



2009 - 2010 Club Website Contest Outline

1. PURPOSES

- A. To improve the content and quality of the club websites, which can help to increase the number of new memberships and to enhance the satisfaction of existing members.
- B. To compete the public relations skills among clubs, so as to enhance the leadership skills and communication skills of club memberships and public relations officers and to provide an opportunity to give praise to each other.
- C. To encourage each club to provide accurate and easy-to-understand information about Toastmasters (TM) missions and activities to the public.

2. PROCEDURE

- A. Qualifications: Your club should be officially chartered, open the club website, and register the website address with the Public Relations Committee (in other words, your club's name is shown on 'Find A Club' page of the district website) by the end of February 2010. Please note that the content updated after April 1 will not be judged
- B. The judge criteria shown below elect the top two clubs in each division (totally ten clubs), and the final top three clubs in the district will be selected.
- C. The judgment in the division will be conducted by a judge and a senior judge, and the judgment in the district will be conducted by more than five or more judges including the chief judge.
- D. Recognize the top three clubs in the district, the top two clubs of each division. The top three clubs in the district will be presented with a certificate paper and a certificate logo (digital image logo for Website), and the top two clubs of each division will be present with a certificate paper.

3. JUDGE STANDARDS

- A. The club websites are to be judged in the following categories and allocation, and evaluated on a 100-point scale.
 - Content (40 points): TM description / Club explanation / Content for membership and guests
 - Quality (30 points): Accuracy / Understandability / Ease of use
 - Appeal (30 points): Fresh / Accessible / Memorable
- (Reference) On TMI headquarters website the use of web pages. Public relations officer's manual.

4. SCHEDULE SUMMARY

January	Announcement of the contest
February	Club websites improvement in each club
March	Judgment
May	Result presentation (at the Spring Conference)

5. CONTACT US

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