

Town Halls That Hit Different

How to plan internal meetings
that inform, connect, and inspire.



Deliver an experience, with confidence



Let's be real: Planning internal updates like town halls and all-hands can feel like a stress test.

But they don't have to.

When done right, these vital gatherings deepen trust and build culture.

After producing countless internal meetings – yes, even our own recent Town Hall! – we know what works. And we know how to keep audiences engaged rather than reaching for their phones.

Here are some key dos and don'ts for delivering an all-hands meeting that lands for leadership and employees.





Start with strategy, not slides

Before you dive into decks and tech, ask: What's the real goal of this town hall? Is it updates, inspiration, or both? Knowing the "why" shapes everything.

Do

Define the purpose and let employees know what to expect.

Don't

Let tech or a rinse-and-repeat "tradition" dictate the format. Every meeting is a new opportunity.

Pro Tip

Build a content framework (meeting objectives, speakers, agenda, etc) early and schedule ongoing check-ins with your planning team. This keeps everyone aligned, even if plans change last minute.

Simplify for impact (and savings)

Keep it simple. Multilocation broadcasts sound impressive, but they often add cost without adding value.

Do

Consolidate to a single location for cost efficiency and control.

Don't

Assume multilocation = more engagement. It often adds complexity without ROI.

Behind the Scenes

For the recent Freeman Town Hall, we managed the switch from multisite to single-location broadcasts, saving on AV, labor, and infrastructure while keeping quality high.





Must-see streamed TV

Your streamed meeting should feel polished and engaging, not stiff or overwhelming. Think broadcast-quality energy without reality show shenanigans.

Do

Create an engaging set – no matter the space. A little creativity goes a long way.

Don't

Over-script presenters into robots. Authenticity beats perfection every time.

Pro Tip

Mix live segments with prerecorded content for variety and flow. This dual approach keeps energy high and planning easier, for you and presenters.

Keep it human and real

No matter the why, focus on people. The more human the experience, the more your meeting will resonate.

Do

Coach presenters, avoid busy slides with jargon (and spreadsheets!), and design an agenda for connection.

Don't

Forget remote audiences. Support streaming (keep tech support at the ready) and encourage in-person watch parties for live interaction.

Behind the Scenes

The Freeman Town Hall streamed to 30+ locations, empowering and prepping each team to create a fun, engaging experience. The result? Watch parties, higher engagement, and meaningful team building.





Learn and evolve

Every town hall is a learning opportunity. Always send a post-event survey to hear from employees. Then use their feedback to tweak your approach and keep elevating the experience.

Do

Gather feedback from presenters and remote leads.

Don't

Treat internal comms like an afterthought. Two-way communication shapes culture.

Proof Point

After feedback showed multilocation broadcasts were challenging, we pivoted. Building a set at one of the local branches made production and streaming efficient, cost-effective, and a better experience for employees.

Better logistics mean better experiences

If you start to feel overwhelmed, talk to your production partner. It helps to have a seasoned production crew on your side while trying to coordinate between executive and employee expectations.

And when employees feel informed and connected after your town hall, that's everything.

Let's make it happen. →

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