

TOASTMASTERS
INTERNATIONAL

2026 CONVENTION

VANCOUVER, CANADA | AUGUST 19-22

Wide-Open Communication

Welcome



TOASTMASTERS
INTERNATIONAL
2026 CONVENTION

VANCOUVER, CANADA | AUGUST 19-22

Wide-Open Communication

Using AI to Craft Pitches That Attract New Members

Beyond Content Generation: AI as Your Thinking Partner

Mariam Tariq



Toastmasters Reach

GLOBAL REACH

265K+

Members

13,800+

Clubs

149

Countries

THE VALUE IS CLEAR

85%

of alumni say Toastmasters improved
their public speaking

93%

of alumni would recommend
Toastmasters

The opportunity isn't creating the value. It's helping more people discover it.

Source: Toastmasters International, 2024–25 organizational data and 2025 Alumni Member Survey.

TOASTMASTERS
INTERNATIONAL

©2026 Toastmasters International. All rights reserved.

3 of XX

AI Is Becoming Part of Everyday Life

49%

of U.S. adults use AI chatbots

42%

use AI chatbots to search for
information

38%

of employed adults use AI
chatbots for work tasks

AI is becoming a habit — not just an experiment.

Source: Pew Research Center, “Americans and AI,” 2026

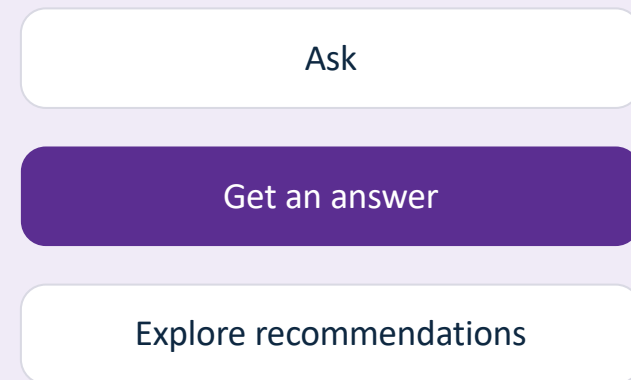
How We Find Information Is Changing

“Where can I improve my public speaking near me?”

TRADITIONAL DISCOVERY



AI-ASSISTED DISCOVERY



Being discoverable increasingly means being understandable to both people and AI.

AI Is Moving From Answers to Work

ASK

“What are some ideas for an Open House?”

CREATE

“Make me an Open House presentation.”

HELP DO THE WORK

“Help me get our next meeting ready.”

AI is becoming more than a place to ask questions.

Why Human Communication Matters More Than Ever

Today's Digital World



Artificial Intelligence



Texting & Messaging



Remote Work



Video Meetings

VS

The Human Edge



Public Speaking



Leadership



Collaboration



Human Connection

"In an AI-powered world, authentic human communication is becoming a competitive advantage."

Show of Hands



ASK

Have you used ChatGPT or another AI assistant to ask a question?



CREATE

Have you used AI in a tool like Canva or PowerPoint to create something?



REFINE

Have you gotten an AI result and thought,
“That’s not quite right”?
or “That doesn’t sound like me.”

AI Can Answer & Advise

Ask questions. Explore ideas. Challenge your thinking.

ChatGPT Plus

New chat

Scheduled

Plugins

Codex

More

Pinned

Lumen the Reading & Writing...

Marketing

Toastmasters PPT Outline

Projects

Toastmasters

Recruitment Strategy Discussi...

Work Success

Homework

Sofia Examples

Book 2026

Show more

Chats >

Mariam Tariq Plus

Toastmasters

Our club wants to attract more working professionals and emerging leaders, but our recruitment efforts haven't been very consistent. Before suggesting tactics, help me think through the problem. What are the 5 most important questions we should answer about our target audience, current member experience, and how people discover us?

Before choosing tactics, I'd answer these five questions. They'll tell you whether the problem is awareness, relevance, conversion, or retention.

1. Who exactly are the working professionals and emerging leaders we want to attract?

Go beyond age or job title. What stage are they at—new managers, aspiring leaders, technical professionals, entrepreneurs, career changers? What are they trying to become better at: presenting, executive presence, networking, interviewing, leading teams, or influencing others?

2. What problem would make those people actively look for something like Toastmasters?

Ask what is happening in their lives when they would care enough to join. For example: "I have to present to executives," "I just became a manager," "I'm nervous speaking in meetings," or "I want to advance my career." This helps you market the **outcome**, rather than simply promoting "public speaking."

3. What does a first-time guest actually experience at our club?

Look at the experience through a newcomer's eyes. Does the meeting feel welcoming, energetic, professionally relevant, and easy to understand? Can a guest quickly imagine themselves benefiting from membership—or does it feel like they have entered an established group with unfamiliar rituals?

4. Why do current members join, stay—and sometimes leave?

Your existing members are probably your best source of insight. What originally brought them in? What surprised them? What keeps them coming? What almost caused them not to join? Their answers can reveal both your strongest value proposition and weaknesses you may need to fix before joining?

Ask ChatGPT

High



AI Can Create Images

Turn an idea into a professional visual in seconds.

Ready when you are.

Create a polished, photorealistic promotional image for a professional public-speaking and leadership club. Show a diverse group of working professionals in their late 20s to 40s at an engaging evening meeting. One person is confidently speaking at the front of a modern meeting room while several others listen, smile, and participate. The atmosphere should feel energetic, welcoming, ambitious, and professional — more like a modern leadership community than a classroom. Natural expressions, contemporary business-casual clothing, warm professional lighting, realistic photography. Leave some clean negative space for optional promotional copy. Do not include any text, logos, trademarks, or Toastmasters branding. Landscape 16:9 composition|

+ [Toastmasters](#)

High ▾



X Warm Evening Team Presentation

Comment

Aspect ratio ▾

Remove

Share



+ show this in the daytime

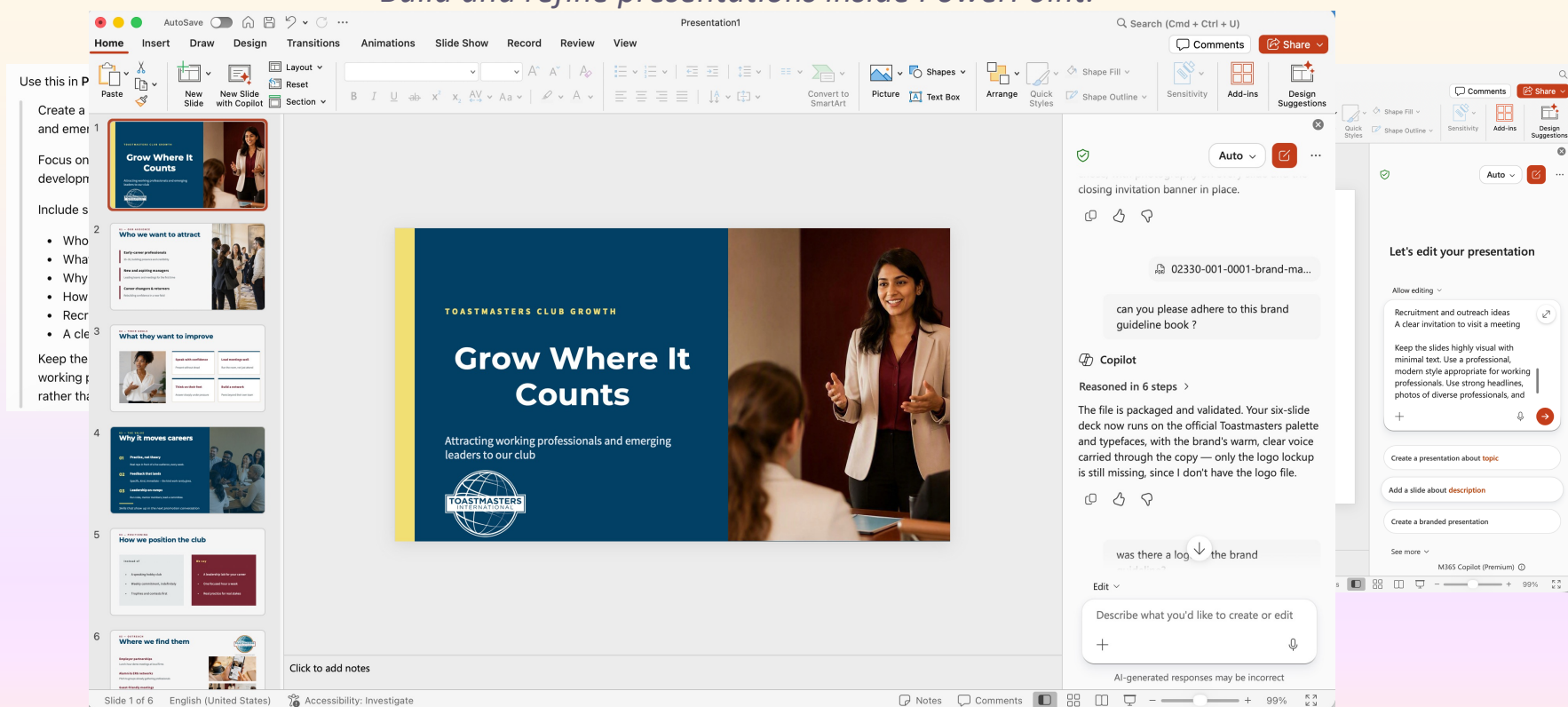


High ▾



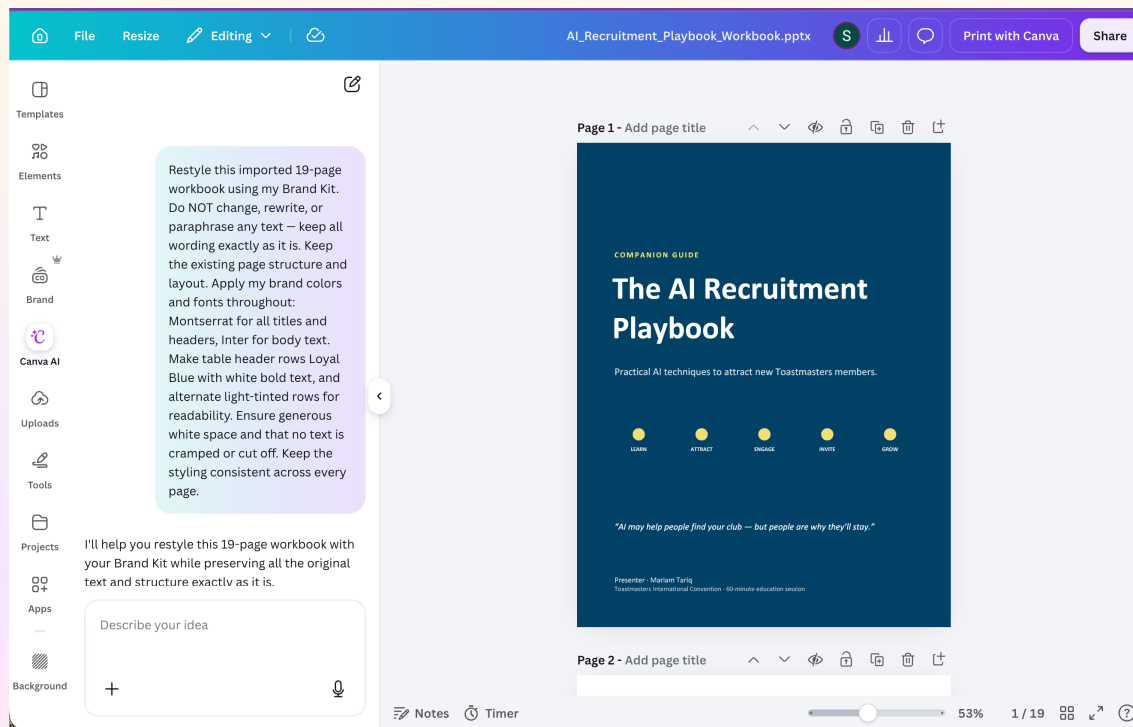
AI Can Create Presentations

Build and refine presentations inside PowerPoint.



AI Is Built Into Creative Tools

AI is becoming part of the tools we already use.



Beyond a helper - Using AI to DO the work

Let AI do the repetitive work so you can do more important things

Toastmasters Meeting Coordinator



Staffing a club meeting is a repeated, sensitive, human task. The club leader is asking volunteers for unpaid effort, so *who* gets asked and *how* they get asked matters as much as filling the slots. A member who gets asked three weeks running burns out. A member who never gets asked drifts away. Someone pushed into a role they're not ready for has a bad night in front of their peers.

Your job is to do the tedious, error-prone parts — cross-referencing history, spotting rotation imbalances, writing eight personalized emails — while leaving every judgment call about people to the club leader.

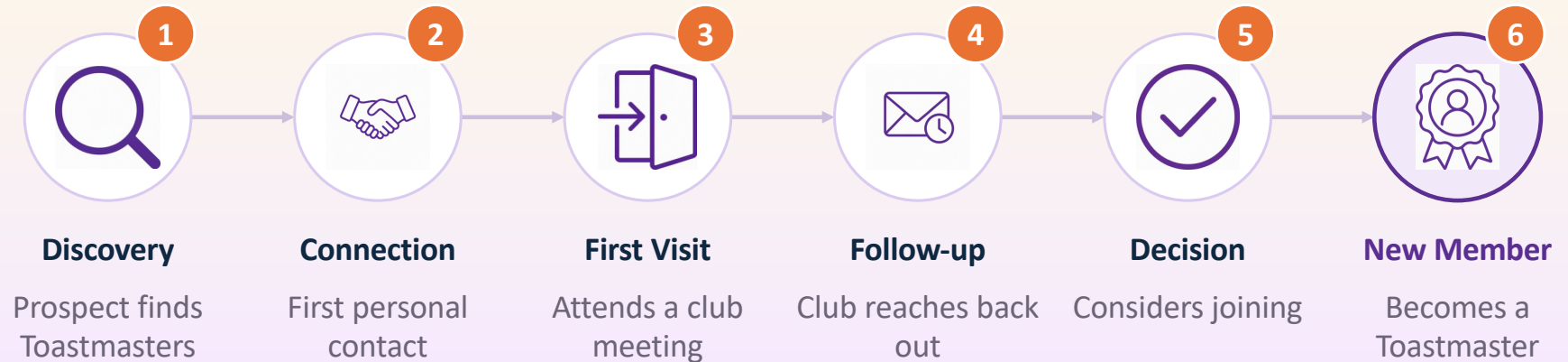
AI CAN:

- Remember how you do it
- Work through the tedious steps
- Use the information you give it
- Come back to you when a decision is needed

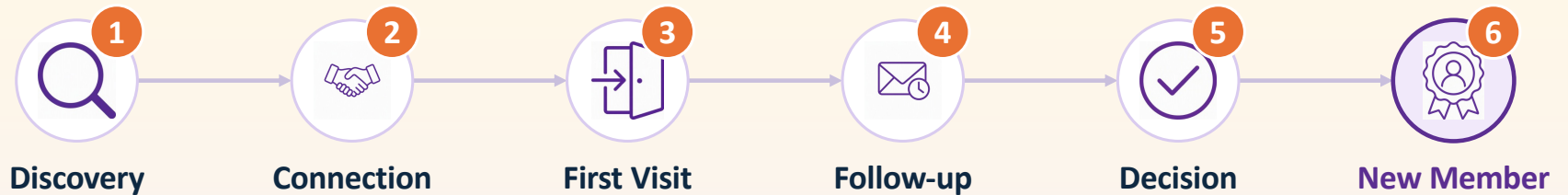
Give AI the routine work. Keep the human work human.

The Member Recruitment Journey

Every stage shapes a prospective member's experience.



Where AI Can Help



Where AI Helps at Each Stage

Improve
website
messaging

Create
recruitment
flyers

Draft guest
invitation emails

Generate social
media posts

Prepare
welcome
presentations

Personalize
follow-up emails

Practice
recruitment
conversations

*Human
connection takes
it from here*

AI doesn't replace human connection. It helps strengthen every interaction along the member journey.

AI Recruitment Demonstrations



Tools I am Using in the Demos

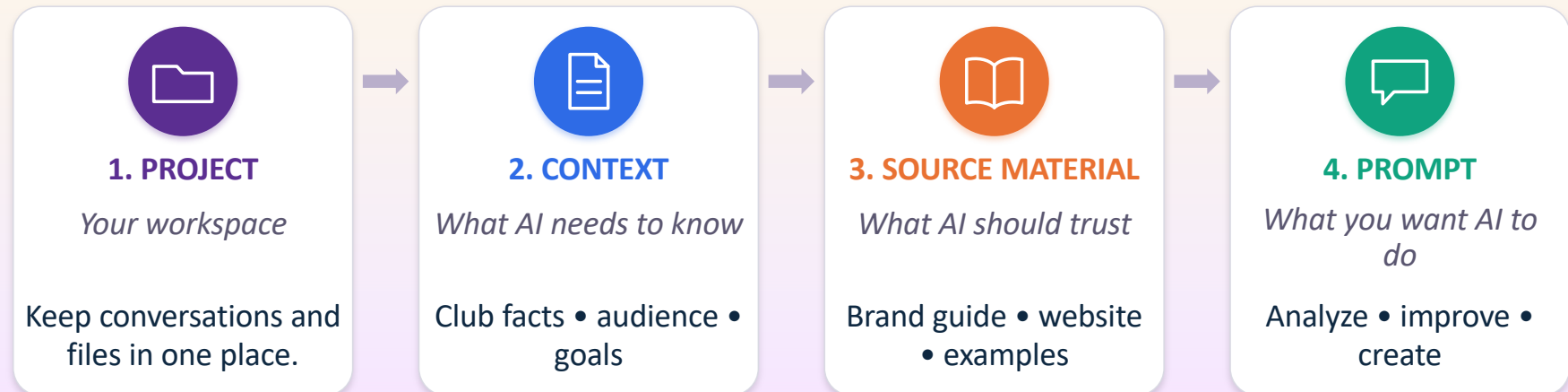
Demo	AI Tool	What AI helps with
Website messaging	 ChatGPT	Brainstorm and improve messaging
Recruitment flyer	 Canva	Create polished visuals quickly
Guest follow-up email	 Claude	Refine tone and improve writing
Recruitment presentation	 Microsoft PPT/ Copilot	Build and improve PowerPoint slides
Meeting Role Recruitment	 Claude CoWork	Create automation to help set up meetings

The best AI tool depends on the communication task.

Set up AI

Give AI Context Before You Give It a Task

Better AI work starts before the prompt.



Don't make AI relearn your organization with every prompt.

Better context → Better conversation → Better output

Inform AI

Demo

ChatGPT – Setting up a Project

Learn

Understand Your Audience Before You Create Anything

Who are we trying to reach, and what motivates them to join Toastmasters?



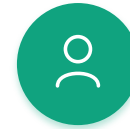
**Young
Professionals**



Managers



Students



Entrepreneurs



Retirees

Great communication begins with understanding your audience.

LEARN

Demo

ChatGPT – Researching Prospective Members

Attract

Improve Your Club's Website



- Clear value proposition
- Stronger benefits
- Audience-focused messaging
- Better call to action

Your website creates the first impression long before someone attends a meeting.

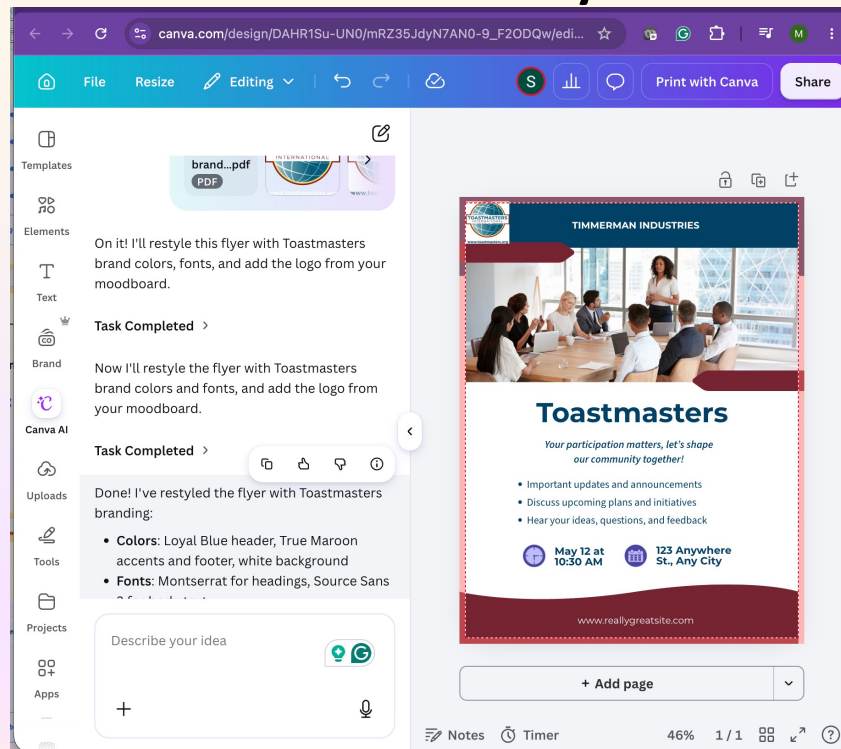
ATTRACT

Demo

ChatGPT – Improving Website Messaging

Attract

Create a Recruitment Flyer



● Compelling headline

● Benefits-first messaging

● QR Code

● Meeting information

● Strong call to action

People notice great design, but they join because of a compelling message.

ATTRACT

Demo

ChatGPT – Create a Flyer

Engage

Write a Better Guest Follow-up

Hi Mary,

It was wonderful meeting you at our Toastmasters meeting this evening! Thank you for taking the time to join us as our guest.

I hope you enjoyed seeing how members practice public speaking, receive supportive feedback, and build confidence in a welcoming environment.

Whether your goal is becoming a stronger speaker, advancing your career, improving leadership skills, or simply becoming more comfortable speaking in front of groups, Toastmasters is a great place to grow.

Our next meeting is **Tuesday at 7:00 PM**, and we'd love to welcome you back. There's no pressure—just come as our guest again, participate as much or as little as you'd like, and continue getting to know the club.

If you have any questions about membership or what to expect, simply reply to this email. I'd be happy to help.

Looking forward to seeing you again!

- **Personalized greeting**

- **Warm tone**

- **Invitation to return**

- **Clear next step**

Technology helps scale communication. Authenticity builds relationships.

Engage

Demo

**Claude / ChatGPT – Writing a Personalized
Follow-up Email**

Present

Build a Welcome Presentation

Discover Your Voice

Build confidence. Become a better communicator. Develop leadership skills.



"Toastmasters is a supportive community where people practice, learn, and grow together."

Tell a Story

Why People Join Toastmasters



"Every great speaker started exactly where you are today."

Explain the Benefits

You're Invited



Scan to visit the club website

Join us next Tuesday at 7:00 PM

"The hardest part is walking through the door. We'll help with the rest."

Invite Guests to Attend

Simple, memorable presentations inspire action.

Present

Live Demo

Microsoft Copilot – Building a Recruitment Presentation

AI Driven Process



AI in Action: Automating Repetitive Club Work

Example: Staffing the next Toastmasters meeting

1 SET UP

- Member roster + role history
- Role descriptions and guidance
- Meeting date, filled and open roles

2 RECOMMEND

- AI reviews the information
- Suggests candidates by role history and fit
- **Leader makes the final assignments**

3 PREPARE

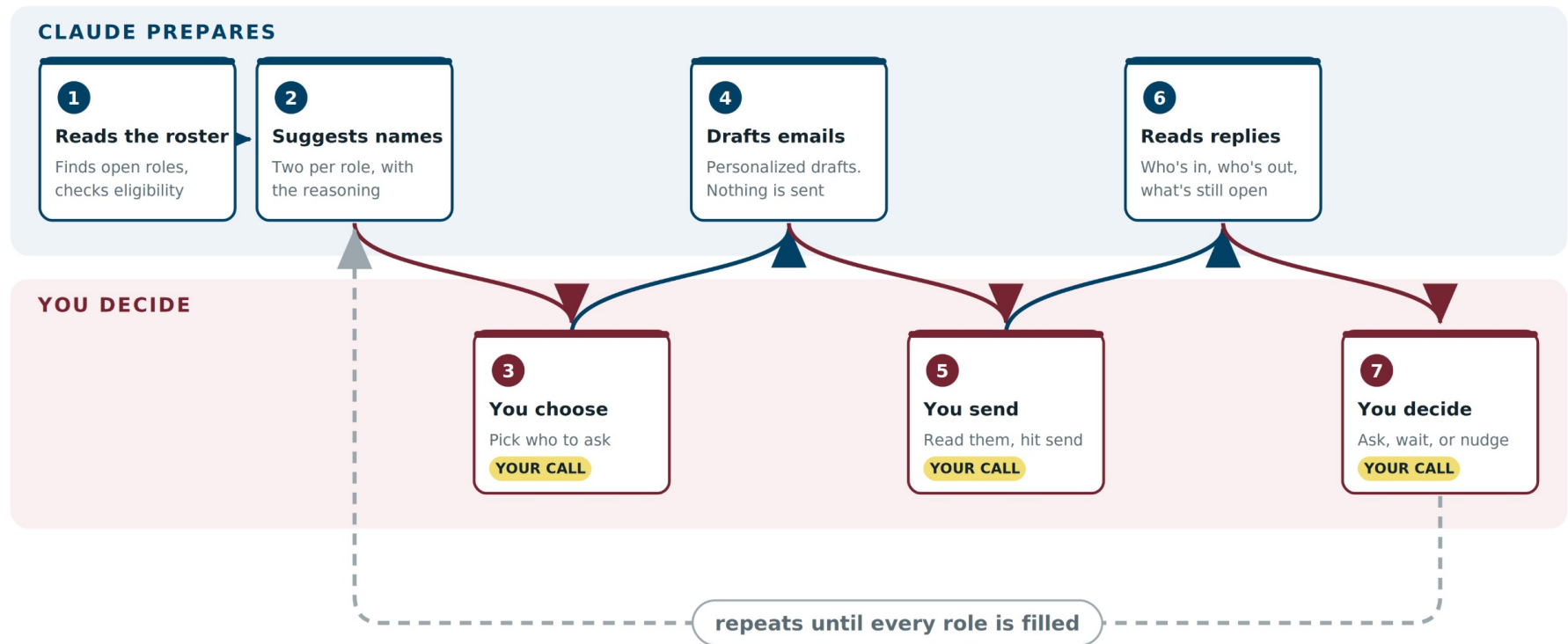
- AI creates personalized email drafts
- Uses the right role description and guidance
- **Leader reviews and sends**

4 FOLLOW THROUGH

- Reviews replies: accepted, declined, open
- Tracks which roles remain open
- Suggests whether to follow up or reassign

ONE GOAL. MULTIPLE STEPS. HUMAN APPROVAL AT KEY DECISIONS.

Automate Tasks: AI Meeting Coordinator



Present

Live Demo

Claude CoWork – Automate Work

Wrap Up



Do You Need to Pay for AI?

AI Tool	Free Version	Paid Version	My Recommendation
 ChatGPT	✓	ChatGPT Plus	★ Best first upgrade for regular users
 Claude	✓	Claude Pro	Upgrade if you write a lot
 Microsoft Copilot	✓	Copilot Pro	Best if your organization already uses Microsoft 365
 Canva	✓	Canva Pro	Upgrade only if you create visuals regularly

Typical paid plans are about \$20/month (USD). Microsoft Copilot pricing varies depending on your Microsoft 365 subscription.

AI Is a Thinking Partner—Not a Ghostwriter

Don't Use AI To

- ✗ Write your material verbatim
- ✗ Replace your thinking
- ✗ Be your voice

Use AI To

- ✓ Challenge your ideas
- ✓ Improve organization
- ✓ Strengthen messaging
- ✓ Practice presentations
- ✓ Improve clarity

If it doesn't sound like you... don't use it.

AI Won't Replace People

What technology can do — and what only people can.

AI CAN

- Generate ideas
- Improve writing
- Create visuals
- Practice conversations
- Save time

ONLY PEOPLE CAN

- ✓ Build trust
- ✓ Inspire confidence
- ✓ Share personal stories
- ✓ Encourage others
- ✓ Create genuine human connection

AI can help people discover your club. Only your members can make them want to stay.

Five Principles to Remember

1



Start with people—not prompts.

2



Understand your audience before creating content.

3



Use AI to improve your thinking—not replace it.

4



Keep your own voice.

5



Start small and experiment.



The best communicator isn't the one with the best AI. It's the one who knows how to use AI without losing authenticity.

Your AI Recruitment Action Plan

A simple checklist to turn ideas into action.

☐

Identify your ideal member

☐

Build a simple guest presentation

☐

Improve your club website

☐

Practice your recruitment message with AI

☐

Create a recruitment flyer

☐

Share your results with your club

☐

Draft a guest follow-up email

Don't try everything. Choose one improvement and put AI to work this week.

**“AI may help people find your club...
...but people are why they’ll stay.”**

Thank You

Questions?

Resources



<https://www.linkedin.com/in/mariamtariq/>

<https://www.mariamtariq.com/resources/toastmasters/>



Demo Slides



Projects: Setting Context

The screenshot displays the ChatGPT Plus web interface. On the left is a sidebar with a search icon and a list of projects under the 'Toastmasters' folder. The main area shows the 'Toastmasters' project context with a 'New chat in Toastmasters' button and a list of recent chats. The 'Chats' tab is selected, showing a list of chat titles and their dates. The 'Sources' tab is also visible.

ChatGPT Plus [Search] [Menu]

Toastmasters [Share] [More]

+ New chat in Toastmasters [GPT-4] [High] [Voice] [Image]

Chats Sources

- Toastmasters PPT Prompt** Aug 19
it' wasn't the three slide 1. It was from last night and it had 6 slides
- Toastmasters PPT Outline** Aug 19
here is the final PPT. can you craft my talk track? Give me a 20 minutes version for now (actual is 45) bu...
- Website: Homepage Review Recommendations** Aug 11
Using what you already know from this Project about our club, our target audience, and what matters to ...
- Website: Promotional Image Request** Aug 11
show this in the daytime
- Email: Toastmasters Welcome Email Prompt** Aug 11
Using what you already know from this Project about our Toastmasters club, write a follow-up email to a ...
- Flyer: Canva Toastmasters Flyer Adaptation** Aug 11
I need a prompt to adapt this for a Toastmaster flyer to use for my presentations as an example of what c...
- Website: Toastmasters Homepage Rewrite** Aug 11
i went to Dubai and we talked a lot on that trip May 2025
- Learn: Audience Strategy for Toastmasters** Aug 11
You are a membership growth strategist for Toastmasters for Business Leaders in McLean VA [https://65...
- Recruitment Strategy Discussion** Aug 8
no!!! I meant give me a copilot prompt for the 7 image slides of examples that we use instead of all the ima...

Mariam Tariq Plus [Menu]

Project: Upload your Data Sources

The screenshot displays the ChatGPT Plus web interface. On the left is a sidebar with a search icon and a list of chats. The 'Toastmasters' chat is selected. The main area shows the 'Sources' tab for this chat, listing several uploaded files with their icons, names, and upload dates.

ChatGPT Plus [Search] [Menu]

Chat Work

Toastmasters [Share] [More]

+ New chat in Toastmasters [GPT-4o] High [Voice] [Microphone]

Chats **Sources** Newest All

+ Add sources

- ColorLogoWithWebsite(1).jpg**
Image · Aug 9, 2026
- ColorLogoWithWebsiteWhite(2).png**
Image · Aug 9, 2026
- 02330-001-0001-brand-manual.pdf**
PDF · Aug 9, 2026
- Club_Recruitment_Background_Demo.docx**
Document · Aug 9, 2026
- ToastmastersLogoWhite.png**
Image · Aug 9, 2026

Send an Email

Draft a follow-up email to Marcus at marcus@example.com, who visited our club last night — he asked how the evaluations work and he got up and did Table Topics. Keep it under 150 words, mention that doing Table Topics on a first visit is hard and he did well, don't pressure him to join, tell him our next meeting is September 17, and save it as a draft rather than sending it.

+ Chat Cowork

- + Add files or photos ⌘U
- + Take a screenshot
- + Skills >
- + Connectors >
- + Add plugins...

- + Add connector >
- + Manage connectors
- + Gmail ☒
- + Google Calendar ☒
- + Google Drive ☒
- + Add from Google Drive >



Opus 5 High ▾



Clear active

Review

Build a Skill

The screenshot displays the Claude AI interface with a purple header bar. The browser address bar shows the URL `claude.ai/cowork/cse_01Rc1YNpbEJfrhZ39ZfCS5hJ`. The main workspace is titled "Toastmasters prospect follow-up email".

A task box contains the instruction: "I need to build a skill to follow-up with potential Toastmasters prospects to visit the club. I want to sound engaging and welcoming and call out something specific about their participation to be encouraging. Indicate that the meetings are at 123 Cherry Lane a7-8pm every other Tuesday. Add the club link `www.abc.com`. Determine what a good length is for the email and sign my name, VP of Membership. Create this as a draft so I can approve but do not send."

Below the task box, a section titled "Read 4 memories" lists prompts and recommended actions:

- Where should the skill get prospect details (name, what they did at the meeting)?
You type it in (Recommended)
- How should the draft be produced for your approval?
Gmail draft (Recommended)
- What name and club should the signature use?
Mariam, Riverside Communicators

A status message indicates: "Updated tasks, searched the web, used a skill".

At the bottom, a status bar shows "Running command..." with a progress indicator and a time estimate of "2m 10s". Below this is a text input field labeled "Write a message..." with a "+ Manual" button and a model selector set to "Opus 5 High".

On the right sidebar, the "Progress" section shows a four-step workflow:

- Research ideal follow-up email length
- Drafting the skill
- Run test cases and build eval viewer
- Package and deliver the .skill file

The "Context" section lists "Connectors" with "Web search" and "Skills" with "skill-creator". A "Finish update" button is located in the top right corner of the interface.