



LIONS CLUBS INTERNATIONAL PROMOTE YOUR INTERNATIONAL OFFICER'S VISIT

An international officer's visit offers the opportunity for Lions to meet an international officer and to highlight club and district activities. It also gives Lions a chance to inform their community of the international scope of the association. Local Lions are part of a global network of more than 1.3 million Lions club members in more than 200 countries worldwide.

Announce your officer's visit to local media to promote Lions service projects and activities in the community. Ideally, the officer's visit will coincide with a local Lions event that is open to the public, such as a vision screening, fundraising activity, etc. A public event will be of more interest to the media and to your community.

Begin promoting an officer's visit in your club and district publications (print and Web) at least two months prior to the visit. Contact your local media one month prior to the event and follow up closer to the date. Use the resources below to assist in your promotion.

RESOURCES

The following resources are available on the LCI Web site (www.lionsclubs.org). Keywords are provided for use in the site's search engine.

Officer Biographies and Photos (Search: Officers)

Use the officer's official biography and photo for your publications, programs and guest's introduction at the event.

Key Messages and Questions (Search: Key Messages)

These key messages and questions will help you talk about Lions to the media and others.

PR Tools (Search: PR Tools)

Learn more about Public Relations, including how to create a Web site for your club.

Sample News Releases (Search: Sample Releases)

Access fill-in-the-blank press releases, including the announcement of a visiting international officer.

Lions Logos (Search: Lions Logos)

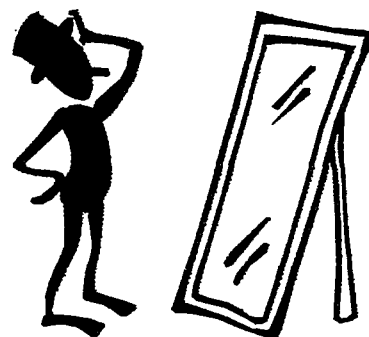
Download the official Lions logo (color and black and white) in multiple formats.

Video Presentations (Search: Lions News Network)

View assorted Lions video presentations, including LQ (Lions Quarterly Video Magazine), membership videos, public service announcements and more.

Guidelines for Attire

During your district governor's term, you will find that various occasions warrant different types of clothing. The table below provides suggested attire based on the type of event you and/or your district governor will be attending; however, it is always a good idea to also ask your host/hostess regarding appropriate attire for specific events.



EVENT	WOMEN	MEN
Formal	Long or short cocktail dress or national dress	Black or white dinner jacket
Informal	Dress, suit or separates that you might wear to church, the theater, nice restaurant	Business suit
Multiple District/ District Event	As detailed by your multiple district or district	
Casual	Pants, skirt, or dress that you might wear shopping or touring. Shorts and jeans are not usually worn.*	Pants and sport or polo shirt; sweater or sport coat optional. Ties not necessary.*

**The definition of 'casual' varies among cultures and is sometimes dictated by the event that one will be attending. Consider these factors and use your best judgment when choosing your attire.*

For Information Contact:

(Name)
(Phone number)
(E-mail address)

For Immediate Release

LOCAL LIONS WELCOME INTERNATIONAL OFFICER

(City, date) -- Lions Club members from the (Lions club name/s) will welcome (insert officer name, title) of Lions Clubs International, the world's largest service club organization. (Insert officer's last name), from (state, country), will address the Lions during their (name of the event) on (insert date).

"We are happy to welcome (officer's title and last name) to our community," said (local club president or district governor title and name). "We look forward to sharing with (him/her) all that our local Lions have accomplished in the area."

Lions in (city/state) conduct a variety of projects and events, including (list projects and programs).

Lions clubs are groups of men and women who identify needs within the community and work together to fulfill those needs. For more information or to get involved with your local Lions, please contact (name) at (phone number/add Web site address if appropriate).

Lions Clubs International is the world's largest service club organization with more than 1.3 million members in 45,000 clubs in more than 200 countries and geographic areas. In addition to its efforts toward conquering blindness, the organization has made a strong commitment to community service and helping youth throughout the world. To learn more about Lions Clubs International, visit www.lionsclubs.org.

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Tips for a Successful Visit

Before the Visit

- Provide advance information including:
 - an agenda (make it clear what events your guest is expected to attend)
 - suggested attire or dress code (formal, business, etc.) for each event
 - weather conditions in your area
 - background information (newsletters, bulletins)
- Communicate fully and often
- Keep in mind that local expenses, including special events (tours, golf, etc.), are the host's responsibility

Meeting and Greeting Your Guest

For Air Travel:

- The chairperson of the meeting or convention (council chairperson, district governor, etc.) should head the group meeting your guests.
- Plan on meeting your guests at the gate. If this is not possible, plan a meeting place in advance.
- Make sure you are readily identifiable with Lions clothing and badges.
- Plan on carrying your guests' luggage.
- Make sure your car is large enough to accommodate all guests and their luggage. Many times your guests may have been away from home for awhile and have more luggage than you expect. Having an extra car available in case of extra luggage is prudent.

For Car Travel:

- If your guests are driving, provide them with complete directions, including a map.

Make the Stay an Enjoyable Experience

- Before your guests' arrival, handle check-in and inspect the room thoroughly. Deal with any problems prior to your guests' arrival.
- Amenities are always a nice touch — the personal preference sheet sent by International Headquarters before your guests' arrival will give you ideas for these items.
- Prepare a welcome packet with the final agenda for your meeting or convention, information about the area and some regional publications. Also include a list of room numbers and/or telephone numbers of key Lions.
- Once you bring your guests to their room, plan a time to go over their schedules in detail. Review pick-up times and proper dress for all events.
- Give your guests time to settle in.
- Appoint a full time host and hostess to the couple. This is usually best handled by a past international director and spouse. This will ensure your guests' needs are taken care of and that they arrive at events on time.
- Provide some free time for rest in the schedule.

Program Suggestions

- Your guest's address should be the centerpiece of the banquet or event. In most cases, this means directly after dinner and before any entertainment or other presentations.
- Your guest should only be expected to make one major address.
- It is appropriate to present your guest with a gift at the banquet or other major event. Please keep in mind space and travel considerations. A donation in the guest's name to LCIF is always welcome. If possible, offer to mail larger gifts.
- If you expect your guest to assist in giving out awards during the event, make sure a script is prepared, including background information on recipients.

Departure

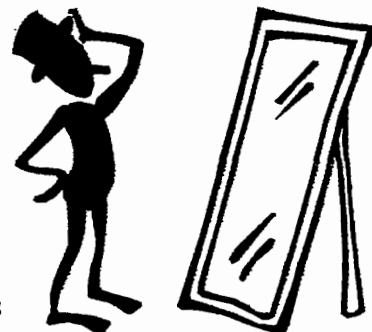
- Attend to your guests' departure with the same care you gave their arrival. Handle check out for your guests and arrange for luggage pick-up.
- Escort them from their hotel room all the way to the airport gate.
- Check that your guests' flight is leaving on time. If there is a serious delay, make necessary transportation and hotel arrangements.

Some Final Notes

- Treat your guests as you would a family member or close friend. Ask yourself: how would I wish to be treated if I was the guest? Act accordingly.
- While a gift is optional, remember that a sincere thank you note is not.

Guidelines for Attire


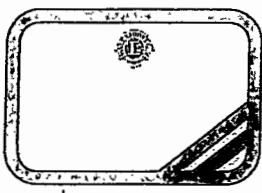
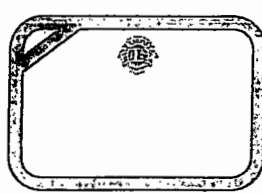
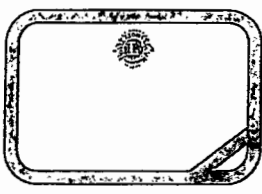
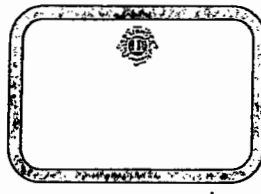
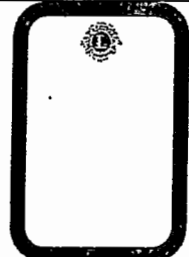
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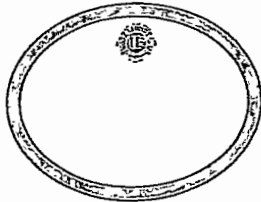



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Lions Clubs International Badge List

<ul style="list-style-type: none"> ◦ 2 blue diagonal stripes ◦ Upper left hand corner ◦ Metallic gold border ◦ 3"W X 2"H ◦ 76mm X 51mm 		INTERNATIONAL PRESIDENT
<ul style="list-style-type: none"> ◦ 2 blue diagonal stripes ◦ Lower right hand corner ◦ Metallic gold border ◦ 3"W X 2"H ◦ 76mm X 51mm 		IMMEDIATE PAST INTERNATIONAL PRESIDENT
<ul style="list-style-type: none"> ◦ 1 blue diagonal stripe ◦ Upper left hand corner ◦ Metallic gold border ◦ 3"W X 2"H ◦ 76mm X 51mm 		FIRST VICE PRESIDENT
		SECOND VICE PRESIDENT
		INTERNATIONAL DIRECTOR
<ul style="list-style-type: none"> ◦ 1 blue diagonal strip ◦ Lower right hand corner ◦ Metallic gold border ◦ 3"W X 2"H ◦ 76mm X 51mm 		PAST INTERNATIONAL DIRECTOR
<ul style="list-style-type: none"> ◦ Metallic gold border ◦ 3"w X 2"H ◦ 76mm X 51mm 		ADMINISTRATIVE OFFICER
		DIVISION MANGER
		SPECIAL CONVENTION COMMITTEE MEMBER
<ul style="list-style-type: none"> ◦ Metallic gold border ◦ 2"W X 3"H ◦ 51mm X 76mm 		PAST DISTRICT GOVERNOR

Lions Clubs International Badge List

<ul style="list-style-type: none"> ◦ Metallic gold border ◦ 3"W X 2"H ◦ 76mm X 51mm 		DISTRICT GOVERNOR
<ul style="list-style-type: none"> ◦ Metallic gold border ◦ 2"W X 2"H ◦ 51mm X 51mm 		VICE DISTRICT GOVERNOR
		PAST VICE DISTRICT GOVERNOR
<ul style="list-style-type: none"> ◦ Metallic gold border ◦ 2.5" ◦ 63mm 		CABINET SECRETARY (current and past)
		CABINET TREASURER (current and past)
		CABINET SECRETARY-TREASURER (current and past)
		REGION CHAIRPERSON (current and past)
		ZONE CHAIRPERSON (current and past)
<ul style="list-style-type: none"> ◦ Metallic gold border ◦ 2.5"W X 2.5"H ◦ 63mm X 63mm 		COUNCIL CHAIRPERSON