



MD4 Masterclass Explained

The MD4 Masterclass is a modern adaptation of the classic “Lunch ‘n Learn” concept. Instead of gathering in a restaurant, Lions come together online for engaging, one-hour live Zoom training sessions held on weekday evenings. One to two Masterclasses will be scheduled each month.

Please check the California Lions Marketing website [calendar](#) for upcoming dates and details.

Why Masterclass?

This series of trainings forms the foundation for a Marketing Chair Certification — a structured program designed to build knowledge, confidence, and real-world skills.

Certification materials will include:

- Recorded Masterclass sessions
- White papers and resource guides
- Ted-X style talks by Lions experts
- Tools, templates, and checklists
- Hands-on exercises to refine skills

A comprehensive final exam will confirm participants' expertise and readiness to apply their learning in real Lions marketing scenarios.

Access & Replay

- All Masterclasses are recorded.
- With minimal editing, recordings will be uploaded to the MD4 YouTube channel as “unlisted” (viewable only with the shared link).
- Registered attendees will receive replay links — even if they could not attend live

Long-Term Impact

This growing library of trainings will become part of the onboarding process for new district and club marketing chairs, ensuring that every leader has the tools and confidence they need to succeed.

Contact for Questions

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