



Public Image

Creating The Narrative
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WHY Public Image

MEMBERSHIP

WHY

We need to counteract lingering put
perceptions of who and what we are

A Good “Old” Boys Club

to

A Modern Diverse group get
things done, they get the things better
and make a difference do





BUILDING THE BRAND

The subliminal message that informs the brand

A strong **brand promise** is one that connects your purpose, your positioning, your strategy, your people and your customer experience.

It enables you to deliver your **brand** in a way that connects emotionally with your customers and differentiates your **brand**.



Coca Cola as a Brand

1. Brand Identity

- a. Coca Cola became legendary
- b. People associate Coca Cola with feelings of ...

2. Brand Personality

- a. Trust-worthy Brand
- b. Build a long-lasting relationship with its customers

3. Brand Promise

- a. Exceed customers' expectations

- We EXCHANGE our ideas
- We GROW our professional and personal horizons
- In the company of other LEADERS
- We Take ACTION and Make a Difference

Bringing The Power of Rotary to Life



People of Action

Rotary is where neighbors, friends, and problem-solvers share ideas, join leaders,
and take action to create lasting change.



Rotary



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Rotary

Districts of Australia





Rotary

Districts of Australia



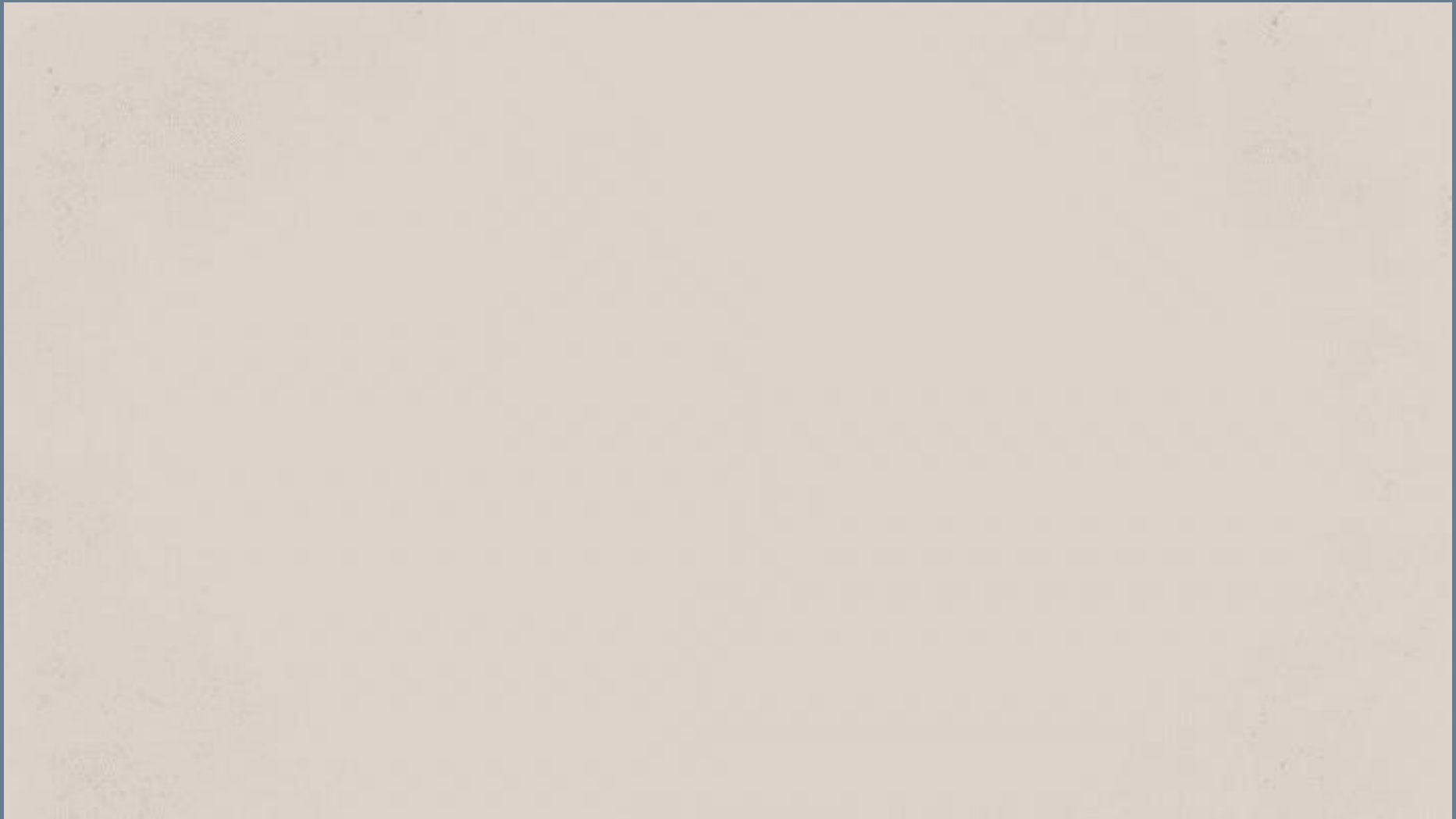
Feeling Good - Doing Good

Social Media



Showcasing Rotary







Public Image - Photo Competition



Make use of official channels and resources

- Upload your projects to Rotary Showcase
- Promote new projects & gain partners via “Rotary Ideas”
- Follow Rotary International on Facebook & Twitter and share their posts
- Sign up to Rotary Weekly and other publications

Rotary Public Image
Coordinator Zone 8

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