatly followed by Osaka and Nagoya

Appendix

Two Projects value

Revitalize by events

イベントをトリガーにした
中部エリアの再熱

- ✓ 一般向けの集客イベントを兼ねて、スピーチの技量・テクニックを抽出したセッションを設け、それをトーストマスターズのプログラムでどう発展させていくかを伝えるセッションの企画・運営

Tailoring to Pathways

Pathways Workshop

ビジネスニーズに適合した
Workshop検証

- ✓ 東海地域の企業向けセールスを兼ねて、ビジネスにもトーストマスターズのプログラムが活きるという明確なメリットを体感してもらう
 - Ex:
 - Negotiation Win-Win Tactics
 - Deliver sensitive & Difficult news with tactics

Analysis

Discussing locally

分析してさらに磨きこむ

- ✓ クラブクオリティ・立ち上げの戦略PDCAをディスカッション（ディビジョンJの有識者・コアリーダーたちに）



CGD Project updates



CGD Yukimasa Matsuda, DTM

Key CGD Focus



Challenging New Marketing Channel



01



New challenge of this term, Radio!

- ❑ 新しい試みとして、コミュニティFMラジオを、地域特化型チャンネルとして、地域開拓に
- ❑ ラジオ業界から佐藤PRDを招聘しラジオマーケティングを展開。効果測定を行う。
- ❑ コンテンツ化し、東海・関西地区で集中的に展開。
- ❑ 白地地域への認知度アップを目標。

2019 District 76's PR Strategy

- ▶ Targets: Tokai(Division J) & Kansai(Division F) Area
- ▶ Media: Community FM Radio Stations
 - Credibility
 - Only approved organization can be advertised on the radio or TV (Under the control of Broadcast Law)
 - Awareness
 - Increase awareness of Toastmasters through the mass media, public radio and radio stations' timetable (Web & Paper)
 - Engagement
 - Can share exciting experience of hearing the name of your Toastmasters Club on the public radio

“Hello Toastmasters” will start from this September!

“Hello Toastmasters” can reach more than 7,780,000 people in Tokai & Kansai area!!

▶ Tokai area

4,400,000 people+α

- FM Okazaki
580,000 people
- FM Toyohashi
820,000 people
- MID FM (Nagoya City)
3,000,000 people

▶ Kansai area

3,380,000 people+α

- YES fm (Osaka City)
2,700,000 people
- FM Kusatsu
680,000 people

... at home, in the car, in the store,
our program can be listened by the
potential members by chance...
Let' try positive marketing this year !!!

Accelerating Digital Marketing



02



Effective Way to the sweet spots!

- トーストマスターズの拡大に最も効果的な手法で、セグメントされたターゲットオーディエンスに、情報配信。
- クラブ立ち上げを強かに支援。イベント関連も。
- デジマ専任として、土井SNSMを招聘し、デジタル・マーケティングを展開。
- Webの専門家、浜野WEBMとの連携強化。酒井ITMのサポートも。

自己紹介



■ 名前

土井 改太 (CC,CL,ACB)

■ 所属クラブ

吉祥寺トーストマスターズクラブ

飯田橋トーストマスターズクラブ

■ トーストマスターズ歴

2011年 トーストマスターズクラブ入会

2012年 VPPR

2013年 会長

2014年 エリアガバナー

2019年 デジタルマーケティングマネージャー

施策

■ 今期の目標

ウェブ広告を活用したクラブの会員獲得支援

⇒ デジタルマーケティングを通して、ゲスト訪問の見込み者をクラブサイトに誘導する。

■ 主な施策内容

- ・ リスティング広告
- ・ Youtube広告
- ・ Facebook広告（動画広告含む）
- ・ リターゲティング広告

施策範囲

ステージ	認知		興味・関心		欲求	記憶	行動	
シーン	自宅・勤務先・通勤、帰宅中		自宅・通勤、帰宅中		自宅・通勤、帰宅中	自宅・通勤、帰宅中	勤務後、休日等	
チャンネル	PC / SP	生活者	PC / SP		PC / SP	PC / SP	各クラブ会員	
タッチポイント	WEB広告	口コミ	WEB広告	自然検索	D76 / 各クラブサイト	WEB広告	D76 / 各クラブサイト	
行動								
思考	<ul style="list-style-type: none"> ・プレゼンがうまくなりたい ・コミュニケーションが苦手 ・英語のスキルを伸ばしたい 		<ul style="list-style-type: none"> ・トースタースターズって何だろう？ ・ちょっと気になる ・英語の語学スクール？ 		<ul style="list-style-type: none"> ・トーストでは何を学べるんだろう？ ・怪しくない？ ・通いやすいクラブはある？ 		<ul style="list-style-type: none"> ・いつか参加してみたい ・今は忙しい ・ 	
主な施策	<ul style="list-style-type: none"> ・ディスプレイ広告 ・Facebook広告 ・Youtube広告 等 		<ul style="list-style-type: none"> ・SEO対策 ・リスティング広告 ・Facebook広告 ・Youtube広告 等 		<ul style="list-style-type: none"> ・コンテンツ改修 		<ul style="list-style-type: none"> ・リターゲティング広告 ・Facebook広告 ・Youtube広告 等 	
担当	<ul style="list-style-type: none"> ・DMマネージャー 		<ul style="list-style-type: none"> ・DMマネージャー ・WEBマスター ・ITマネージャー 		<ul style="list-style-type: none"> ・WEBマスター ・ITマネージャー 		<ul style="list-style-type: none"> ・DMマネージャー 	

03 Enhancing Corporate Club Charter

Action Updates:

- ✓ Established Facebook Group page
- ✓ Conducted three demo meetings at Mizuho
- ✓ Sent promotional messages with volunteers
- ✓ Contacted existing network resources
- ✓ Used TI leads



What to do next:

- ◆ Increase the candidate list
- ◆ Tackle district pipeline list
- ◆ Ask more volunteers
- ◆ Mizuho chartering
- ◆ Johnson & Johnson support

Chartering clubs:

- ◆ SMBC Nikko, Mizuho
- ◆ Gore
- ◆ 10 more pipeline!

Recent Pipeline	When?
SMBC Nikko	August
Mizuho 1, 2, 3 & 4	October
Gore Japan	October

Sharing Club Charter Best Practice

Action Updates:

- ✓ Established Community page
- ✓ Contacted all prospective club owners
- ✓ Sent promotional kits for prospective clubs
- ✓ Asked for preparing Introduction page in District 76 website
- ✓ Shared options to use **Transfer status** in Chartering process



What to do next:

- ◆ Club Charter Consultation – online 1:1 meeting
- ◆ Club Charter Best Practice – Group meeting
- ◆ Consistent information updates



Chartering clubs:

- ◆ Kofu, Osaka Roman

Recent Pipeline	When?
Osaka Roman	August
Kofu	August

Who's next?

- ◆ Osaka Sunshine, Yokohama Aoba, Tokyo Hangul,
- ◆ Sophia Univ., Mitaka Little Leaders
- ◆ Okazaki, Kashiwa, Momotaro, Tsukuba Univ.

05

Developing Education Market

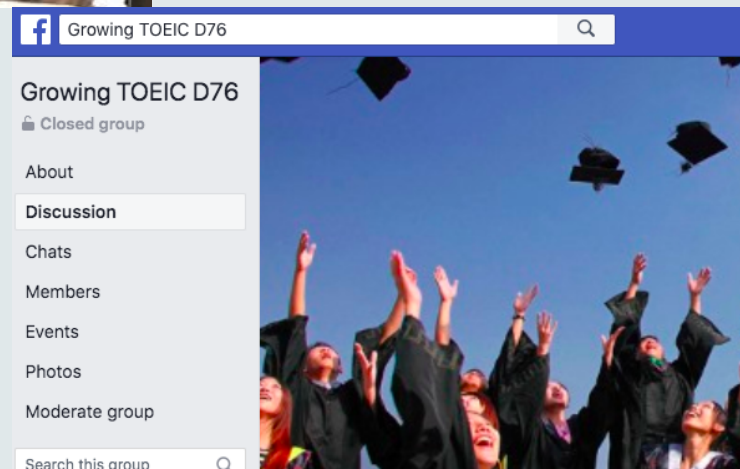
Action Updates:

- ✓ Established Facebook group page
- ✓ Fixed target and schedule
 - ✓ Shizenkan Graduate Univ.
 - ✓ JAFSA
 - ✓ Tohoku Univ. Online meeting



What to do next:

- ◆ Active discussion on group page
- ◆ Learn Speechcraft
- ◆ Conduct scheduled action plans



Start University program:

- ◆ Sophia University support
- ◆ University Gavel Clubs
- ◆ University Alumni Clubs



06 Establishing Women's Leadership

Action Updates:

- ✓ Had a discussion with Haruko Kawashima, CEO of Institute of Women's Leadership
- ✓ Promoted Corporate clubs, Mizuho and Amazon, for her study
- ✓ Promoted Community clubs, At FCCJ and Pioneer, for her study

What to do next:

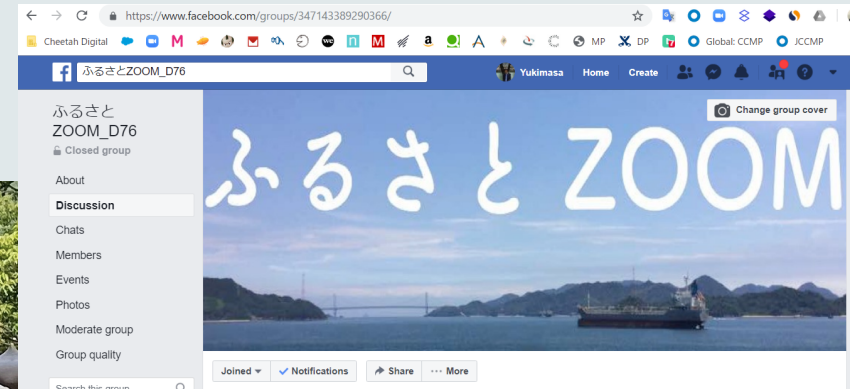
- ◆ Continuous work with Institute of Women's Leadership
- ◆ Plan collaborative work in establishing a new club
- ◆ Find the volunteers for this project



Returning “Furusato” by ZOOM

Action Updates:

- ✓ Established Facebook Group page
- ✓ Project Leader assigned



What to do next:

- ◆ Promote the practical methods via website or Presentation file
- ◆ Educational lecture session regarding how to do hybrid meeting
- ◆ Share best practice in Group page
- ◆ Find the candidates who can work together with us
- ◆ Make plans to support Small Clubs, whose members are 12 or less than that.

Consulting Club Coaches

Action Updates:

- ✓ Asked Division Directors if they have any clubs who need Coaches
- ✓ Asked anyone who are interested in becoming Club Coaches
 - ✓ TM Kiyomi Nozawa, as a Club Coach of Kannai TMC
 - ✓ TM Kimiko Murata, as a Club Coach of Oita TMC

What to do next:

- ◆ Have 1:1 session with all Division Directors to identify which clubs need coaches
- ◆ Ask any candidates who want to become club coaches

Consulting Corporate Clubs

Action Updates:

- ✓ Listed up corporate clubs.

What to do next:

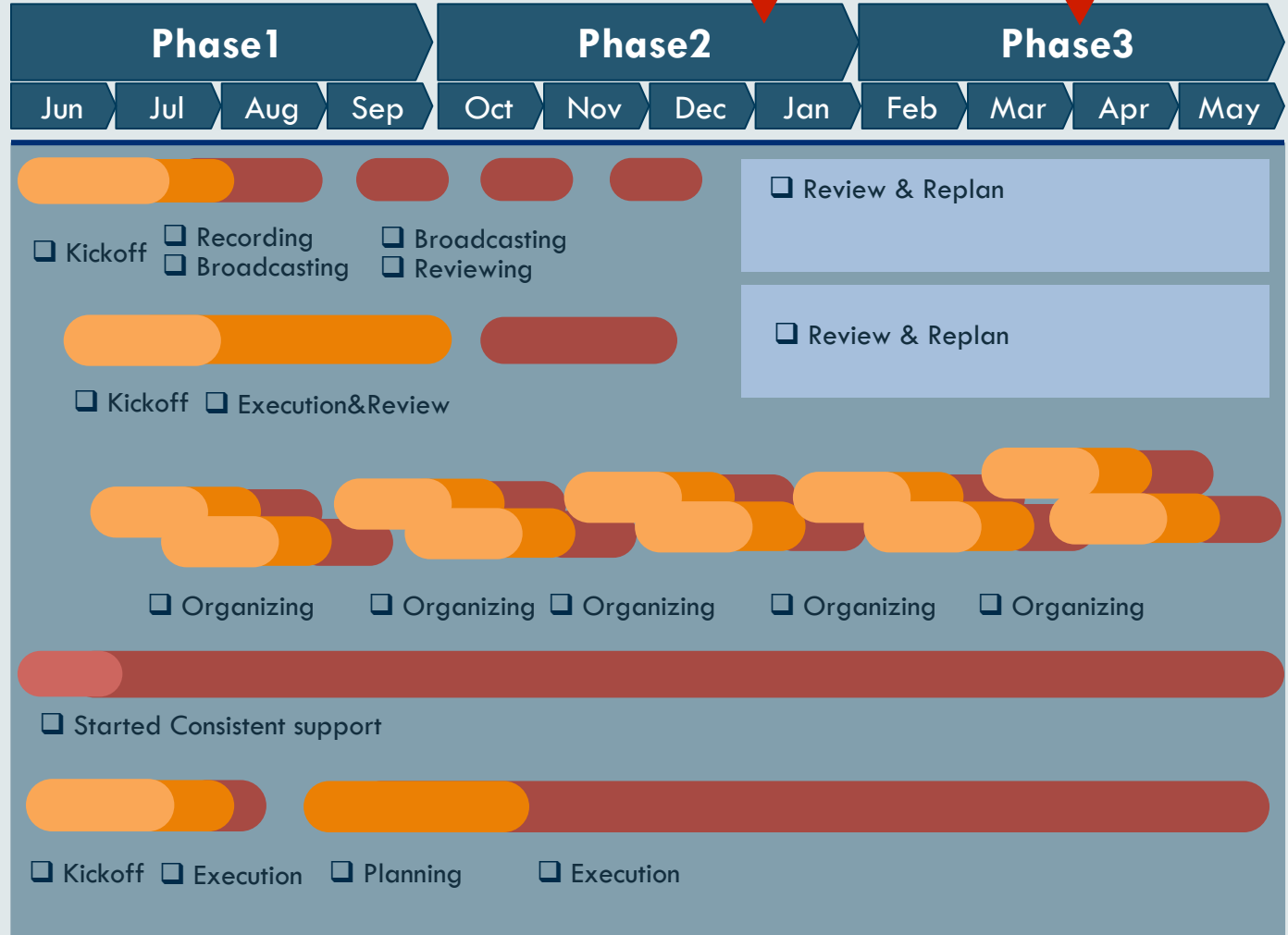
- ◆ Start asking questions for each club by respective area directors.
- ◆ Sort all issues they have.
- ◆ Hold Corporate Club online gathering to share best practices.
- ◆ Plan the best COT option.

District	Division	Area	Club	Club Name
76	A	14	5413221	UD Trucks Toastmaster Club
76	C	31	2932428	Big Tree Toastmasters Club
76	C	31	1592494	Otemachi Toastmasters Club
76	C	31	5625981	J & J Japan 1
76	C	31	5644198	J&J Japan 2
76	C	33	3958499	HTM Toastmasters Club
76	C	35	5035821	S.E.T. Toastmasters Club
76	C	35	5215694	GS Japan Toastmasters Club
76	C	35	5420274	Bloomberg Tokyo English/Japanese Toastmasters
76	D	43	2972429	IBM Makuhari Toastmasters Club
76	D	44	7064510	Metlife Japan
76	E	54	3064619	High Touch Toastmasters Club
76	G	71	5951942	Caterpillar Akashi Toastmasters Club
76	I	92	6635378	Amazon Japan Toastmasters

CGD Workplan

District Event

Annual Conference



1

2

3

4

5

New Marketing Channel

Digital Marketing

Corporate Club Charter

Club Charter Best Practice

Education Market

Phase 1

Phase 2

Phase 3

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Jan

Feb

Mar

Apr

May



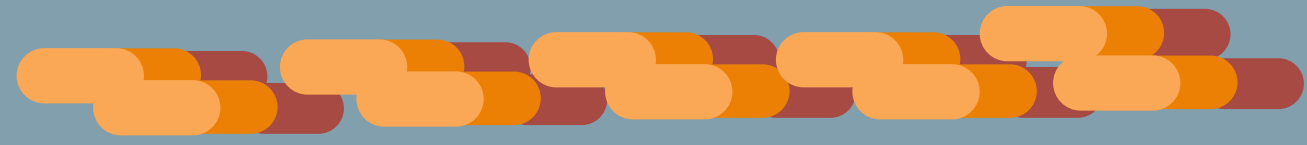
- Kickoff
- Recording
- Broadcasting
- Broadcasting
- Reviewing

Review & Replan



- Kickoff
- Execution & Review

Review & Replan



- Organizing
- Organizing
- Organizing
- Organizing
- Organizing



- Started Consistent support



- Kickoff
- Execution
- Planning
- Execution

CGD Workplan

District
Event

Annual
Conference



6

Women's Leadership

7

Furusato by ZOOM

8

Club Coaches



District Goals and Adoption of the Budget

Goals (2019-2020)

Paid Clubs: 220

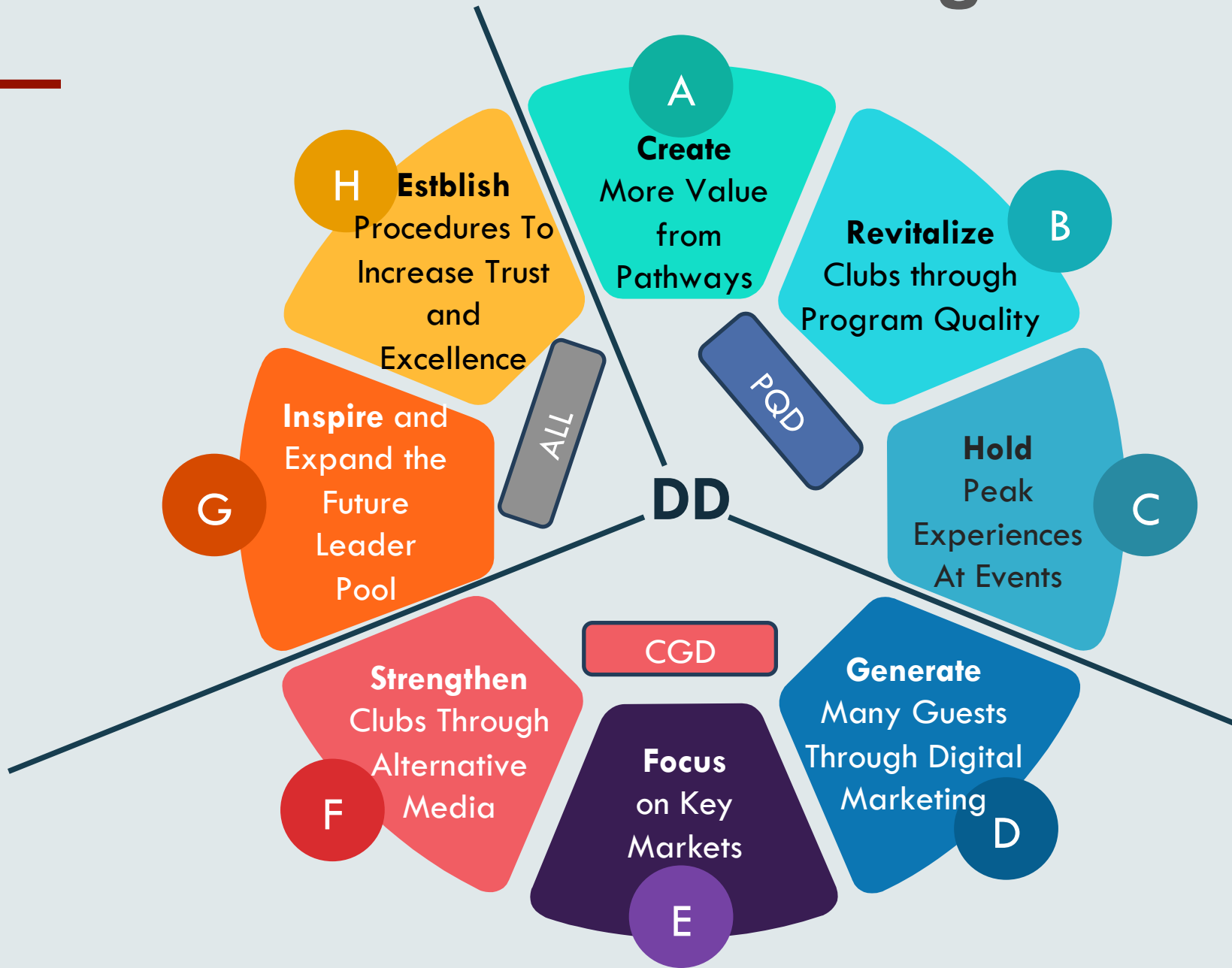
Paid Members: 10,150

Distinguish Clubs: 110 (50%)

District Goal

- By June 30, District 76 will have **220** clubs, more than 10,150 payments.
- **Club Growth : +23 Clubs (net)**
 - We will achieve this by adding approximately **13+ corporate clubs**;
by raising brand awareness by PR and proposing by outbound sales activities.
 - **10+ community clubs**;
by using new marketing activities such as SNS ads and FM radio ads.
 - ✓ chartering 6+ current prospective clubs during this year
 - ✓ adding 4+ net prospective clubs,
- **Membership: +660 Payments**
 - We will achieve this by i) chartering 23 clubs: at least **+460 payments** and ii) **net +200 payments**;
By raising brand awareness by PR and enhancing extensive supports to low retention rate or small clubs by Area/Division Directors

District 76 8 Strategies



Last term result

District 76 Actual vs Budget (2018-2019)

	07/01/2018 Through 06/30/2019		
	Actual	Budget	Variance
District Revenue			
Membership Revenue	11,008,983.67	10,959,928.00	49,055.67
Conference Revenue	3,467,664.00	3,089,480.00	378,184.00
Speech Contest Revenue	566,770.00	740,000.00	(173,230.00)
Total District Revenue	15,043,417.67	14,789,408.00	254,009.67
District Expenses			
Conference Expenses	3,422,023.00	2,988,847.00	433,176.00
Marketing Expense	2,951,612.84	3,075,300.00	(123,687.16)
Communications & PR Expenses	1,532,630.67	1,791,780.00	(259,149.33)
Education & Training Expense	1,684,397.63	3,316,000.00	(1,631,602.37)
Speech Contest Expenses	635,965.41	1,110,000.00	(474,034.59)
Administration Expenses	725,620.47	711,200.00	14,420.47
Travel Expense	4,780,886.00	5,736,905.00	(956,019.00)
Other Expenses	588,669.90	548,004.00	40,665.90
Total District Expenses	16,321,805.92	19,278,036.00	(2,956,230.08)
Total Net Income	(1,278,388.25)	(4,488,628.00)	3,210,239.75

Education & Training Expenses *had big gap* compared to Budget last term

Last term result

District 76 Actual vs Budget (2018-2019)

District 76
Available Funds (in JPY)
Month Ending 06/30/2019

Available Funds

Cash & District Reserve	
Cash	
Cash - Japan Post Bank (6001)	2,661,881.00
Total Cash	<u>2,661,881.00</u>
District Reserve	<u>8,858,294.87</u>
Total Cash & District Reserve	<u>11,520,175.87</u>
Minimum District Reserve Required at Year End	<u>(2,739,981.67)</u>
Total Available Funds	<u><u>8,780,194.20</u></u>

Excluding Minimum District Reserve Required at Year-End,

District76 has \8,780,194 available Funds

This year 2019-2020 District Budget

Already approved
in District Executive Committee Meeting



District #: 76
Budget Currency: JPY
Fiscal Year: 2019-2020

	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Total
Membership revenue	66,080	710,649	3,851,870	487,753	138,556	107,594	135,941	710,769	3,920,942	455,413	176,230	198,131	10,959,928
Conference revenue	-	-	-	-	-	-	-	-	-	4,600,000	-	-	4,600,000
Fundraising revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
TLI revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
District store revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
Speech contest revenue	-	-	-	-	-	-	30,000	690,000	415,000	-	-	-	1,135,000
Other revenue	-	-	-	-	-	-	-	-	-	-	-	-	-
Total revenue	66,080	710,649	3,851,870	487,753	138,556	107,594	165,941	1,400,769	4,335,942	5,055,413	176,230	198,131	16,694,928
Conference expense	-	-	-	-	-	-	-	-	-	3,744,000	-	-	3,744,000
Fundraising expense	-	-	-	-	-	-	-	-	-	-	-	-	-
TLI expense	-	-	-	-	-	-	1,650,000	-	-	-	-	-	1,650,000
District store expense	-	-	-	-	-	-	-	-	-	-	-	-	-
Marketing expense	233,333	673,833	133,333	133,333	529,333	233,333	433,333	529,333	133,333	133,333	488,333	133,333	3,787,496
Communications & public relations expenses	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	240,000
Education & training expense	1,038,957	180,000	50,000	-	30,000	400,000	30,000	680,000	140,000	-	-	-	2,548,957
Speech contest expense	-	-	-	-	-	-	30,000	690,000	415,000	-	-	-	1,135,000
Administration expense	243,700	77,600	12,600	50,600	12,600	12,600	37,600	22,600	12,600	15,600	154,500	12,600	665,200
Travel expense	718,780	937,000	102,000	125,000	75,000	67,000	586,000	477,000	67,000	2,326,000	-	-	5,480,780
Other expense	45,667	45,667	45,667	45,667	45,667	45,667	45,667	45,667	45,667	45,667	45,667	45,667	548,004
	2,300,437	1,934,100	363,600	374,600	712,600	778,600	2,832,600	2,464,600	833,600	6,284,600	708,500	211,600	19,799,437
District net income/(loss)	(2,234,357)	(1,223,451)	3,488,270	113,153	(574,044)	(671,006)	(2,666,659)	(1,063,831)	3,502,342	(1,229,187)	(532,270)	(13,469)	(3,104,509)

In order to reach District Goal, our Total Expense will be

\19,799,437

*Net income/loss 「-3,104,509」 .

Revenue Plan data is simulated by WHQ, but when we can reach Smedley Distinguished District most of loss will be covered by the revenue.

This year 2019-2020 Cost Plan

		Cost	% of total	Policy Max
Marketing		3,787,496	38.0%	Unlimited
Conferences	Annual Conference *Excluding Travel	3,744,000		
Education & Training	Distinguished Clubs	140,000	21.2%	30%
	Training Club Officers , Division & Area Directors	2,058,957		
	Other Expenses	450,000		
TLI	TLI Expenses *Toastmasters Leadership Institute	1,650,000		
Communications & PR		240,000	1.2%	25%
Administration Expense		665,200	3.4%	20%
Travel	Trio, Division Directors, Area Directors	4,250,780	27.7%	30%
	Annual Conference	1,200,000		
	PQD Project Trainer	300,000		
Other Expenses		548,004	2.8%	10%
Total Expenses		19,799,437	-	

※例年通り、Speech Contest Expenses は会計処理上は売上・コストを積むが
売上と同金額のコスト額で処理（利益ゼロ）とする

Comparison FY2018-2019 vs 2019-2020

	FY2018-19	FY2019-2020	YoY
	Cost Result	Cost	
Marketing	2,951,612	3,787,496	+128%
Annual Conference	3,422,023 *Excluding Travel Expense	3,744,000 *Excluding Travel Expense	+110%
Education & Training	1,684,397 予算3,316,000に対して執行せず	4,198,957	+250% 本来投資すべきプログラム活動に注力
TLI			
Communications & PR	1,532,630	240,000	15% Marketing Expenseに寄せる 昨年PR活動は単年処理
Administration Expense	725,620	665,200	91%
Travel	4,780,886	5,480,000	+115%
Other Expenses	588,669	548,004	93%
Total Expenses	16,321,805	19,799,437	

※例年通り、Speech Contest Expenses は会計処理上は売上・コストを積むが
 売上と同金額のコスト額で処理（利益ゼロ）とする

Appendix:

Cost Plan (Program Quality Activities)

		Regular (COT, Contest, Recognition...)	2019-2020 Projects (Polaris, The Edge, Light-up, Unicorn)
Education & Training	Distinguished Clubs	140,000	
	Training Club Officers , Division & Area Directors	2,058,957	
	Other Expenses		450,000
TLI	TLI Expenses <small>*Toastmasters Leadership Institute</small>		1,650,000
Speech Contest	Speech Contest Expenses	1,135,000 <small>※例年通り実質Revenueと相殺</small>	
Conferences	Annual Conference <small>*Excluding Travel</small>	3,744,000	
		ET 2,548,957	
		ET+TLI 4,198,957	

- For Hall of Fame
- Zoom (Call&Webinars)
- COT#1
- COT#2 (DivisionAFGH)
- Output Demonstration
- Administrative
- Toastmasters Leadership Institute (District Events)

TLIが今期初の取り組みであるが、1,650,000 (Annual Conferenceの約40%のコスト感) に抑えてディストリクト全体の経験向上につなげていく

Appendix:

Cost Plan (Travel)

		Regular (COT, Contest, Recognition...)	2019-2020 PQD Projects (Polaris, The Edge, Light-up, Unicorn)
Travel	Area Director Club Visit, Contest, DEC#1, DEC#5(DCM#2), COT	1,480,000	
	Division Director Contest, DEC#1, DEC#5(DCM#2), COT	580,000	
	Senior Officers COT, DEC#1, DEC#5(DCM#2)	217,000	
	Annual Conference Conference Member	300,000	
	Annual Conference KeyNote Speaker 2名 Lodging Expense, Airfare Expense	900,000	
	PQD Project Trainer *Training		300,000
	Trio DEC#5(DCM#2), Overseas Convention, training twice a year,	1,513,780※	190,000

※285,000×3=855,000はTM指定の費用

※CGD・PQDともに当初よりも削減（当期の着地よりも金額が下がらない）

前提で会員数が想定よりも増えた場合には活動量を増やす可能性あり



Confirmation of Committees



Alignment Committee

CGD Yukimasa Matsuda, DTM

2020-2021 Area alignment

- ✓ Increasing clubs – Div C, F, H to be re-aligned within 2019-2020,
- ✓ Increasing Tokyo area to realign among Div. A, B, C, D to new Division
- ✓ Reflecting the geographical issues in Div A
- ✓ Considering Kansai growth in Div F
- ✓ Okinawa to be an area
- ✓ Considering the future split – Increasing Division and Area will be good for future leader incubation
- ✓ If we increase another Div, District Contest semi-final to be considered.
- ✓ Numbering review – A to J or K & L

Area Alignment Committee

Takashi Tadooka, Division A D	Emi Maruyama, Division B D	Chris Cooper, Division C D	Hidesuke Itadzu, Division D D
Hitoshi Kawaguchi, Division E D	Hiroyuki Yamaguchi, Division F D	Naoki Yoshino, Division G D	Yumiko Otsuka, Division H D
Yohei Shimura, Division I D	Kimochi Honno, Division J D	Yukimasa Matsuda, CGD	

Schedule: 2019/11, 12, 2020/1,2,3,4 Finalize by 1st week of April, 2020



Program Quality Committee

PQD Yusuke Ohashi, DTM

Program Quality Committee

PQD Committee Chair	Yusuke Ohashi
<i>Project Manager for Polaris</i>	<i>TM Akihito Naoi</i>
<i>Project Manager for Polaris</i>	<i>TM Toru Maruyama</i>
<i>Project Manager for The Edge</i>	<i>TM Kazuma Iioka</i>
<i>Project Manager for The Edge</i>	<i>TM Shigeru Kobayashi</i>
<i>Project Manager for The Edge</i>	<i>TM Hiroko Nakamura</i>
<i>Project Manager for Unicorn</i>	<i>TM Kayoko Ueda</i>



Leadership Committee

IPPD Katashi Ishihara

2020-2021 District Leadership Committee

Chair IPDD Katashi ISHIHARA

Objectives

To Nominate Candidates for Elected Positions

- District Director
- Program Quality Director
- Club Growth Director
- Division Directors

Schedule

September 2019	Call for Nominations
November 30 th , 2019	Close Application
	<ul style="list-style-type: none">• Review Eligibility• Interview Candidates• Vote to Decide Nominated Candidates
March 2019	Submit Report of nomination to DD
March 2019	DD to Publish the Report
April 2020	Elections at DCM#2

DISTRICT LEADERSHIP COMMITTEE

(ディストリクトリーダーシップ委員会)

Katashi Ishihara/石原堅	IPDD Chair
TBD	Div. A
	Div. B
	Div. C
	Div. D
	Div. E
	Div. F
	Div. G
	Div. H
	Div. I
	Div. J



2020 Annual Conference Committee

Kyoko Kitamura

2020 District 76 Annual Conference

April 24-26, 2020 @ Kyoto TERRSA
4/24-26 京都テルサ

Tradition **M**eets **I**nnovation

知

新



温

故

Important Notice/お願い

- ✓ **Early bird ticket registration is scheduled to open from Jan. 15.**
早期予約は1月15日開始予定です。
- ✓ **Schedule Club, Area, Division Contests earlier than this year.**
クラブ・エリア・ディビジョンコンテストを今年より早くに予定してください。
- ✓ **Spread the PR materials to your friends ex.) retweet, Like, share 広報宣伝を、リツイート、いいね!、シェア**
など、拡散にご協力ください。



2020 District 76 Annual Conference

April 24-26, 2020 @ Kyoto TERRSA
4/24-26 京都テルサ

<http://conf.district76.org/ja/2020/>

Tradition Meets Innovation ~ 温故知新 ~



See you in Kyoto.

District 76

2020 Annual Conference in Kyoto

<http://conf.district76.org/ja/2020/>



<http://conf.district76.org/en/2020/>



2021 Annual Conference Committee

IPPD Katashi Ishihara

2021 Annual Conference

Date & Venue : TBD

Host Division : **Division E**



Project Leader
Go Marutani



Conference Chair
Katashi Ishihara



New Business



Announcements

TOASTMASTERS
INTERNATIONAL®

Adjournment