

HOW TO: Host an Effective Town Hall Meeting

I. Before the Meeting

1. Create an agenda - Include items that CTA can control, not what is uncontrollable (e.g., ratings, age changes, etc.). Sample topics follow.
 - Rule changes (local)
 - League questions
 - USTA benefits
 - How to market underserved populations
 - How to host a charitable event
 - Feedback from players
 - Meet and greet your Board of Directors
 - Volunteer recruitment
 - Capital campaign
 - How the CTA operates
2. Identify a strong moderator. This may include identifying key USTA Georgia staff member or board member to participate and gather input/ideas. The moderator must have a good grasp of the subject matter and demonstrate the ability to keep the conversation on topic. In addition to the moderator, identify who will introduce the moderator (CTA President, LLC, USTA Georgia staff member, etc.)
3. Hold a pre-meeting with the moderator and other key participants/panelists to discuss potential questions or problems and how to most effectively respond. Ensure that all participants are comfortable with the technology being used.
4. Encourage attendees to submit questions ahead of time utilizing email blasts, Facebook page, Twitter, etc.
5. If the goal of the meeting is to collect feedback and input, create a list of questions that will spark dialogue.

II. During the Meeting

1. Welcome the attendees and thank them for participating. Go over general rules of participation as determined by key participants/panelists (length of time for speaking, how each speaker will be recognized, etc.).
2. Introduce the moderator, as well as other representatives who will be responding to questions.
3. Make the agenda available to everyone either by showing it on a screen for an “in person” meeting or, in the case of virtual meetings, provide a hyperlink.
4. Explain the main purpose for the meeting.
5. Be clear about the length of the meeting. Have a predetermined end time.
6. If questions were submitted in advance and if there was a common theme expressed, open the meeting by responding to those questions/issues first.
7. As needed, remind people of the ground rules to ensure that as many people as possible have the opportunity to have their voice heard. Be careful not to let a vocal minority rule the conversation.
8. Panelists need to pay attention to answers and ask probing follow-up questions to continue the conversation.

9. If there is a hot topic requiring more in-depth discussion, particularly if it only impacts a small group of people, offer to take it offline to avoid dominating the discussion.
10. Take detailed notes about issues that require follow up. Notes can include contact information for key participants that may want to be involved in future discussion/action.

III. After the Meeting

1. Assign follow-up responsibilities and deadlines to ensure follow-up items do not slip through the cracks.
2. Create a public forum (Facebook, CTA website page) for people to continue asking questions and providing feedback.
3. Thank participants for joining in the conversation. If this can be done one-to-one via email or direct message, the impact may be more positive.
4. When possible, distribute a post-event survey to respondents to determine what worked well and how future townhall meetings can be improved.
5. Communicate when ideas from the meeting are implemented. There is positive impact from people knowing that you are listening and responding.

SAMPLE TOWN HALL MEETING ANNOUNCEMENT

Meeting Date

Town Hall Meeting in City Name

Meeting Times

CTA

Facility Address

Contact Phone Number

The purpose of the meeting is to provide captains and players with support, education, and updates on league play.

Join us for a Town Hall style gathering. We will answer questions concerning our 2018 League Restructure, rules and regulations, the 2018 League Calendar, and our Capital Campaign. We look forward to meeting our wonderful area captains and players and hearing your concerns and suggestions.

*In addition to light refreshments, CTA will raffle some fun logo items as prizes.
Please RSVP to (insert name) by (insert date) at (insert email).*

For 2017, USTA Georgia will help fund such an event up to \$200 (funds to be used to cover costs of a meeting room/equipment rental, refreshments, flyer/printing costs, etc.) Grant application can be found here under New Program Grants:
http://www.georgia.usta.com/community_tennis/grants/