

## Public Relations Chair Report

(Written by Nominee: Rose N. Travers)

It was this time last year, at the 2020 ETAS Annual Conference in Zug, when I dared to dip my toe in the water. I had begun recently attending ETAS conferences again after a long hiatus. After volunteering as a Zürich Regional Coordinator for 7 years, many moons ago, I found myself venturing back to ETAS events. I had been working in a bubble for quite some time and needed to reconnect with colleagues and learn more about teaching online. I was sure that is where my future lies.

I took part in the AGM that day and found myself wanting to instinctively get involved, contributing some ideas on how to reach new members. It was there, I also learned that the Executive Committee was looking for someone to fill the role as Public Relations Chair. I was curious and decided to take a “baby step” to tell them I was interested.

Attending my first Executive Committee meeting held in Zurich in February was a sort of “Schnuppertag” and was a great way to start. Little did any of us realise that it would be the only time we would meet face to face in 2020! I took on helping to launch the first membership drive as well promote the COVID-19 Teacher’s Relief Fund as a start.

All plans for in-person promotion had to be put on hold quickly once lockdown was announced. But one thing I could continue planning for was launching a monthly online socializing platform for teachers called “TTT Sessions”, short for Teacher Talking Time Sessions, to create added value to the ETAS membership.

It was advertised mostly in the [ETAS Facebook Teacher’s Room](#), the private Facebook group accessible to ETAS members only. I still remember the first session in April. It was when everyone was in total lockdown, and when taking part in an online party was still a bit of a novelty. [-Feel free to take a look](#) at the video attendees were willing to post to the Facebook group. At the time, nearly every face was quite new to me. I giggle now about that because today I know each of them rather well now.

In 2021, these TTT Sessions will continue with some improvements made based on participant feedback. First: the schedule. Instead of Tuesday evenings when many teach English classes for adults, I will start out this year by holding it on the first Thursday of the month at 9 am.

Also, its purpose will be expanded to include starting with mini-workshop sessions when possible and allow non- ETAS members to join for a small attendance fee. Our first Thursday morning session will be held on Thursday, 4 February 9:00-10:30 and will soon be advertised on the ETAS website and social media platforms.

Most everything else I did this year was related to communicating by survey, social media platforms and newsletters with members. It also entailed a great deal of coordinating efforts within team. For more details on my activities, I’d like to share a quick overview [here](#).

Since I took the decision to fully commit my free time to ETAS, I have not been disappointed. Not once. Working in a team that feels like a supportive family feels great! I am especially grateful working with **Annegret Richmond**, the Administrator, for her friendly helpfulness and great

organizational skills. **Ben Hoyt:** VP and Web Chair, for his high level of team communication skills, IT skills and understanding. **Hannah McCulloch:** Publications Chair who is quick, equipped with amazing editing skills and a great sense of humour. **Alice Knöpfel:** Events Team, for her calm professional manner that I greatly appreciate. **Jayne Kyte:** VP and National Events Chair, for working closely with me to coordinate the communication schedule for the AGM and Annual Conference. **Markus Dietz:** newsletter editor, with his positive, professional attitude and helpful tips. For all those who attended the TTT sessions, especially **Carol Waites, Sally Welti and Vivian Wuochoz**, who made me so happy when they became part of the social media team. **Trudy Krkoska and Michele Kollöffel**, on the social media team, who help out with Twitter tweets and Instagram posts. **Antoinette Breutel-O'Donoghue:** National Coordinator, for continuing her CELTA School contact role this year. **Laura Kennedy:** for gently guiding me when I first started. **Eric Berthoud-Jury:** Treasurer, for his wise financial guidance and **Sue Wood** for her great time management and decision-making skills while leading our Executive Committee Meetings.

I wish all the very best to Sue and Antoinette for their future endeavours and thank them for keeping the ETAS boat steady as we navigate our way into 2021.