

Town Halls

Professional Panel Moderation

There is real magic to be had when you bring together smart, insightful people and have them discuss real issues with each other and the audience. A well-planned and executed discussion can provide something unique and completely customized in a conference filled with speaker after speaker.

A “Town Hall” brings people together to discuss issues relevant to that group. These events can happen inside a corporation or at an association conference and can take the form of a lively panel discussion, a one-on-one interview or an audience driven Q&A.

Bruce calls his approach “TV without Cameras”. It uses the principles and practices of television to guide the development and delivery of the event.

This includes conducting background research and pre-interviews, briefing panelists, and developing topics for discussion. Then, on the day of the event, the approach relies on the steady hand of an experienced TV anchor to guide the conversation and weave in questions from the audience. Town Hall events provide a format in which leaders can connect with their audience in a more relaxed manner. They also provide the ultimate customization opportunity because the conversation is driven by the needs of the organization versus the agenda of a speaker.

Town Hall Examples:

- Straight talk following a corporate **re-organization**. Panel was the executive team of mid size company.
- Discussing **the future** of the financial services industry given significant changes in the marketplace. Panel was senior financial services executives.
- **Brainstorming ideas** to help start-ups be successful. Panel was venture capital executives from all parts of the industry.
- Improve understanding of **generational differences** in a real and practical way. Panel was members from different generations within the client company.
- Address **questions and concerns** arising from the rollout of a new corporate vision. Panel was executives of a car-maker. Event broadcast live to fifty plant sites around the world.

Town Hall Takeaways

Audience members will...

- Understand the nuances of the topics being discussed.
- Engage at a new level, feeling that they have had a chance to participate versus just observe, listen and take notes.
- Have a better sense of who the panellists are as people.
- Leave the room feeling inspired and having had some fun.