

5 Simple Tips to Create a Better Telephone Town Hall Meeting

1. Limit your introduction to 5 minutes or less.

Introductory presentations longer than 5 minutes drastically reduce audience retention. Instead, try exploring subject matter through dynamic live Q&A and polling. You can also build a list of preferred topics into introductory comments to drive participants towards questions on particular subjects.

2. Keep your audience engaged with polling.

Polls act as a litmus test for preferences, priorities and understanding of subject matter. They can also be used to tag those members of the audience interested in upcoming events, volunteer opportunities, donation drives or any other interaction.

3. Collect opt-ins for ongoing outreach.

If you have an e-newsletter, prioritize collecting email opt-ins. If you send text updates, focus more on gathering mobile opt-ins.

4. Build an outline to structure your event.

Build an agenda and timeline that structures each event. Because each teletownhall is unique, be prepared to be flexible and adjust your timeline as needed during your event.

5. Use Quality Dialing Data.

The best way to ensure a quality teletownhall forum is to use quality dialing data. Phone numbers change hands much more often today than they did ten years ago. Make sure you are using current landline/mobile phone numbers for teletownhall and texting outreach.

Need help building your event? Request a demo of our production process. We are happy to review your goals and discuss the best way to achieve them.

Email inquiries@tthm.us or call 303.813.0800



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