

# TOWN HALL MEETING

Tips & Tools to Host an Effective Town Hall Meeting  
for Your Community



# WHAT IS A TOWN HALL MEETING & WHY IS IT USEFUL?

- Town Hall Meetings (THM) are events designed for public education and political pressure.
- A THM can be planned on any topic but is most effective when it addresses policy or shared health issues identified by members of the community.
- THM are often held so that community members can influence key stakeholders
- The community itself is the intended target of the THM.

# THINK OUTSIDE THE BOX

- ❑ Alternative Venues
- ❑ Virtual THM
- ❑ Already occurring events

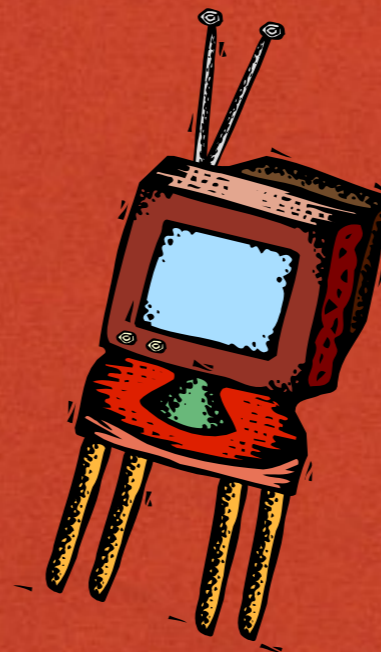


# TOOLS

- ☑ Count Me In!
- ☑ TRACE Video/ for TRACE projects
- ☑ [www.udect.org](http://www.udect.org)

# MEDIA

- ☑ Press Release
- ☑ Press Conference
- ☑ Media Advisory



# TIMELINE

## NOW:

- ☑ Secure a suitable venue to hold the THM
- ☑ Set the date & time of your event
- ☑ Determine the focus & draft an agenda



# NOW:

- ❑ Invite key speakers & attendees
  - ❑ Strategies
- ❑ Send out electronic save the dates & post event fliers



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## **Town Hall Meeting Agenda (Template)**

- 1. Welcome and Introductions**
- 2. Identify the problem**
- 3. What does this problem mean to the community?**
- 4. What are we going to do about it?**
- 5. Closing**

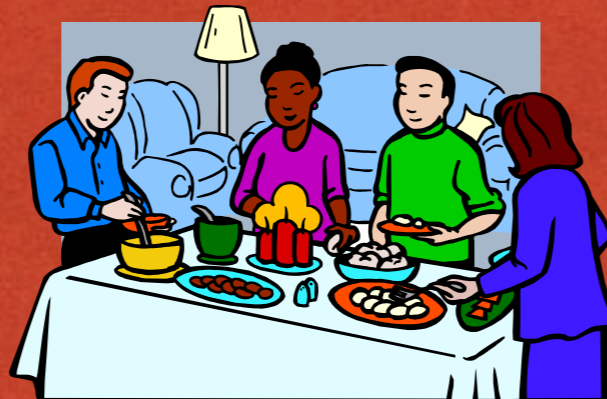
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# TIMELINE

## 4 WEEKS to THM:

- ❑ Finalize agenda
- ❑ Confirm speakers & presenters
- ❑ If serving food, determine what, how much, etc.



# TIMELINE

## 4 WEEKS to THM:

- ❑ Secure service providers for child care
- ❑ Send out electronic save the dates & post event fliers



# TIMELINE

## **3 WEEKS to THM:**

- ❑ Issue press advisory
- ❑ Determine moderators & facilitators
- ❑ Determine any displays to create or borrow
- ❑ Venue walk through & map out set up

# TIMELINE

## **2 WEEKS to THM:**

- ❑ Determine & gather supplies, tools & materials
- ❑ Send reminders to speakers & presenters
- ❑ Confirm service providers, food prep, etc.
- ❑ Draft press release



# TIMELINE

## **WEEK of THM:**

- ❑ Prepare tent cards for panel speakers and other signage for the event
- ❑ Walk through the agenda
- ❑ Check-in with speakers/guests
- ❑ Facility walk-through

# TIMELINE

## ***1-2 DAYS to THM:***

- ❑ Reissue press advisory & press release
- ❑ Set up as much as possible
- ❑ Practice, practice, practice!



# TIMELINE

## **FOLLOWING THM:**

- ❑ Follow up on next steps determined in THM
- ❑ Send thank you notes and copies of press coverage



# TIMELINE

**FOLLOWING THM:**

- ☑ CalOMs

