

2015-16 DISTRICT MEMBERSHIP & PUBLIC IMAGE SEMINAR SINGAPORE

NUSS Suntec City Guild House
5 September 2015

Rotary Club of Pandan Valley
Host Club

SEMINAR PROGRAM

MASTER OF CEREMONIES **Rtn Anil Changaroth** RC Pandan Valley

- 1230-1330 Registration | Lunch
- 1330-1530 SESSION 1**
- 1330-1335 WELCOME ADDRESS **President Judy Loh** RC Pandan Valley
- 1335-1340 OPENING ADDRESS **DG Philip Chong** RC Likas Bay
- 1340-1400 KEYNOTE ADDRESS **PDG Salim Reza** RC Khulna (Rotary District 3281) ROTARY ZONE 6B ROTARY COORDINATOR "Challenges of membership"
- 1400-1420 **PP Elsie Chua** RC Pandan Valley CHAIR, DISTRICT PUBLIC IMAGE COMMITTEE "Delivering greater service impact and membership development through strong public image"
- 1420-1530 PANEL DISCUSSION: "Effective Public Image and Membership"
- 1420-1425 OPENING REMARKS **Rtn Dr Leong Sai Fan** RC Pandan Valley Session Chair
- 1425-1435 **PP Linda Gouw** RC Queenstown "How good public relations help membership growth – a case study of success at RC Queenstown"
- 1435-1445 **PP Sylvia Lee** RC Suntec City "Building strong clubs with the Strengthening Rotary Initiative"
- 1445-1455 **PDG Leslie Salehuddin** RC Gombak (Rotary District 3300) ROTARY ZONE 6B ASSISTANT ROTARY COORDINATOR "A GROWTH Approach to Membership...Lessons that I learnt"
- 1455-1530 Open Forum | Conclusions | Consensus & Possible Action
- 1530-1550 Coffee Break
- 1550-1800 SESSION 2**
- 1550-1610 **DGE Michael Yee** RC Garden City DISTRICT TRAINER "The power of why: breaking out with Rotary's unique value promise"
- 1610-1740 FACILITATION SESSION: "The New Focus: What It Is & Membership Action Plan"
Simple tools district and club leaders can immediately adopt to attract and retain members consistent with the Siegel+Gale research findings.
- PDG Datuk Hj Zainie Abdul Aucasa** RC Kota Kinabalu ROTARY ZONE 6B ASSISTANT REGIONAL ROTARY FOUNDATION COORDINATOR Resource Person
- 1610-1615 OPENING REMARKS **CP Albert Wong** RC Tanjong Pagar MANDARIN CLUB DEVELOPMENT CHAIR, DISTRICT STRATEGIC TACTICAL TASKFORCE Session Chair
- 1615-1640 **PP Rajamohan Munisamy** RC Pandan Valley CHAIR, DISTRICT MEMBERSHIP COMMITTEE "The challenge, new information, and learning opportunities"
- 1640-1700 **PP Henry Tan** RC Singapore West REGIONAL CHAIR (SINGAPORE), DISTRICT STRATEGIC TACTICAL TASKFORCE "Attracting new members: website/Facebook strategies"
- 1700-1720 **PP Khushroo Dastur** RC Tanglin REGIONAL CHAIR (SINGAPORE), DISTRICT TRAINING COMMITTEE "First impressions, induction, friends, opportunities, knowledge"
- 1720-1740 **PP Jeffrey Chan** RC Raffles City "Why members Leave: Basic considerations for Membership Retention"
- 1740-1750 Take Action: Membership Action Plan
- 1750-1755 CLOSING ADDRESS **DG Philip Chong** RC Likas Bay
- 1755-1800 VOTE OF THANKS **PP Dr Jeffrey Seow** RC Pandan Valley REGIONAL CHAIR, DISTRICT VOCATIONAL SERVICE COMMITTEE
- 1800-1900 Fellowship & Drinks