District Leader

Biographical Information

Candidate's Name: Dameria Hutabarat

Candidate's Office: Division B

District Number: 46

Toastmasters member since: 2003

Education:

Bachelor of Business Administration, Pace University, NY, USA
Master of Communication Science, University of North Sumatra, North Sumatra Indonesia

Toastmasters offices held and terms of service:

TLI Dean (July 2023 – June 2024)
Division B Area 21 (July 2022 – June 2023)
Gastronomy Toastmasters Sponsor (June 2023)
Gastronomy Toastmasters Secretary (July 2023 – June 2024)
MI Toastmasters President (July 2023 – June 2024)
MI Toastmasters Vice President of Education (July 2022- June 2023)
MI Toastmasters Vice President of Public Relations (July 2021-June 2022)

Toastmasters honors and recognition:

Sponsors of Gastronomy Toastmasters Club
Visionary Communication Pathway (Completed)
Strategic Relationship Pathway (SR4)
Advanced Communicator Bronze

Relevant work experience and how it relates to Toastmasters and your role as a District leader:

From 2014 to 2019, I was the manager of Marketing Industry Development at the Singapore Tourism Board in the Jakarta office. I was a project leader for several marketing campaigns. Each marketing campaign I led had specific key Performance Indexes (Key Performance Indexes), and the main goal was to increase the number of visitors from Indonesia to Singapore.
As a Marketing Industry Development Manager, I learned (a) how to lead different agencies (media buying agency and public relations agency) for the project. (b) being a team player where I have to work together with other managers who handle that focus on different areas of tourism, for instance, The digital and PR Manager and the MICE (Meeting Incentive Convention and Exhibition) Manager (c) creating partnerships with stakeholders in Singapore, travel agencies in Indonesia, appointed media, airlines, and banks (d) project management where I prepared and monitored marketing budget, tracked progress of sales of events supported by Singapore government and media exposure and engagement.
These skills are valuable transferred skills for the Division Director role.

What experience do you have in strategic planning?

As a Marketing Industry Development Manager for the Singapore Tourism Board, I had to create different strategies for different markets. For instance:
a) For the Muslim Market that prefers Halal Tourism: I created promotional content to engage Muslim Key Opinion Leaders and influencers and partnered up with halal-certified hotels in Singapore and local travel agents whose target audience also does pilgrim tours.
(b) For Entertainment Lovers who Love to attend events that the government supports, including Grand Prix Singapore Formula 1, WTA BNP Paribas, Singapore Art Week, etc. I work with media outlets with similar demographics and partner with airlines and travel agents to sell event tickets.
(C) For First Timer Visitors to Singapore, primarily from Tier 2 Cities in Indonesia, I work with the local travel agents and local media, create a travel fair in the city, and create incentive programs within the market.

Different demographic requires different strategies.

What experience do you have in the area of finance?

As Marketing Industry Development Manager, I had to propose a budget, receive approval from the area director and the headquarters, and conduct budget tracking during the execution of the campaign.
At the end of every financial year, internal and external auditors will audit the budget I had prepared, managed, and monitored.
I also performed the procurement process and conducted an RFP (Request For Proposal) to appoint partners for partnerships.

What experience do you have in developing procedures?

As a Marketing Industry Development Manager, I learned how to develop procedures when I did a travel fair in tier 2 cities in Indonesia where we wanted to increase the number of first-time visitors to Singapore.
To attract first-timers, we give incentives by giving vouchers for hotels after purchasing a minimum of two flight tickets from the appointed travel agent at the travel fair we organized.
I learned that when we try to develop a procedure, we must:
(1) have a clear objective: to increase the number of visitors from tier 2 cities to Singapore. (2) aim for the specific demographic: the first-timers.
(3) Create a procedure and quality control. For instance, we created a procedure where incentives can be given to the customer who shows their passports where they had no stamps for Singapore entry in the past. We verify their transactions and ensure our appointed travel agents approve them.
Only first-timers who purchased from our appointed travel agents at the travel fair can enjoy the incentives.

What lessons did you learn from previous leadership positions?

As a TLI Dean, I learned how to create an online event, observed how PQD trained the trainers and received feedback from the team, the instructors, and the TLI attendees.

As a President, I learn to build relationships and communicate with my team members to solve problems and create a strategy as a group to achieve DCP Goals.

As an Area Director, I learn a lot from being observant through visiting clubs and observing meetings. I use observation as knowledge to improve my club and other clubs—teamwork and having the courage to make things happen, from organizing regular meetings to area contests.

Why do you want to serve as a District leader?

As a president of MI Toastmasters, I learned how to lead a small team at the club level, where I learned to manage and organize meetings and manage a budget with the treasurer.
As an area director, I learned about partnerships with club leaders and had discussions to solve problems.
The ability to serve in the district area allows me the opportunity to support the district mission and a chance to grow as a leader.

In your opinion, what are the District mission's major objectives and how would you work to achieve them?

The District's mission is to build new clubs and support all clubs in achieving excellence.
1. To achieve club excellence, we must encourage members and new members to attend training the District provides. The executive committee should be motivated to give training for other members, whether it is pathway training, orientation, or officer training. We should offer incentives to people who provide training to the members.
2. Building sustainable new clubs, Toastmasters should have an integrated campaign to show companies that they can give additional value to businesses that wish to improve their employees' communication skills and leadership. Mentorship is also essential when building a new club. The new club should seek mentorship from a similar club that has done it in the past.

Additional information about yourself:

I grew up in Indonesia and went to the United States for a college degree. I started my Toastmasters journey in Indonesia after returning to Indonesia after college. After relocating back to New York, I became an MI Toastmasters member in 2020 and, in 2023, I became one of the Gastronomy Toastmasters sponsors.

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