

# BOOST NATION: Town Hall Best Practices

## How to Host An Effective Town Hall Meeting

### Facilitator

The facilitator is responsible for facilitating the discussion to ensure good pacing and timeliness. Also, the facilitator is responsible for ensuring that it is safe for all to participate. Finally, you must ensure that the meeting is productive and the mission is executed.

1. Have a familiar grasp on the Town Hall subject matter and know who will be in the audience.
2. Have questions prepared ahead of time to get the conversation started.
3. Find a way that is safe for everyone to have a voice and guide discussion so that it is relevant to everyone in the room.
4. State ground rules at the beginning of the meeting.
5. Wrap it up: Make sure there are takeaways, a summary, ways to follow up, and/or a call to action at the conclusion of the meeting.
6. Stay neutral.

### Speaker(s)

1. Be prepared ahead of time for a diverse range of questions and challenges.
2. Know who is at the conference and who is in the room. Review highlights from prior years to learn more about conference attendee demographics.
3. Coordinate with your facilitator ahead of time to plan, outline, and create systems so you can use them to effectively manage the meeting and ensure the meeting goals are accomplished.
4. Encourage participation from all attendees.
5. Be prepared to conclude with closing statements, call to action, and/or who to contact and where to get more resources and information. Provide this information and extra resources if possible.

