

TOASTMASTERS

SHOWCASE MEETING

Planning & Hosting Guide

“Don’t just tell people about Toastmasters. Show them Toastmasters.”

Prepared for Club Officers, Showcase Coordinators & Meeting Organisers

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1. What Is a Toastmasters Showcase Meeting?

A Toastmasters Showcase Meeting is a specially designed meeting that demonstrates the best of what a Toastmasters club offers.

It gives guests, prospective members, partners, colleagues and community members an opportunity to experience a high-quality Toastmasters meeting from beginning to end.

The meeting should showcase:

- Confident public speaking
- Effective evaluations
- Impromptu speaking
- Meeting leadership
- Teamwork
- Member development
- The supportive Toastmasters environment

The goal is simple: don't just tell people about Toastmasters — show them Toastmasters.

2. Objectives

A Showcase Meeting can be used to:

- Demonstrate the quality of a Toastmasters meeting
- Showcase the skills members develop
- Introduce prospective members to the club
- Celebrate the achievements of current members
- Create excitement around the club
- Strengthen the club's public profile
- Encourage guests to attend future meetings
- Generate new membership interest

3. Recommended Meeting Structure

A Showcase Meeting can follow the normal Toastmasters meeting structure while giving each segment a deliberate purpose. Suggested duration: 90–120 minutes.

Time	Segment	Purpose
0:00–0:10	Arrival & Networking	Welcome guests
0:10–0:15	Opening	Set the tone
0:15–0:20	Toastmasters Introduction	Explain what guests are about to experience
0:20–0:30	Prepared Speech 1	Showcase speaking
0:30–0:40	Prepared Speech 2	Demonstrate different speaking styles
0:40–0:50	Speech Evaluations	Showcase constructive feedback
0:50–1:05	Table Topics	Demonstrate impromptu speaking
1:05–1:15	Educational Segment	Explain Pathways / member development
1:15–1:25	Member Success Story	Show the impact of Toastmasters
1:25–1:35	Guest Interaction / Q&A	Allow questions
1:35–1:45	Membership Opportunity	Explain how to join
1:45–1:50	Recognition & Appreciation	Celebrate participants
1:50–2:00	Closing	Strong call to action

The programme can be adjusted depending on the club's normal meeting duration.

4. Showcase the Three Core Experiences

A strong Showcase Meeting should demonstrate three things particularly well.

A. Prepared Speaking

Select one or two strong speakers. Rather than simply choosing the most experienced members, consider showcasing different types of speeches:

- Inspirational
- Humorous
- Educational
- Storytelling
- Persuasive

This helps guests see that Toastmasters is not about having one particular speaking style.

Speaker Brief

Speakers should be encouraged to deliver speeches that are:

- Engaging
- Relevant
- Well structured
- Appropriate for a mixed audience
- Within the allotted time

5. Showcase Evaluation

Evaluation is one of the elements that makes Toastmasters different. The evaluator should demonstrate that feedback can be:

Specific + Positive + Constructive + Encouraging

Guests should leave understanding that Toastmasters provides a safe environment where members can practise, receive feedback and improve.

A short explanation before the evaluation can help guests understand what they are seeing.

6. Showcase Table Topics

Table Topics should demonstrate that Toastmasters members can think and speak effectively without extensive preparation.

- Invite both members and guests to participate
- However, guests should never feel pressured

Possible topics:

- “What is one lesson life has taught you?”
- “If you could change one thing about your community, what would it be?”
- “What does success mean to you?”
- “What advice would you give your younger self?”
- “What skill would you like to master?”

Keep each response short and energetic.

7. Showcase Leadership

A Showcase Meeting should demonstrate that Toastmasters is more than public speaking. Give members an opportunity to demonstrate meeting leadership through roles such as:

- Toastmaster of the Meeting
- Topicsmaster
- General Evaluator
- Timer
- Ah-Counter
- Grammarian
- Sergeant at Arms

The audience should see that members develop leadership by doing, not simply by attending.

8. Member Success Story

Include a short personal story from a member, approximately 5 minutes. Ask the member to explain:

Stage	Question
Before Toastmasters	What challenge or goal brought you to Toastmasters?
During Toastmasters	What did you learn?
Today	How have you changed?
Beyond Toastmasters	Where have you applied what you learned?

A genuine story is often more powerful than a presentation listing membership benefits.

9. Explain the Toastmasters Journey

After guests have experienced the meeting, explain what happens next. Keep this presentation simple.

Join → Participate → Practise → Receive Feedback → Improve → Lead

Introduce:

- Club meetings
- Speaking opportunities
- Evaluations
- Table Topics

- Pathways
- Leadership opportunities
- Club and district activities

The objective is to show guests that Toastmasters provides an ongoing development journey.

10. Guest Participation

A Showcase Meeting should not become a performance where guests simply sit and watch. Create opportunities for interaction, for example:

Opening Icebreaker

Ask guests: “What is one communication skill you would like to improve?” Allow a few volunteers to respond.

Table Topics

Invite guests to participate in impromptu speaking.

Q&A

Give guests an opportunity to ask members about their experiences.

The more guests participate, the more likely they are to understand the Toastmasters experience.

11. Creating a Premium Experience

Because this is a Showcase Meeting, attention should be given to presentation and professionalism. Consider:

- A well-prepared venue
- Professional signage
- Name tags
- A clear programme
- Good sound quality
- Well-prepared speakers
- Timely transitions
- Appropriate refreshments
- Professional photography where appropriate
- A welcoming reception team

Every member should understand that they are part of the showcase.

12. Suggested Team

Role	Responsibility
Showcase Coordinator	Responsible for the overall event
Toastmaster of the Meeting	Responsible for managing the programme and transitions
Speaker Coordinator	Selects and prepares the featured speakers
Evaluation Coordinator	Ensures evaluators understand their role
Membership Team	Welcomes guests and handles membership enquiries
Hospitality Team	Manages guest reception and refreshments
Public Relations Team	Promotes the meeting before and after the event
Technical Team	Manages sound, presentation and online participation if applicable

13. Promotion

The message should focus on experience, rather than simply saying that the club is holding a special meeting.

Possible promotional message:

See Toastmasters in Action!

Join us for a special Toastmasters Showcase Meeting and experience powerful speeches, inspiring stories, impromptu speaking, constructive evaluations and the energy of a Toastmasters meeting.

Come and see what happens when ordinary people develop extraordinary communication and leadership skills.

Invite:

- Prospective members
- Former members
- Colleagues
- Business contacts
- Community members
- Students

- Friends and family
- Leaders from other organisations

14. Follow-Up

The meeting does not end when the final speaker leaves. Within 48–72 hours:

- Thank guests for attending
- Share the next meeting details
- Answer questions
- Invite guests back
- Personally contact those who expressed interest
- Record membership enquiries
- Track guests who return

The objective is to create a pathway:

Guest → Experience → Return → Participate → Join → Grow

15. Measuring Success

After the Showcase Meeting, record the following measures:

Measure	Result
Guests invited	
Guests registered	
Guests attended	
Guests who participated	
Membership enquiries	
Guests returning to another meeting	
New members	
Member feedback	
Guest feedback	

Also ask:

- What did guests enjoy most?

- What questions did guests ask?
- What should we improve next time?

16. Showcase Meeting Checklist

Before the Meeting

- ☐ Set date and venue
- ☐ Appoint Showcase Coordinator
- ☐ Establish organising team
- ☐ Confirm programme
- ☐ Select speakers
- ☐ Select evaluators
- ☐ Confirm meeting role players
- ☐ Prepare promotional material
- ☐ Invite guests
- ☐ Prepare registration

During the Meeting

- ☐ Welcome every guest
- ☐ Introduce Toastmasters clearly
- ☐ Deliver quality speeches
- ☐ Demonstrate effective evaluations
- ☐ Run engaging Table Topics
- ☐ Give guests an opportunity to participate
- ☐ Share a member success story
- ☐ Explain the membership journey
- ☐ Provide a clear call to action

After the Meeting

- ☐ Thank guests
- ☐ Follow up with prospective members
- ☐ Invite guests to the next meeting
- ☐ Record membership enquiries
- ☐ Review the event
- ☐ Celebrate the team's success

17. The Golden Rule

A Showcase Meeting should leave guests thinking:

“If this is what Toastmasters can do for them, imagine what it could do for me.”

The best Showcase Meeting is not necessarily the one with the most elaborate programme.

It is the one that allows guests to experience the confidence, learning, encouragement and community that make Toastmasters special.

Showcase. Inspire. Engage. Grow.

Don't just explain Toastmasters. Showcase it.