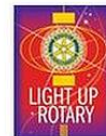




Val Callahan
2014-2015
District Governor



District 7910
Central Massachusetts
USA



Special Readiness Newsletter – PR Expo & Awards Dinner, March 20, 2015

From DG Val

We are heading towards the end of the 2014-2015 Rotary year, and we will kick off our awards season with the PR Expo & Awards dinner on March 20 from 5:30 to 8:30 p.m. at the Boxborough Holiday Inn. Come show off your Public Relations expertise and see PR best practices from other Rotarians. Collaborate on a Rotary PR challenge. And, join me in recognizing outstanding PR activities in District 7910.

You've all heard about getting your light out from under bushels. And, of lighting up Rotary. Well, here's your chance to do both! This event is a wonderful evening of "hands on" examples of what clubs are doing to get their messages out - to their communities, potential new Rotarians, and other clubs looking for best practices and partners. It's a fun evening with good food, helpful exercises to draw out ideas, and much more.

I am always impressed by how much we do across the district and how we get visibility in our communities. It's through the visibility, reinforcement, and cohesive messaging and look-and-feel of all of our clubs' PR activities that we increase awareness of Rotary in general. It will be an exciting evening!



PR Expo & Awards Dinner in Brief



District Public Image Chair Laura Spear (*shown, left*) has provided us with all the practical information you need to apply for awards and attend the event. The PR Expo & Awards Dinner has three parts:

PR Expo: [Sign up](#) with Laura Spear to reserve table space. Showcase how your club used PR effectively in the past year through a tabletop display, posters, or even your laptop. Learn from other clubs, and see what district leaders are promoting.

Dinner & PR Challenge: Enjoy either a chicken or vegetarian sit-down dinner, followed by a group PR Challenge to solve a common problem that many clubs face: how to get the word out about a project or activity. There will be fabulous cash and prizes for the winning team. Okay, maybe not the cash, but prizes will be awarded!

PR Awards: We are awarding 5 Premier PR Awards this year: *Best PR Coverage; Best Use of Digital Marketing; Best Brand Compliance; Unique and Innovative Use of PR in a Project, Program, or Fundraiser;* and, *Make Your Mark PR Award (Club).*

Register TODAY

[Register](#) on the District website to attend. The cost for dinner is \$25. Make sure you **add your meal choice** to the registration comment field: Chicken Piccata; or, Roasted Vegetable Stack. We need a final count by March 17. If you do not register before then, we could not guarantee your dinner choice.

More About the Awards



Submit your club's PR awards nomination forms **by March 13, 2015** to Steve Jones-D'Agostino at srdagostino@icloud.com or 31 Blithewood Ave. #1002, Worcester, MA 01604. You can find the [form](#) on the district website. We encourage you to apply for as many awards as you like - just make sure you follow the guidelines!

Guidelines: For each award, you should explain in **250 words or less** why the award should be given to the nominee. All PR activity must have been done in calendar year 2014. Entries over 250 words will be disqualified at the judges' discretion. One nomination for multiple awards also will not be accepted. When submitting your

nominations, remember that we are not judging the merits of a project, program, or fundraiser. We are judging solely on the use of public relations in promoting the event, and how effective the results were, so please focus on this aspect, only.

Contact [Steve Jones-D'Agostino](#) if you have any questions.

Logistics

Friday, March 20, 2015
Holiday Inn, Boxborough
\$25 for dinner: chicken or vegetarian
5:30-6:30 p.m.: PR Expo displays and fellowship
6:30-8:30 p.m. Dinner, PR Challenge program, and PR Awards

[Register](#) on the District 7910 website at www.rotary7910.org, or contact Laura Spear, District 7910 Public Image Chair, at laura@spear.net or 978-562-4521

This Special Readiness newsletter was edited by Ron Goodenow, Rotary Club of Westborough, ron.goodenow@gmail.com.



On the next page, you will see a very attractive event flyer, which you can print and distribute to fellow Rotarians.

DISTRICT 7910 PR EXPO & AWARDS DINNER

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Holiday Inn, Boxborough

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Chair, laura@spear.net,
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PR EXPO & AWARDS DINNER

Show off your Public Relations expertise and see PR best practices from other Rotarians. Collaborate on a Rotary PR challenge. And, join us as we kick off the Rotary 2014-2015 award season with District 7910 PR awards.

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|---------|--|
| 5:30 PM | PR EXPO: Show off how your club has done PR to promote your club and activities. See how other clubs promote Rotary and become inspired. |
| 6:30 PM | WELCOME AND DINNER |
| 7:00 PM | ROTARY PR CHALLENGE |
| 8:00 PM | AWARDS |



JOIN LEADERS | EXCHANGE IDEAS | TAKE ACTION