

# Town Halls

Town Hall Meetings can benefit greatly from the increased exposure & audience participation that live webcasting can bring.

But what's the best way to drive up attendance, engagement and ultimately ensure your internal audience understands your message?



## Involvement Your Audience

It's empowering to provide staff direct access to management to ask questions. And luckily there's a few simple ways to do this:

- Allow users watching to ask textual based questions live with our Q&A feature.
- Include our survey and polling features
- Have a dedicated team member to amend, moderate and prioritize these questions before they reach the executive team live. No need to worry about that awkward question reaching the CEO.

## Involvement Remote Speakers

Your webcast may broadcast from your head office or event center but it's often a great idea to have other leaders from across the globe present their point of view to staff.

Our multimedia producers can bring in a range of additional presenters from their offices across the globe to form one consolidated online event.

We can make use of existing equipment like video conferencing endpoints, web cams and laptops to broadcast your remote presenters.

## Keep Your Content Engaging

It's difficult to concentrate on long keynotes (over 30 minutes) from one presenter. Shorter keynotes from more members of the executive team or interviews with key members of the team work best.

This engages more viewpoints and creates video content that is more like an interview or panel discussion and as such keeps your staff engaged for longer and viewed after the live webcast.