

Learning Outcome #1 & #3:

1. Understand the role and function of internal communications within an organization, specifically:
 - How the channels of communication operate within an organization between employees and management.
 - How the unit responsible for internal communications operates in relationship to other units within the organization.
 - How internal communications programs must support the overall business objectives of an organization.
3. Understand the application and best practices of change management.

Virtual town hall meetings are a popular tool in public relations. Practitioners often host an event of this nature to discuss one specific situation, such as a change management issue. Equally, a town hall can also be an opportunity to bring together your internal publics to connect with management and conduct a more informal, open dialogue regarding the organization as a whole, such as a quarterly update.

As stated in the textbook by Gillis, *“To tap into employees' natural desire for connectedness, management should be there before employees arrive and should mingle, turning this formal tool into a more informal tool.”*

Gillis, T.L., 2011. *The IABC Handbook of Organizational Communication*. Jossey-Bass. San Francisco.

ASSIGNMENT: Working in your assigned group, you will coordinate and execute a brief virtual town hall for our class. You will address the issue discussed in the assigned case study. The case study can be found in the assignment folder via Blackboard.

TIME: Although traditionally a town hall can last over one hour, for the purpose of this assignment you will execute an event between 20 - 30 minutes. This virtual event must include:

- Welcome message
- Clear and detailed instructions regarding privacy policy and instructions regarding how to participate (such as turn off microphone)
- At least one guest speaker
- Moderator / host (this person is different from the guest speaker)
- Written text and visuals to engage the audience using a variety of mediums
- Method for questions to be submit and addressed during the presentation
- Feel free to include engagement tools such as live polling. *This is optional*
- Agenda

- You are welcome to include other elements as your group deems appropriate such as pre-recorded materials.

The aforementioned roles will be fulfilled by members of the assigned, presenting group.

WHEN EXECUTING THE TOWN HALL PLEASE BE SURE TO RECORD THE SESSION

PLATFORM: We will use the Big Blue Button virtual classroom. Please note all town halls must be recorded and will be posted to the virtual classroom should a member of our team be absent during the live virtual event. An individual link for each group will be added to Blackboard. This will allow for each team to access the assigned virtual room and test the technology whenever they wish so to encourage many practice sessions prior to the presentation date.

BE SURE TO CREDIT ALL IMAGES, MUSIC, CREATORS during or at the end of your presentation.

In addition to the mandatory elements noted in the above bullet points, GET CREATIVE and have fun. Your town hall should reflect the culture of this organization. Explore this tool and feel free to design content that reflects the vision of your unique event. Remember, all events are like snowflakes, no two are alike!

Virtual Town Hall DUE date:

November 30 or December 7 – your professor will assign each group a presentation date

Outline & Scripting

10%

The planning phase of this tactic is arguably the most important element of this tactic. As a group you will create an outline to map the flow of your event. You will also include a script for each presenter.

Outline - Please discuss the following:

- From beginning to end map the event design, organization and overall flow, including an allocation of exact timing for each section. This must include set up time, sound check, and the execution of the actual event.
- Technology needs
- How will people ask questions before, during and after the meeting?
- What evaluation methods could be included to measure the response of your internal publics?
- How would you manage the differences in time zones?
- Netiquette and privacy requirements
- Will you permit the audience to participate live and ask questions?
- If you had to, how would you invite your colleagues? What tool would you use, such as a direct email or a link on the company Intranet, or both?
- Define a moderator/host

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- Determine who will also actively monitor the chat while speakers are presenting
 - Discuss plans to manage a technological challenge (e.g. microphone not working, video frozen, etc.)
 - Presenter guide – a tip sheet of how to appear on camera, such as being mindful of the background or angles of the camera.

Script:

It is important to manage the messaging and plan the information the guest speaker will present. Please include a script for each presenter. The format of the scripting is up to your group – you may wish to write a full speech or to include key messages/subheadings and talking points in an organized manner.

Include a list of key messages that will guide the scripting content, bullet points for this section are acceptable.

Appendix items:

- **Declaration:** At the end of the file, please include a copy of the declaration form, signed by all team members. This file is available in the Assignments folder on Blackboard.
- **References:** Please include all references (APA or MLA is acceptable) including both third party sources, research elements, as well as sources for any imagery. If you create an image, please be sure to credit yourself. For additional resources regarding academic integrity, please feel free to visit <http://open2.senecac.on.ca/sites/academic-integrity/for-students/>

SCRIPTING & OUTLINE DUE:

Submit online ONE PDF file on behalf of your group via the Blackboard link in assignments folder no later than 11:59pmEST by December 3, 2021