

## **POWER*talk* International – The Global Marketing Strategy**

### **Feedback Forum**

Following the launch of the new POWER*talk* International Global Marketing Strategy at Convention 2007 in Brisbane, Australia, delegates were invited to submit questions to the Global Marketing Action Group (Glomag). These were discussed in a plenary session, when questions were also taken from the floor.

To ensure that the exciting developments in marketing your organisation are communicated as fully and clearly as possible to the greatest number of members, we are posting a summary of the strategy, as well as the answers to questions received.

Please keep the questions coming and we will try to post replies promptly. You may forward them to any of the Glomag team directly, or through your Division Vice-President or IMS [info@powertalkinternational.com](mailto:info@powertalkinternational.com) .

If you would like to read a full version of Immediate Past President Terrie Baxter's speech to delegates, go to Resource Centre>Convention>Convention 2007. If you would like to communicate the details to your club, a PowerPoint presentation is available at Resource Centre>Convention>Convention 2007.

### **Summary of the Global Marketing Strategy**

When President-Elect Mary Marshall visited the Division I & II Conference last year, she announced the International Board's commitment to "Review, Renew and Revive ITC!"

Since then your Board has undertaken a full review (including intensive, professional research) of every aspect of ITC. From club programming and PowerTalk, to the Fellows of ITC and Zenith Clubs, from dues to pins, websites to pamphlets, from advertising and branding to education and accreditation – we looked at it all, in depth and in detail. Many of you were part of that review.

Our membership has been declining and from the market research undertaken we know that the name "International Training in Communication" has not achieved the market penetration and brand recognition needed.

The result is a new and exciting global marketing strategy to renew ITC – and we launched it at Convention in Brisbane, Australia, on 21 July 2007.

Now ITC has a new brand name. This does NOT mean that we have changed the legal name of our organisation - it still remains incorporated as International Training in Communication. There is no change required to the bylaws at any level as the incorporated name has NOT changed.

What has been introduced is a new brand name - POWER*talk* International

This strong new brand name will be used in all promotional activities, especially where it is in any way marketing (promoting, publicising) our organisation. The legal entity name, International Training in Communication (ITC) and logo, will only be used on documents which need to have legal standing – that includes contracts, invoices and receipts.

The Board has been asked why the members were not consulted on this. Generally members vote on bylaw changes, not on operational activities, policies and strategies – these are what the Board members are elected to undertake. Time constraints also made this impracticable.

As well as the Division I & II Conference there was a reminder about the marketing strategy at the President's Training Weekend in October 2006 and in some From the Boardroom newsletters.

As the plan developed details changed daily (sometimes more often!) during the planning stage and consulting all the members would have resulted in great confusion as well as making development and implementation unworkable. We would have broken one of the fundamental rules of a rebranding – that of keeping the new brand under wraps until you are 100% ready to release it.

As part of the marketing strategy

- We have reintroduced an electronic version of the magazine now called – *POWERtalking*
- We have offered incentives to clubs and regions for increasing membership
- We have developed training modules for *POWERtalk* short courses which can be offered to the public to attract new members as well as for clubs to use internally

How can you use the brand name? You can introduce yourself as:

"I am a member of *POWERtalk* International, an organisation that delivers coaching in effective speaking."

You are now part of a world-wide network of *POWERtalk* International members helping to build our brand in a competitive marketplace. The best way to begin spreading the *POWERtalk* International brand message is to promote use of the brand as often as possible – that's being a **brand champion**.

The next step is to ensure that every activity undertaken in the *POWERtalk* International world – from club meetings to Region Conference, from speech contests to *POWERtalk* short courses, is organised and run in accordance with the highest possible standards – that's being a **brand builder**.

We have provided members with the tools you will need to create a strong brand and a successful organisation. You have a great product in our organisation's training, and this superb set of branding tools. Please join your International Board in promoting our brand with passion.

## Questions & Answers

### Pins

**Q. Will the two sets of pins be used together, or will the ITC pins be discontinued?**

A. Presidents, Vice Presidents, Secretaries, Treasurers, Delegates to Council and Parliamentarians are the official, legal officers of International Training in Communication. Their pins are literally badges of that office. They will therefore continue to wear the ITC Officers' pins. Accreditation pins will also continue to be used.

Other pins serve to identify and recognise membership and achievement in the programmes and products which the organisation markets. Their pins are for marketing and brand promotion purposes. This includes speech and writing contest winners and Zenith members. They wear the identity of the product – Zenith or *POWERtalk* International.

## **Name**

### **Q. Some club names contain ITC. Should they retain it?**

A. That is up to the club. The incorporated name of our organisation is still ITC. For marketing efforts to be most effective, the adoption of *POWERtalk* as part of the club name is strongly supported. It's powerful!

### **Q. Has the name been registered/trademarked, that is, can ITC be sued for using this name?**

A. No. There are a few products and organisations using similar names, but none the same, and none are trademarked, and there is no legal restriction on its use. We have utilised the services of international intellectual property lawyers and will continue to take appropriate advice. It should be noted that we have been using the name *POWERtalk* for four years already. We are merely extending it to cover all ITC's products and services, instead of just the short course.

### **Q. Will it be referred to in full terms or as PTI?**

A. We do not encourage the use of a shortened name, but where it would be clumsy or pedantic to use it in full (for example, when it's used several times in succession, or in conversation), the short version is *POWERtalk*. The initials should **never** be used – either verbally or in writing.

### **Q. How can members protect and promote the brand name?**

A. The best way is to use it – often and correctly. Introduce yourself as being a member of POWERtalk International. When asked what the organisation does, reply: “We provide coaching in effective speaking.” The more the name and tag line are used, the more established they become. This not only helps to grow the brand and increase brand recognition, it also protects the brand from use by anyone who sees and advantage in trying to copy it. It is not a unique use of the words, but there is no other organisation of similar nature operating internationally, which uses this name.

**Q. I am preparing the Region Directory and have put the new logo on the front cover and changed the information page to reflect the new email address and the web page. I downloaded the template of the new logo and got the other information from the website.**

**I was going to put the Visions on the organization's information page of our directory. Are you going to change the wording of the Mission Statement, Pledge, and Vision Statement to delete reference to ITC and insert the new name? I want my directory to be correct.**

A. Yes, the name used on the Mission, Vision and Pledge should be POWERtalk International. Although ITC (abbreviated or in full) remains the legal name, we should use the new brand name wherever the legal name is not required - but especially where it is in any way marketing (promoting, publicising) the organisation.

Over the next few weeks we will be working through the detail of the website, making all the changes. Documents (including those available in Resources on website) will only be updated when new editions are issued. The Master Manual will be updated over time.

**Q. As CLO for my Region, my question is: Can you please restate the decision to market as POWERtalk brand in a way that is VERY clear to our**

members that the organization we belong to is still ITC. Members in our region, including myself and other leaders, are very confused as to how we are to use this news. A policy on the procedure we are to follow would be helpful.

I have circulated the message titled, International Training in Communication: STOP PRESS - IMPORTANT, only to our region executive and because even they were unclear on what had occurred I am unwilling to circulate to all club CLOs until something further is forthcoming from International. Many thanks and best wishes to all.

A. International Training in Communication is still the legal name of our organization and will remain so until our ITC members decide to make a change. But our product, the training which we provide, now has the new brand name of POWERtalk. Legal documents require the use of the name International Training in Communication in addition to the new brand. In all other cases, it is preferable to use POWERtalk International. In order for you to get an in-depth understanding of the new global marketing strategy, please go to [www.powertalkinternational.com](http://www.powertalkinternational.com), then Resources>Convention>Keynote Speech, and you will be able to read a very comprehensive report on our new brand name, POWERtalk International, and how it was arrived at.

The International Board is very grateful to all CLOs who do sterling work in passing on information to the membership and we appreciate your seeking clarification. At the same time, members are entitled to this information as soon as possible. It is preferred that they are kept informed, and are then free to raise questions and concerns in this Forum, through their Division VP, any member of the International Board or IMS [info@powertalkinternational.com](mailto:info@powertalkinternational.com). In this way, we are able to share common concerns, rather than withholding information which members have a right to receive.

**Q. If International Training in Communication remains the legal name of the organisation; can you tell me what status does the name POWERtalk**

**International have? On websites should we refer to it as a brand name of ITC or does it have some other legal status such as trade mark? I should be grateful if you could clarify the terminology.**

**Thank you in anticipation.**

A. Technically, in order to use the term “Trade Mark”, you need to insert the “™” symbol every time you use the term. The name used to describe the organisation is POWERtalk International, but it has no status as a legal entity. In other words, any legal action taken (such as incurring debt, paying bills, entering into contracts) must be made in the name of International Training in Communication. **Everything else** is done as POWERtalk International. The brand can be protected by our being the first organisation to use it this way; by using it regularly (and correctly); and by ensuring that no other similar organisation attempt to “pass off” another product as being our training.

**Q. Is the stationery etc. changing?**

A. Yes. There is a new logo design with the correct application including type and colours available for all clubs to use. This was provided to those who attended Convention, to share with their clubs. The website has copies which can be downloaded, and the disk can be ordered. It contains copies of all letterheads, business cards and compliment slips, showing the correct format. Please use all the new branding styles and materials soon, often and correctly, to help build a strong brand.

**Bylaws**

**Q. Why were the Bylaws not altered to reflect the name change?**

A. The organisation is incorporated in the State of California, USA, as the legal entity, “International Training in Communication”. That is the name which must be referred to in our Bylaws, as it is the legal name of the organisation. There is no need to alter the Bylaws unless there is the intention to change the legal name of

incorporation. There is, at this stage, no legal entity (such as a company) called POWERtalk International.

## **Brochure and Magazine**

### **Q. Are there new brochures?**

A. Yes, we have produced an exciting new brochure, which is available as a “normal” paper version and as an exciting electronic FlipFolio™. You are welcome to continue using ITC ones until they run out.

The new brochures look much like the old ones but with the new brand name. You can obtain copies by ordering from the website – or you can download the electronic one by asking IMS to send it ([infor@powertalkinternational.com](mailto:infor@powertalkinternational.com)).

The electronic version can be printed, kept for reading anytime, or sent to anyone who is interested in POWERtalk International and what we teach. Why not send it to any of your friends and family who have shown interest? And the next time someone asks about us, ask for their email address and send them the brochure. It's easy, free and spreads quickly.

### **Q. Will the brochure on the website work for a Mac?**

A. (Please note that this applies to the POWERtalking FlipFolio™ as well.) Unfortunately not. We hope that the software used – which is unique in the newly-emerging page-turning software environment, and is one of the best products available – will be further developed to meet this need. For those who run on the more common PC/Microsoft systems – please remember to ask IMS for the electronic brochure as soon as you get home.

**Q. I am a member from Winchester MA USA. The new web page looks lovely from home. However, most of it is a blank page from work. Active code is not allowed. You may find that others have the same problem.**

**E-book is lovely also. It doesn't fit my screen well but I'll find out how to adjust it. I get concerned about members who do not have the latest machines and software. Will they be excluded?**

Thank you for your positive remarks. As far as receiving the web page at work goes, some companies have strict rules about what employees may receive in working time. There is unfortunately no way to resolve this, short of asking your employer to lower the bar on which sites can be viewed at work.

Some members will not be able to receive the new magazine for a while. That is the unfortunate nature of technology development in current times, but it is a self-limiting problem. Many members could not receive any email or view the website two or four years ago, but we now find they are both regular and very technology-literate correspondents. We anticipate the ability to view the magazine will "catch up" in the same way. At the moment, it doesn't need state-of-the-art equipment, but members will need reasonably current technology.

The system we're using, the FlipFolio™, has the advantage of being a much quicker one to download than most E-books, which can tie up systems for excessive time, particularly when using dial-up internet access. In addition, it can be viewed offline – once you've downloaded it, it sits on your desktop and can be opened and read at any time without any cost being incurred. If you subscribe, you will be notified when a new issue has been released. If you do not want to keep "old" issues, you can simply open your current issue to check if a new one has been released (you will be informed automatically), and decide whether or not to download the newer one. If you do, it will then replace the "old" issue on your desktop.

**Q. Can I choose not to have the icon automatically loaded on my desktop?**

A. Yes, you have two options. If you wish to view the magazine, click on it, view the magazine and then delete the icon from your desktop. Or simply do not click on the link at all.

## **General**

### **Q. If members were canvassed – which countries and how many members?**

A. Countries where members were canvassed were the USA, Canada, England, Scotland, South Africa, Malawi, Iceland, The Netherlands, Australia, New Zealand, Japan, and Austria. Responses in writing were received from 70 members. They were generally very detailed, with more than 800 pages being provided. Members were at all levels in the organisation, to provide the broadest possible view. Further research was conducted in the market – details are included in Past President Terrie Baxter's keynote speech from Convention 2007.

### **Q. Was this budgeted for and approved and what are the costs?**

A. With all ITC expenditure, accounts are audited annually to ensure not only accurate accounting, but to ensure all state laws, ITC Bylaws and ITC Board policies are adhered to.

The reserves held by ITC must cover one year's operating expenses, but no more than that, as the organisation is required by its Incorporation to invest any surplus in educational materials, training and tools and marketing the organisation. Some excess reserve funds in the past have been invested in other ways, which could threaten our tax-exempt status. So these funds must be used appropriately in the interests of the organisation's stated intent in its charter. The full costs of the programme will be accounted for as usual in the audited figures. It should also be noted that many of the budgeted costs are only incurred in the event of a significant membership increase, and are therefore more than offset by increased income.

### **Q. What about the Zenith clubs?**

A. Zenith Clubs continue to use that brand – they are not affected at all.

**Q. Why do the bios of the officers mention “20-year member of POWERtalk”? It is as though ITC never existed.**

A. We are trying to embed the new brand name and should not dilute its impact by being too detailed and making the organization seem too complicated. For example, International President Mary Marshall was also a member of Toastmistress International, but her bio does not mention it. A detailed history of the organization will mention all historical names, but in briefer mentions and places where space is limited, it is unnecessary.

**Q. Why did the email announcement that started “Greeting ITC Member” come from IMS and not from the Board?**

A. Logistics and technical requirements meant that it could not come from a Board member.

**Q. I’m confused by the statement about Mary Marshall’s speech in Las Vegas saying we would Review, Renew and Revive ITC. I thought her theme was “Renew and Revive”?**

A. The International Theme for 2007-2009 is “Renew and Revive”. Mary has also asked all Clubs, Councils and Regions to join in using that theme and really making it work. Review is not used because we have already completed the Review part – now we are into the exciting actions of making it happen.