

TTHM Agenda/Timeline Sample

Build an Event Agenda to Structure the Live Production

General Event Setup Notes

- Provide TTHM with the Names/Titles of any Featured or Guest Speakers for your Teletownhall event. Include any Websites/Phones guests plan to mention live.
- Send us any prepared comments that will be made by your Featured Speakers. This is especially important when using TTHM Alternate Language Simulcasting.
- Include any information (Websites/Phones/Bios/PSAs) that the TTHM Moderator should read during their introduction. Also include similar information that TTHM Operators might need to relay/repeat to event participants.

Building an event agenda/timeline can be useful in organizing your forum. This timeline should not be considered ironclad since we are producing a live event. We will use the Staff Chat built into our Observer control platform to make production decisions during the forum.

Remember that your opening comments should be a brief summary of the subject matter at hand. We should seek to cover your focal topics in-depth through controlled Q&A for maximum audience retention and participation. Feel free to provide your TTHM Moderator with Stock Questions that can be used to forward the conversation if those questions are not submitted organically by live participants.

TTHM Sample Teletownhall Event Agenda

4:45 TTHM & Client Staff dial into Speaker Line and log into Staff Chat for prep and sound check.

5:00 Moderator starts dialout, tells participants to hit 0 to ask question, 7 to provide email. *Our moderator can use this opportunity to highlight focal topics and generate related questions organically.* (3 min)

5:03 Primary Speaker begins the event with brief opening remarks detailing event agenda. *Avoid long, uninterrupted presentations and lengthy introductions of featured speakers.*

5:06 Moderator reminds the audience how to participate and promotes website, etc. *Provide your TTHM Moderator with relevant websites, social handles, and phone numbers.* (1 min)

5:07 Primary Speaker introduces Guest Speakers and provides additional intro information. (1 minute)

5:08 Guest Speaker(s) gives brief opening remarks. (2 min)



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- 5:10 Begin Q&A** – use prepared Stock Questions if no on-topic live questions are available. *Audience retention is improved by quickly moving through introductions into interactive Q&A/Polling.* (5 min)
- 5:15** Moderator runs first polling question – reads results later at client’s discretion. *Polls can also be used to give participants the opportunity to self-select for followup. ie. “Press 1 if you are interested in providing ongoing feedback or volunteering your time.”* (2 min)
- 5:17 Resume Q&A** – Decider from client staff must be in Staff Chat choosing questions to take live. *Decider is a full-time job during production. Active speakers should not be preoccupied with choosing questions.*
- 5:20** Moderator runs second polling question – reads results at client’s discretion. *All poll results are visible to event organizers during the forum, and included in detailed reporting after the event.* (2 min)
- 5:23 Resume Q&A** – Alternate Q&A with Polls, PSA’s and other agenda items or prepared content.
- 5:30** Moderator reminds participants to submit questions and sign up for email/text updates. *Our Moderator can also incorporate important websites, social handles and PSA’s throughout the event.*
- 5:55 Wrapup** – Moderator prompts Primary Speaker to begin closing comments, thank Guest Speakers, etc.
- 5:59** TTHM Moderator does final housekeeping. Note that we can prompt participants to leave voicemail messages at the conclusion of the event with additional questions, comments, or concerns. If you want to follow up on these post-event voicemails, the Moderator will ask participants to include contact information in the message they leave so that your team can respond to each voicemail offline.
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