



AREA AND DIVISION DIRECTOR TRAINING

Enhance Club Quality- Quality Clubs
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Session Agenda



- ▶ Quality clubs

Session Objectives



- Define club quality and a positive member experience
- Examine what contributes to club quality and a positive member experience

Club Quality



Member Experience



- ▶ Quality club environments lead to membership retention
- ▶ Great meetings make clubs successful
- ▶ Quality club meetings are well planned, well attended, organized, and fun
- ▶ Members improve their communication and leadership skills
- ▶ Quality clubs give members an opportunity to learn and grow

Membership, Education, and Leadership



- ▶ Membership
 - How do clubs attract and retain members?
- ▶ The Toastmasters education program
 - How can the club help its members meet their personal and professional education goals?
- ▶ Club leadership
 - How do club officers affect club quality and the member experience?