

# Best Practices Checklist and Timeline for Planning, Delivering and Evaluating Your Next Town Hall

Academy of  
Business  
Communications

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# Best Practices Checklist and Timeline for Planning, Delivering and Evaluating Your Next Town Hall

Include the activities identified below in to ensure your town hall events consistently:

- Improve trust between employees and organizational leaders;
- Achieve desired your measurable results; and
- Serve as effective venues for actively listening to employees concerns and insights.

## Before Your Next Town Hall

☑ *Eight to ten weeks prior to the event*, conduct a survey with a sample of employees to:

- Identify what is bothering/confusing employees
- Assess the degree of trust that likely presenters have; and
- Solicit questions that people want answers to and/or clarification for.

Use the survey results to inform the initial draft of the Town Hall agenda.

☑ *Six weeks prior to the event*:

- Define the goals of your event along with corresponding measures of success -- remember to identify success metrics used by your department, your leaders, and your fellow employees.
- Finalize an agenda but limit topics to those that are strategic without surfacing new information.
- Bring front-line managers into-the-loop about the purpose of the event, the agenda, and their role (before, during and after the event).

☑ *Two to four weeks prior to the event*:

- Test portions of the *most contentious or most complex* content on 10 to 12 people from across organizational levels -- during informal discussions to see how it is received/reacted to.

## During Your Next Town Hall

- Begin the event by addressing employee questions collected prior to the event. If you did not collect employee questions prior to the event, start the event with a facilitated Q&A.
- Restrict presenters only to those whose content contributes to achieving the event's goal(s).
- Make sure presenters connect their content to the company strategy and impact on employees.
- Include clear calls-to-action to ensure employees know their new tasks/expected behaviours.

## After Your Next Town Hall

☑ *Within one week of the event*, survey a sample of attendees on:

- Whether the issues that had been important/confusing to them were clearly addressed
- The impact the event had on how employees trust the leaders/presenters
- Whether employees understand what/if any new ways they are expected to behave.

☑ *Within two weeks of the event*:

- Check in with front-line managers on how their teams felt/reacted to the content/presenter{s)

☑ *Within four weeks of the event*:

- Report to leaders/presenters on feedback gathered from the employees and front-line managers

# About The Academy of Business Communications

## What We Do

- Strategic communications planning
- Crisis communications planning and support
- Executive communications support and training
- Communications team coaching, training, and support
- Writing, design, and production
- Project management
- Change communications
- Custom workshops

## How We Help

- Increase employee productivity and collaboration
- Support remote workers and managers
- Enable employees to adapt and thrive in times of change
- Build trust for managers and executives
- Create alignment and reinforce culture
- Drive retention and build employer brands
- Execute measurable communications on time and on budget

## Who We Are

- Experienced, award-winning internal communications strategists with 25+ years experience
- Specialists in organizational and executive communications
- A network of writers, designers, trainers, coaches, facilitators, and subject matter experts
- Experience in over 20 industries, including insurance, banking, telecommunications, manufacturing, legal services, engineering, loyalty marketing, SaaS, retail, and hospitality

## A Sample of Our Clients



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