



District 105SW

MARKETING & PUBLIC RELATIONS

Forthcoming Opportunities

Contact has been made by officers of the Multiple District with a number of organisations with whom we have the opportunity to work in partnership in the spring/summer period. There is no suggestion that clubs should work with everyone but to perhaps choose those that suit them.

Family Week

Monday 30th May to Sunday 5th June

More details at <http://www.nationalfamilyweek.co.uk/>

Check out Barnstaple Lions Club website - <http://www.barnstaplelionsclub.org/page12.html>

Great Poppy Party Weekend – 90th Anniversary of the Royal British Legion

Friday 10th to Sunday 12th June

More details at <http://www.thegreatpoppypartyweekend.org.uk/>

National Glaucoma Week

Monday 6th to Sunday 12th June

More details to follow but keep an eye on <http://www.glaucoma-association.com/>

National Eye Health Week

Monday 13th to Sunday 19th June

More details at <http://www.visionmatters.org.uk/>

Marketing and Public Relations Workshop

District Governor Neil has secured a second professionally run workshop to take place in our District on **Sunday 10th April 2011** and entitled “**Making Lions Memorable and Remarkable**”.

The location will be in Cornwall at the **Victoria Inn, Roche**. I appreciate this is not convenient for everyone in the district but as the workshop in April 2010 was held near Tiverton it was only reasonable to host this one further west.

Full details have been sent to club secretaries and I look forward to an excellent turnout especially from all Cornish clubs.

The Lions Story

The Lions DVD entitled “The Lions Story” will be broadcast on the Community Channel on the following dates:-

28 th February	09.00 and 15.00
1 st March	04.00
3 rd March	09.00 and 15.00
4 th March	04.00

The Community Channel is available on Sky 539, Virgin Media 233 and Freeview 87. It is also being prepared to appear on You Tube.

This is the DVD circulated to club Presidents in October 2009 featuring a commentary by Penelope Keith.

I know that a couple of times are hardly peak viewing but why not take the opportunity to tell people and suggest that they record it and can watch the video at their leisure. Why not record it for yourself!

District Marketing and PR Officer's Objectives for the year

- **To promote the use of the District publicity equipment**

Check on the district website to see what is available -
<http://www.lions105sw.org.uk>

- **All clubs to have a regularly updated and active website by June 2011**

We are looking at running a workshop on e-clubhouse websites in April – details to follow.

- **Promote the use of Facebook and Twitter**

Contact myself for details. Interest is slow but I am undaunted. It is beginning to happen!

- **Conduct PR Workshops for each of the three counties**

A workshop will take place in Cornwall on Sunday 10th April and the provisional dates for the workshops in Somerset and Devon are respectively Saturday 18th June and Saturday 25th June. Details of timings, venue and cost will follow shortly.

If any member wishes to discuss anything relating to Marketing or PR **please** contact me!

PDG Lion David Atkins

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