

From Broadcast to Buy-In: The New Rules of Town Halls



- 1 Open strong with purpose and presence**
Kick things off with a familiar face—ideally a senior leader who can set the tone with warmth and clarity.
- 2 Share the roadmap, early and often**
Transparency builds trust. Send out the agenda in advance via calendar invites or internal channels and revisit it briefly at the start.
- 3 Bring in more voices**
Make it a team effort. Feature cross-functional leaders, department heads or rising talent as co-hosts or contributors.
- 4 Make space for real-time questions**
Use tools like your technical solution's Q&A or Slido to invite questions throughout, not just at the end.
- 5 Use live polls to drive engagement**
Polls make town halls two-way conversations, not broadcasts.
- 6 Celebrate the wins, big and small**
Recognition is rocket fuel for culture. Call out standout performers, team achievements or recent project milestones.
- 7 Make it visual (and dynamic)**
Think beyond slides. Add short videos, infographics or quick live demos to keep the content moving.
- 8 Lead with stories, not just stats**
Bring forward employee stories, client successes or a “day in the life” from the field.
- 9 Respect time, every time**
Keep it tight and focused. Stick to a rhythm your team can rely on, and make every minute count.
- 10 End with clarity and connection**
Close with two or three key takeaways and what's next.

READY TO ELEVATE YOUR
VIRTUAL TOWN HALL?



Contact us at newbiz@jpl.agency

