Town Hall Events

GET STARTED

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What are Town Hall Events?

Town Hall Events originated with the practice of early American settlers in New England making political or governance decisions at a Town Hall Meeting when all citizens could participate. A version of the governance by Town Hall Events still exists in some local communities in the northeast U.S.

In the digital era, virtual Town Hall Events refer to many-to-many virtual events where the purpose is to disseminate information, engage remote participants and encourage collaboration/interaction among participants. The critical element is that some or all participants are remote and participate in the event electronically or by telephone.

Use cases for Town Hall Events

Town Hall Events can address multiple use cases:

- Internal Companywide Events
- Virtual Teams
- Sales Events
- Earnings Calls
- Governmental Events

Who are the buyers in Town Hall Events?

Because sales are important to many job titles inside a company, interest in virtual Product Launches will come from multiple sources with different concerns and responsibilities. Each type of virtual Town Hall Event has a different buyer with varied titles, responsibilities and concerns.

C-Level: When a company's employees are geographically scattered, management must make efforts to build a corporate culture, align employees around common corporate goals and be inclusive of workers in remote branch offices or working from home offices. Depending on the goal, the buyers may be the head of human resources, corporate communications, marketing, event planning or the CEO's office.

Virtual Team Leader: This manager works routinely with a geographically distributed team of employees, contractors or outside vendors who are working on a specific project. For very lean organizations, the virtual team may be a common way to organize entire departments. This potential buyer needs to build a sense of teamwork on common goals among people who rarely see each other, inspire interactions and collaboration among team members, and motivate team members to interact both during an event and one-to-one afterwards.

Sales Executives: Sales teams are a specific and common type of virtual team. When account executives are distributed because of their geographic territory or personal preference, sales managers need to keep them in the loop on internal corporate activities, build teamwork and collaboration, assure they are productive and generally keep valuable account reps from drifting off to other employers.

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Governmental Events: Public agencies may hold virtual Town Hall Events, perhaps as "hybrid" Events tied to a physical hearing or event, when the audience is geographically dispersed. The target buyer for this event might be the head of the agency, the director of planning, community/public relations or the elected officials who oversee the agency. These virtual Team Events are designed to institute openness and inclusiveness.

InterCall Approach

The products sold from InterCall for virtual Town Hall Events include Operated Assisted (OA) Conferencing and Webcast Studio events (usually self-service). Both can be incorporated into a larger Virtual Environment Center (VEC) if the customer uses one for archiving past events and hosting future ones.

As a sales strategy, the entry level product is OA Conference, either to replace another vendor's operator-assisted or self-service voice service or to upsell from a simple conference call to the OA service. Self-service Webcast Studio is often the next product sold, this is actually the recommended product to lead with the evolution being to a full VEC to archive events.

Business factors: The key factors driving decisions about Town Hall Events include dissatisfaction with existing conference call systems, desire to upgrade from voice-only conference calls to a webcast service (with slides, video and/or other interactive elements) and cost issues. Service reliability (need for flawless execution) is critical, and ease of use is important. For larger town Events that get C-Level attention, reliability, ease of use and the ability to scale to very large Events will matter. Multinational companies will also be interested in global reach.

Stage One: Lead

The key objectives for Stage One involve generating leads by creating demand for InterCall products and services, then prospecting current and new customers, and assigning new leads. For upselling users by adding screen-sharing (webcasting) to a conference call, many existing InterCall voice-only customers can be prospects.

Marketing and inside sales are heavily involved in Stage One with demand generation and outreach activities (webinars, email campaigns, outbound calling campaigns, etc.) to build awareness of the product in the target market. Once leads are generated, sales management will assign them by territory and account plans. Individual account executives can generate their own leads from existing InterCall accounts or by identifying potential new accounts for Town Hall Events. If you have an existing account with a customer, find out whether peers in the company might also need Town Hall Events.

Stage Two: Interest

In Stage Two, account executives get ready to contact prospects and then reach out to prospective customers. A key tool is the Communication Matrix (see page 6) for Town Hall Events, which lists, for each role you are targeting, the key business issues and InterCall value proposition for that person's role. The Matrix also identifies Typical Objections and your appropriate Responses to these objections.

The overriding objective of Stage Two is to determine MOTIVE and URGENCY (see page 7): Is this prospect worth pursuing? How quickly will this prospect move? Who are my internal advocates and sponsors?

To get to that objective, you must anticipate the Network of Concerns and related value propositions for the prospect, research your prospects to the appropriate level, and use appropriate tools. Once you contact your prospect, you also must gain his or her permission to move to the next step in the process.

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As you work, listen carefully to identify concerns and decision-makers by using tools such as an interest generation demo—show only enough to validate capability-motive fit—and an overview of the InterCall platform. Tools available are messaging from the Communication Matrix (see page 6), Solution Sheet for Town Hall Events, Interest Generation Email and Phone Scripts.

Stage Three: Discovery

In the Discovery Stage, you need to learn the current situation inside your prospect's company, both dissatisfactions (poor quality of calls, pricing, difficult to use, internal approvals, etc.] and opportunity. That means determining the account's active concerns (and why) and the IMPACT domains (where InterCall services could make a difference). That may mean utilizing the right value proposition (see Communication Matrix on page 6) for the various roles you will contact.

You also need to discover the company's buying process so you can align to it. Learn its RESOURCES and MEANS, gain access to its decision-making body and forecast the size of the opportunity.

Stage Four: Solution

In the Solution stage, you are crafting a solution for your prospect (including pricing) and delivering proof for any objections your internal Champion has. Proof may involve a custom demo, references or documentation.

On the way to crafting a solution, you will seek to quantify business value (results), confirm the purchasing process, and control the purchasing process.

Stage Five: Agreement

The overriding goal in this phase is to gain buying approval and sponsorship from the decision maker(s). Don't forget to involve the prospect's Legal department or other ancillary approvers early enough that they don't become obstacles or slow your progress.

On the way to winning approval and sponsorship, you will handle objections and negotiate. Tools will include draft contracts, negotiation worksheets and objection-handling worksheet (or Communication Matrix).

Stage Six: Contract

The main objective in this stage is to secure the signed contract. Working with your channel manager to involve legal early in the process should pay off, and you must continue to control the purchasing process.

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Other Resources

Mind your contact list from earlier calls. Ask them whether any colleagues might be in a similar situation and could use an InterCall service. Contact relevant past customers at your previous jobs, and even people you know from college or socially who work for the kinds of companies that need Town Hall Events products. Ask them for referrals.

Example of Town Hall/Corporate Communications Event

[Town Hall Case Studies](#) (customer facing)

Message Guide

Top Line Message

Leader in corporate internal communication solutions

The InterCall virtual technologies allow organizers to create branded and interactive town hall events to engage and connect with geographically dispersed audiences

Use Cases

Regularly scheduled town hall events and internal communications, internal announcements and launching new initiatives.

Concerns & Value Prop

I cannot gather all my employees in the same location as we are geographically dispersed

- Expand or even multiply your audience by adding a virtual component or going completely virtual. Our customers typically more than double the number of attendees by adding a virtual component.

- Reach your audiences regionally, nationally or even globally.

I need to keep my audience engaged and interacting

- The interactive components help solicit feedback and suggestions from the community and promote a sense of transparency.

- The Engagement Index can be configured to measure engagement and desired behavior and assign a weighted value per lead. Detailed Smart Reports track demographics, interests, engagement and behavior.

- Smart reporting tracks all attendee information including polls and Q&A.

I need to execute fast

- Our self-service model for webcasting allows leaders to execute meetings in seconds

- Our "white glove" services can help you execute within 24 hours or less (if needed).

I need to ensure the security and confidentiality of presentations and content

- We offer multiple security options like entry passwords and white/black labeling to name just a few.

- Our operators can also be utilized as "gatekeepers" to keep confidentiality.

I need to ensure complete success

- 99.59% success rate, and both the webcasting & VE platforms include technical support at all times.

- Our operators are available 24/7 for guidance before, during, and after the call.

Proof Points

Extended reach: The Red Cross event reached over 10,000 members globally in one day

Reliability: Service availability of 99.996% & event success rate of 99.59%

High quality service: We provide a 1:15 operator to participant ratio, which is the best in the industry

Analyst favorite: Forrester ranks the VE platform #1 with the most complete capabilities

Key Differentiators

Experts: Seasoned industry experts to help ensure event success

Multiple Options for Multiple Audiences: In order to fit your needs, InterCall offers a few event options

Webcast Studio: Self-service, webcast player that seamlessly integrates with the Virtual Environment platform

Operator Assisted: We provide more service reps than any other competitor and our ratio is 1:15 operators to participants

Competitive Information:

Cisco: Designs, manufactures, and sells Internet protocol (IP)-based networking and other products related to the communications and information technology industry worldwide

PGi: Premiere Global Services, Inc. provides virtual meeting solutions in North America, Europe, and the Asia Pacific. The company provides its virtual meeting solutions in the cloud, with a software as a service model used for various forms of meetings

Thomson Reuters: Earnings Calls are offered only as part of a financial services bundle, not as a standalone product. An Earnings Call service is positioned as "free" with the other services but the bundle is more expensive.

Key Components of the Product Launch Solution

- Operator Assisted
- Webcast Studio
- Virtual Conference Center
- Virtual Environment

Motive & Urgency Questions

Motive Questions

1. Can you tell me about your town hall plans and strategy?

2. We've helped companies host interactive and engaging town hall sessions, which have led to happier employees and a better working environment – Do your employees have an opportunity to provide input and feedback during your events?

3. Companies in your industry have been able to reach all their employees globally with no issues at all – Can you connect with all your branches/franchises flawlessly and consistently?

4. Our reliability is 99.99% when hosting events with companies in your industry – Are your employees able to join your events hassle-free every time?

5. Our services provide "gatekeepers" and security which make it nearly impossible for unwanted attendees to join calls and events - Are your events 100% confidential and secure ensuring your information cannot reach competitors?

6. After hearing about success your competition has had with our services, are you dissatisfied with your current situation or are you interested in adding new capabilities to increase the impact of your Town Hall Meetings?

Urgency Questions

1. When is your next Town Hall Meeting?

2. What factors or events are driving the timeline on your decision?

3. Why is this important to take care of now?

4. What will happen if you wait or your next Town Hall goes poorly?

5. What are the external and internal factors making this decision important to you now?

6. Who are the decision-makers in your organization?

7. What stage of investigation are you in regarding the issue? Discussed with other providers? Developed RFP/RFQ?

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Target Buyer/Activity	Key Business Issues	Value Offered	Typical Objections and Responses
VPs and C-Level executives	I can't get everyone together for company-wide meetings. I **need security and confidentiality of content.** I need to ensure complete success	Team members can join from computers or mobile devices for live meetings or on-demand 24/7, globally. Adding a virtual element often more than doubles attendance. **We offer multiple security options such as entry passwords, whitelisting, blacklisting and more. Our operators can serve as "gatekeepers".** Our event success rate tops 99.5% and our operators are available 24/7 for guidance before, during, and after the call	**Is InterCall truly global?** 17 languages supported on the platform with live chat translation for discussion in 37 languages. Supported by 13 InterCall call centers around globe. **What if something unexpected comes up?** Our Operator Assisted service provides 1 operator for every 15 participants– the best in the industry.
Managers of virtual teams	I can't get my team together to meet and collaborate. **I need to keep my audience engaged and interacting.** I need to execute quickly.	Team members can join from computers or mobile devices for live meetings or on-demand 24/7, globally. Our customers often double attendance with virtual components. **Interactive elements engage your audience and solicit feedback from the team. Measure participants' involvement with our Engagement Index.** Our webcasting self-service interface is the easiest and most intuitive to use. Set up an event in just seconds	**I don't have budget to create a virtual environment.** A virtual environment is more than just a stand-alone event, it impacts business processes. Once created, an environment can be re-purposed for other events, lowering the cost per use. Environments are also cost-efficient. **Not everyone on our global team can make a meeting.** Extend event reach by making it accessible on-demand after the physical event ends.
Sales managers with dispersed sales reps	I can't get everyone together to meet and collaborate. **I need security and confidentiality of content.** I need to ensure complete success.	Team members can join from computers or mobile devices for live meetings or on-demand 24/7, globally. Our customers often double attendance with virtual components. **We offer multiple security options such as entry passwords, whitelisting, blacklisting and more. Our operators can serve as "gatekeepers."** Our event success rate tops 99.5%, and service availability is 99.996%. Our operators are available before, during and after the call.	**Is InterCall best in class?** Forrester Research ranks InterCall's Virtual Environment as the #1 platform with most complete capabilities. **After the live meeting, won't we just lose all the content from our meeting?** Events can be archived for as long as you want. Webcast Studio integrates seamlessly with the Virtual Environment platform, leveraging your content as your communication needs evolve and you utilize different solutions. OA calls are recorded, archived and available as podcasts and CDs.
Government officials	Not everyone can attend a physical meeting.	Adding a virtual event extends access. Red Cross reached over 10,000 attendees globally in one day. We offer a variety of options for different audiences.	**Sounds like twice as much work.** Easily set up a webcast in just minutes using the self-service option. Our on-demand feature allows work to be done once and shown unlimited times.

More about the Buyer and Situation

Town Hall Events Buyers

Each type of virtual Town Hall Events has a different buyer with varied titles, responsibilities and concerns.

- **C-Level:** When a company's employees are geographically scattered, management must make efforts to build a corporate culture, align employees around common corporate goals and be inclusive of workers in remote branch offices or working from home offices. Depending on the goal, the buyers may be the head of human resources, corporate communications, marketing, event planning or the CEO's office.

- **Virtual team leader:** This manager works routinely with a geographically distributed team of employees, contractors or outside vendors who are working on a specific project. For very lean organizations, the virtual team may be a common way to organize entire departments. This potential buyer needs to build a sense of teamwork on common goals among people who rarely see each other, inspire interactions and collaboration among team members, and motivate team members to interact both during an event and one-to-one afterwards.

- **Sales executives:** Sales teams are a specific and common type of virtual team. When account executives are distributed because of their geographic territory or personal preference, sales managers need to keep them in the loop on internal corporate activities, build teamwork and collaboration, assure they are productive and generally keep valuable account reps from drifting off to other employers. (VP/Director of Sales; VP/Director Sales Operations)

- **Governmental Events:** Public agencies may hold virtual Town Hall Events, perhaps as "hybrid" Events tied to a physical hearing or Events, when the audience is geographically dispersed. The target buyer for this event might be the head of the agency, the director of planning, community/public relations or the elected officials who oversee the agency. These virtual Team Events are designed to institute openness and inclusiveness.

- Buyers are typically VPs, Directors, Senior Managers and C-Level. Product Marketing, Product