



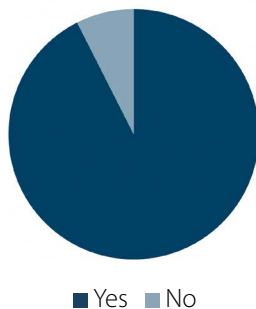
Online Meetings Survey Results

Toastmasters International Research and Analysis recently conducted a survey regarding online meetings. Surveys were sent to District leaders and club officers to gather insight on the shift to online meetings during the COVID-19 pandemic. Below, you will find results of those surveys, as well as tips and resources.

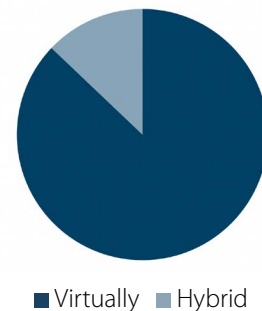
District Leader Survey Highlights

- Over 90% of District leadership teams have held an event since the pandemic, 87% of which were conducted virtually. Most demo meetings for prospective clubs have been conducted online, but 26% of District leaders reported that they have not held a demo meeting at all.

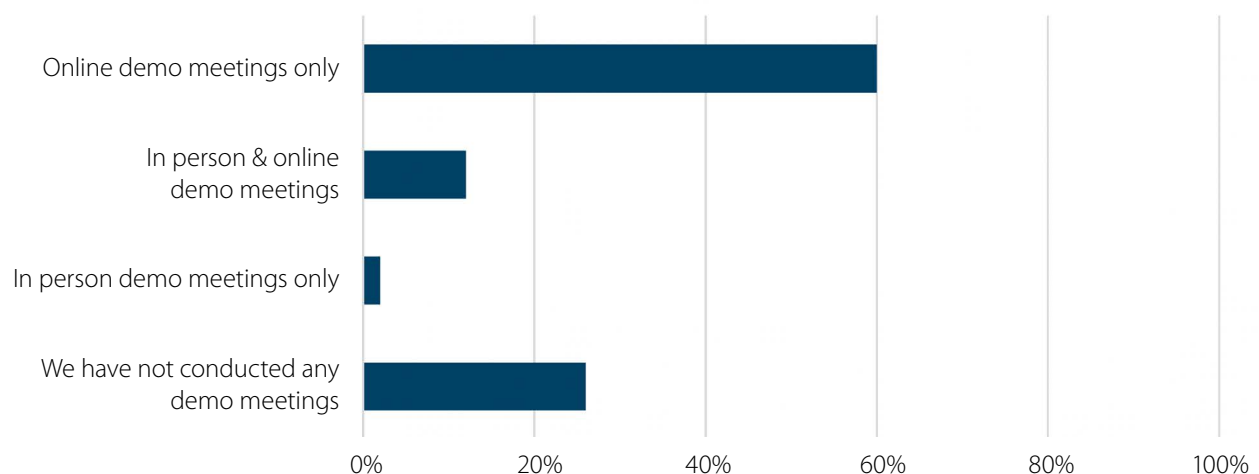
Districts that have held an event since the pandemic



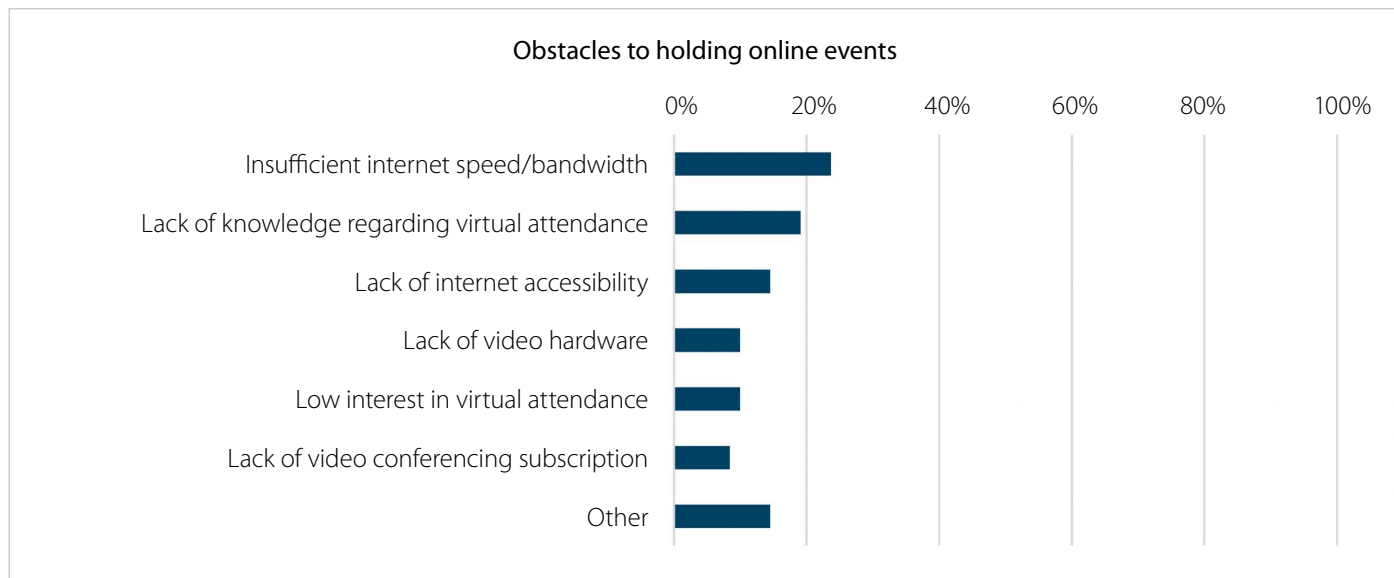
Were these events held virtually or in person?



Breakdown of demo meetings to prospective clubs since the COVID-19 pandemic began



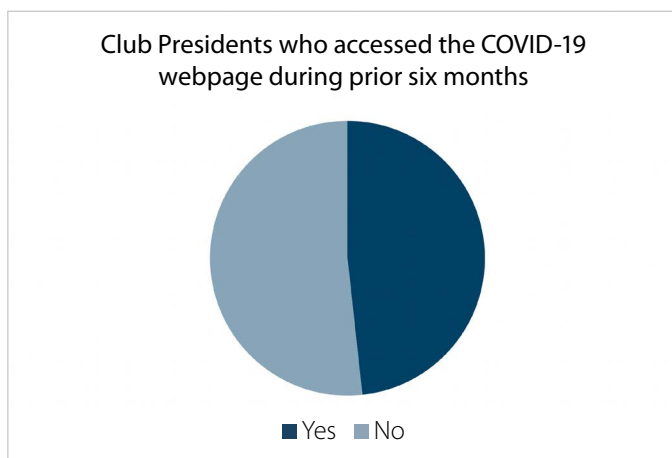
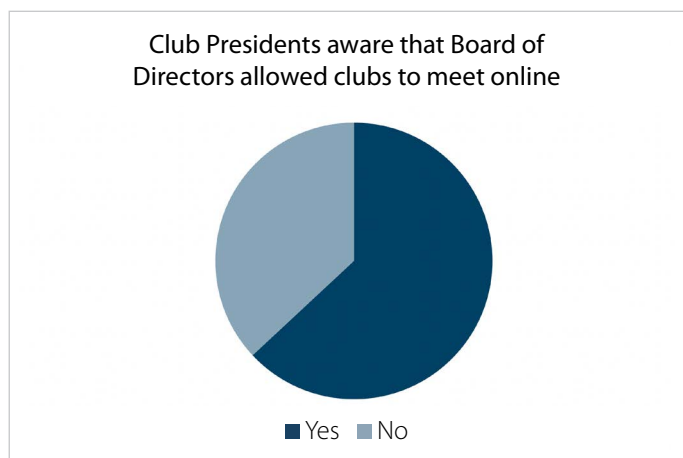
- Now is a great time to host a demo meeting. Any clubs that organize between November 1, 2020 and January 31, 2021 will have the charter fee and all new member fees waived, so long as all members pay their membership dues for the April 2021 renewal period before January 31, 2021. That is an average of over \$500 USD in savings. Remind attendees that they can opt to hold in-person meetings if, and when, they are comfortable. When hosting a demo meeting, consider using **this PowerPoint**.
- The biggest reported obstacles to holding virtual events are internet speed and a lack of knowledge regarding virtual attendance.



- Large virtual events can be a strain on many internet connections. Ask attendees and event organizers to attend from locations with a strong connection. If connection issues occur, encourage participants who are not speaking to turn off their cameras. If you are looking to boost virtual attendance, read this article from the *Toastmaster* magazine.

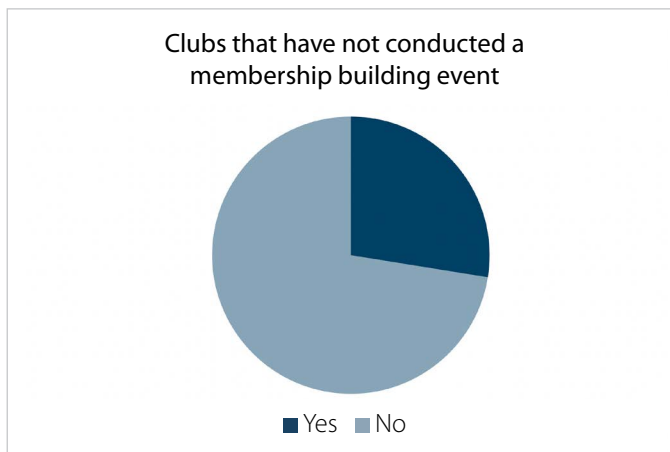
Club Officer Survey Highlights

- Over 60% of Club Presidents were aware that the Board of Directors made an exception to Policy 2.0 that allowed all clubs to meet virtually. About half of Club Presidents reported having accessed the COVID-19 webpage on www.toastmasters.org.



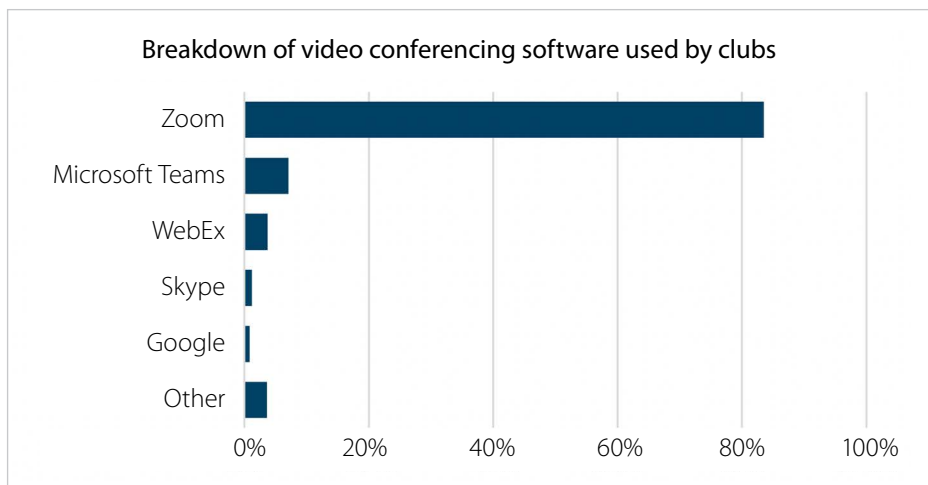
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- Go to the **COVID-19 webpage** to remain up to date on the latest news, including Board decisions and



communications from Toastmasters International. The **Leader Letter**, our monthly newsletter sent to club officers and District leaders, is another way to stay informed on the latest news and find newly created resources to help facilitate online and hybrid meetings and events.

- Over 75% of clubs have not conducted a membership building event since virtual meetings began.
- If your club hasn't hosted a membership building event recently, consider scheduling one for the near



future. Host a virtual open house and invite friends, family, and members of your community to join. When hosting an open house, consider using **this PowerPoint**. You can find helpful tips on hosting an open house in this ***Toastmaster* magazine article**.

- Nearly 85% of clubs are using Zoom to run their meetings virtually.
- Visit the **Online Meetings webpage** to find resources to help run your club meetings on Zoom, including virtual backgrounds and registration page banners. The webpage also features insightful articles and videos to help run your online club meetings.