

District 105SC Convention 2021 Marketing & PR Report.

While the pandemic has significantly decreased Lions PR output in the last year the impact has not been as bad as initially anticipated.

In June 2020 many clubs showed how they have risen to the covid challenge by contributing to the 105SC Sentinel Special Edition which illustrated just how active clubs have been during the first lockdown, bringing their communities together by active service. My thanks go to the Sentinel Editor Lion Peter Tabb for his hard work to publish that edition and throughout the last year keeping us so reliably informed with the monthly Sentinel Magazine. Back copies of the Sentinel can be found on the District 105SC website.

In May 2020 I was invited to join the District Global Action Team (GAT) to bring publicity and marketing into membership, leadership, service and training initiatives. I have continued attending regular GAT Meetings.

In support of the GAT I have held regular Zoom meetings with the newly formed District Communications Group. This small committee comprising of District Webmaster Lion Tom Sayers, SAA Lion Dave Rose and PR & Marketing Co-ordinator Lion Richard Keeley discusses future training methods, communications and support co-ordination.

To further support the GAT a District Marketing Group is being set up. An appeal for Lions with Marketing expertise was published in the February editions of The Sentinel and District Mailing. The first meeting of the new Marketing committee took place in early March. Further details will be presented during Convention.

I wrote to Zone Chairs in October 2020 to ask if they'd like me to attend their Zone Meetings to discuss online club PR and marketing training. I have received responses from 3 zones and attended one Zone Meeting.

In the last year Salisbury Lions Club have re-organised and moved their equipment storage. This includes the district loan pool equipment - banners, gazebo, lions costumes etc. I intend visiting the new Salisbury store to carry out an equipment audit when safe to do so.

This Convention programme will feature 5 minute presentations by clubs detailing their Fundraising and Community Service projects during the pandemic. As a public facing extension of this an 'Activities page' is being set up on the District website to feature club service activities. If your club is proud of their achievements during these difficult times and you'd like to publicise these on the District website please email details and pictures to pro@lions105sc.org.uk

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