



**2022 ZONES 25B & 29 INSTITUTE
PUBLIC IMAGE TRAINING CURRICULUM
September 15-16, 2022**

FACILITATORS

Rotary Public Image Coordinator Kyle Haugen & Zone Public Image Team Members

TOPICS COVERED

*The importance of increasing our Rotary brand
Telling the Rotary Story
What your district Public Image Team should look like
How to effectively train your district Rotarians
Brand Consistency...but not the brand police
Effective Social Media strategies
Quality communication with clubs/members/public
The importance of partnerships
...and much more!*

TRAINING METHODS

*Light on talking at you, heavy on group discussion
Tell you what you NEED to know (briefly)
Discuss what you WANT to know (mostly)
Don't worry about all that we know (rambling + lecturing = nap time)
We'll make it fun and interactive!*