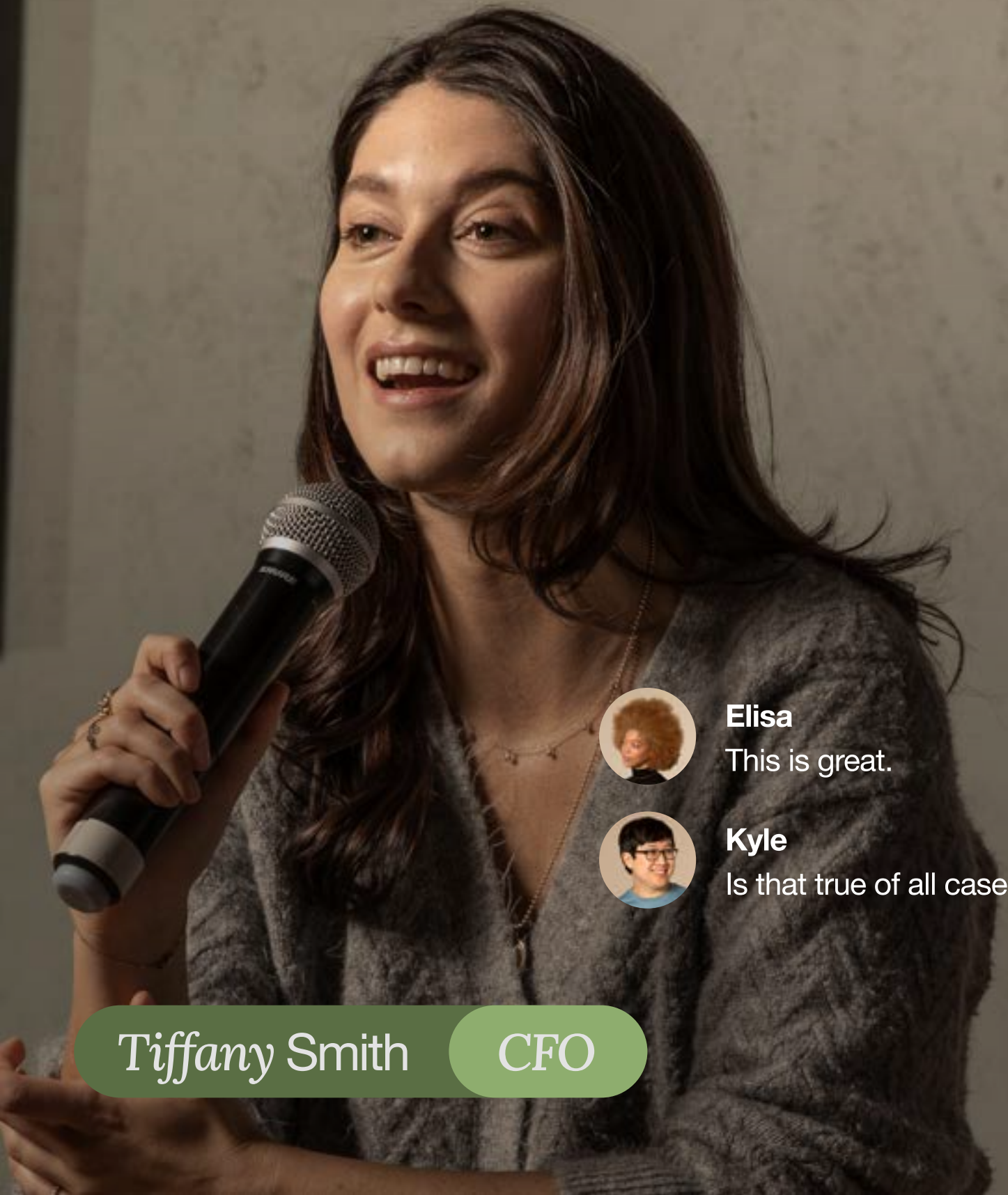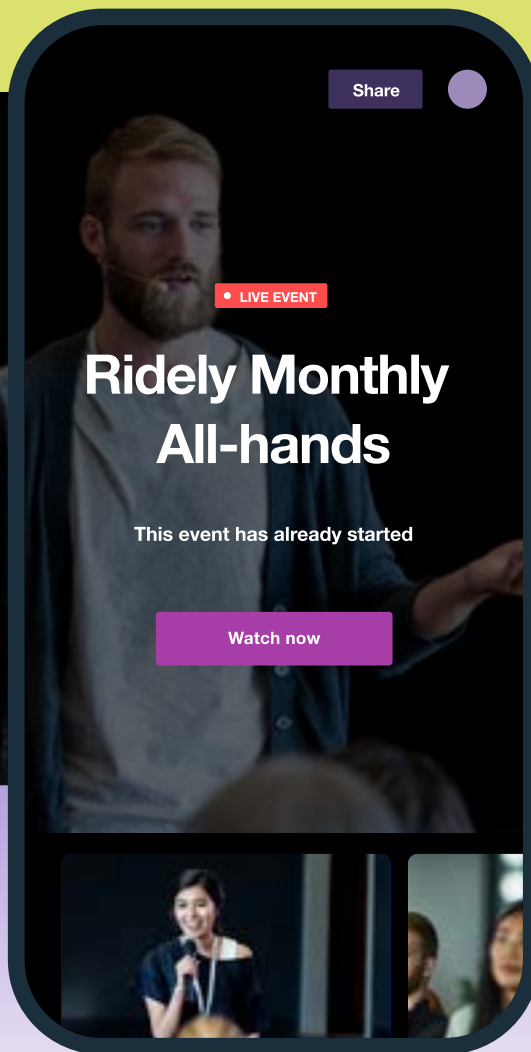# The Truth About Town Halls

Elisa
This is great.

Kyle
Is that true of all cases?

Tiffany Smith — CFO

Town halls, also referred to as all-hands or company-wide meetings, are a critical part of engaging employees and reinforcing your company's culture and values. They're an opportunity for company leaders to share results, explain their strategy, and clock valuable facetime with the whole organization.

And that's important – because

74% of employees report[1] they are more effective at their job when they feel heard.

For many companies, these crucial touchpoints used to be conducted in person. But as the workplace continues to evolve, these events have moved online. With teams scattered across different offices and, often, different time zones, it's a real challenge to build company culture and develop trust between teams and their leaders.

We know internal communications can sometimes feel like shouting into a void. Why? Because in our nearly 18 years in the game, we've held a lot of town halls of our own. And while Vimeo is known best around the internet for our video player, we've spent the last few years bringing the power of video to teams across the globe, especially those tasked with engaging hundreds or thousands of colleagues through employee comms.

So we reached out to our community[2] to hear what they thought about town halls – what they like, what they don't like, and how they watch them – to help you connect more deeply with the people you work with every day.
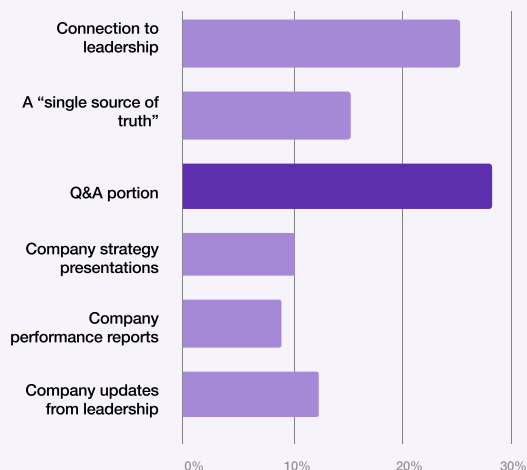
Read on for our findings, and explore powerful tips for building a better town hall.

Pass the mic

Q&A
Pending   Approved   Archived

Questions ●

Sarah Catlow
How will this change   [Approve]

Priya Bhatt
Great reporting! In fu   [Approve]

Jason Whitehead
Will we know how thi   [Approve]

⏸ ● LIVE 👁 254

Drive peak participation →

Vimeo's live stream tools unlock live Q&A, polls, and moderated chat to get the conversation started.

[Learn more]

When we asked our community what they most enjoyed during their company's town halls, there was a clear winner. **The Q&A portion ranked #1 amongst our survey respondents as the single most valuable element:** more than feeling a connection to leadership or establishing a single source of truth across teams and departments.

What is the most valuable part of your town halls?

Connection to leadership	
A "single source of truth"	
Q&A portion	
Company strategy presentations	
Company performance reports	
Company updates from leadership	

0%   10%   20%   30%

Based on other industry data, this preference for Q&As makes sense. A recent study found an intriguing connection between employees who felt heard by their companies and those companies' financial performance. **88% of employees at financially high-performing companies say they feel heard – while just 62% at underperforming companies feel the same way.**

While company updates are important, don't forget to allocate plenty of time to holding open and honest conversations with the people on the other side of the screen.

Speaking of open and honest, we suggest you keep the Q&A as candid and live as possible – **55% of our respondents said they preferred asking questions in real time** (whether via a Q&A feature or by speaking up directly), as opposed to 33% people who preferred to submit questions ahead of the town hall.

What is your favorite way to participate during a live town hall?

Submitting written questions ahead of time	
Asking questions live via a chat or Q&A feature	
Asking questions by unmuting my video	
Appearing on video as a guest during town halls	
I do not generally participate during town halls	

0%   10%   20%   30%   40%   50%

To run the best Q&A possible, we suggest:

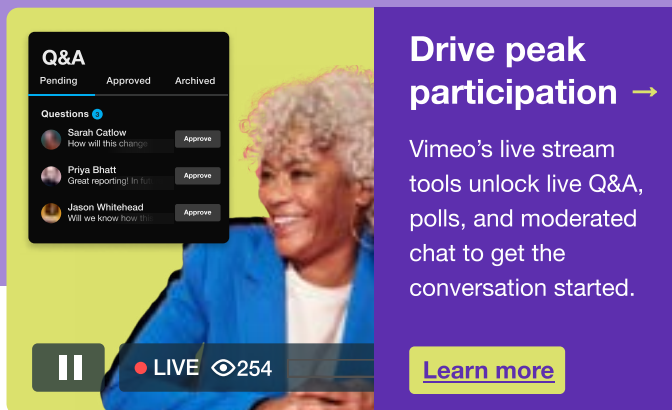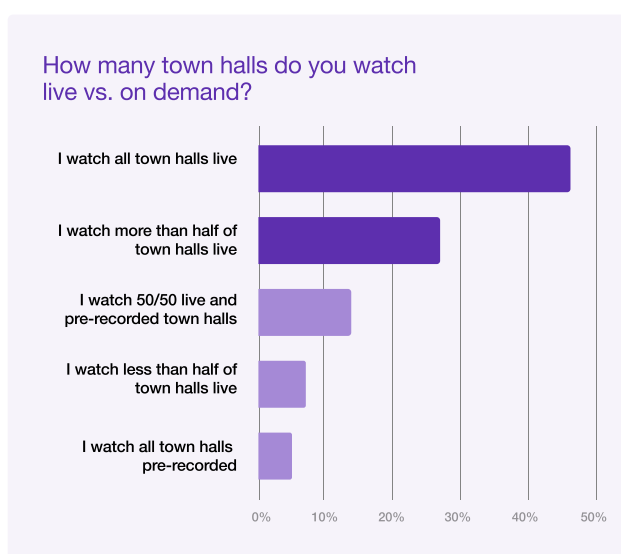**❯ Offer multiple ways for people to interact:**
While live Q&A is preferred by the majority of folks, some people might feel more comfortable submitting questions beforehand. Give your teams a few different ways to share their queries!

❯ Make it anonymous:
While the idea of live, anonymous questions might make you sweat, it's the best way to communicate your willingness to answer the real questions. Opt for a platform that allows you to moderate the chat in case of any issues.

❯ Provide other ways to interact:
About 9% of the respondents we surveyed said they did not participate in Q&As – but that doesn't mean they're a lost cause. Providing an option for an open chat, or even requesting participation in polls provides engaging opportunities for anyone.
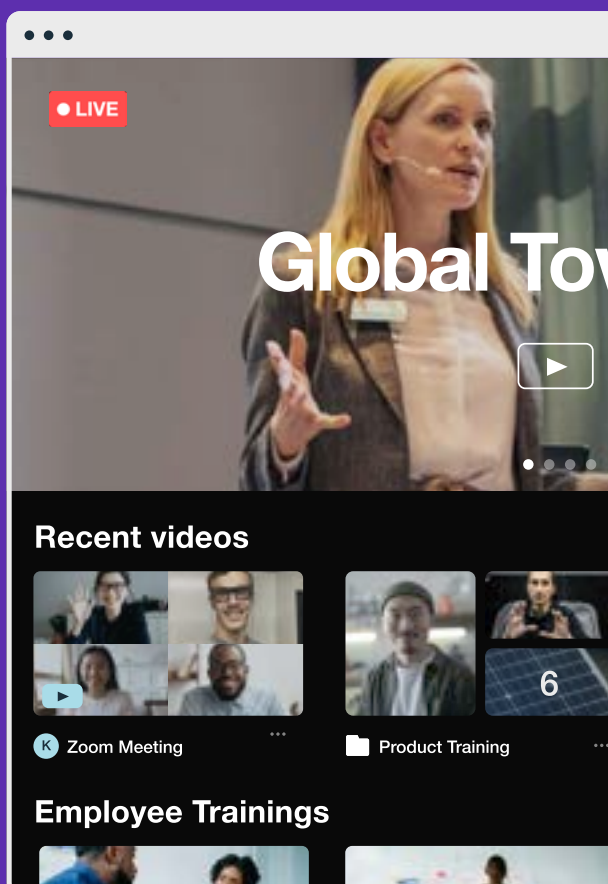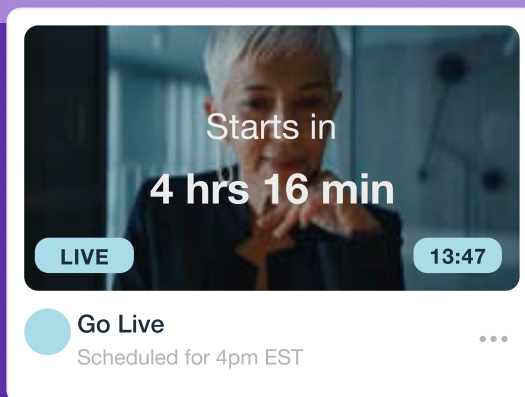
Keep it live

While not everyone will be able to tune in live, there's real value in making sure your town halls are accessible in real time. **74% of respondents said they watch the majority of their town halls while they're live.** This result is tied closely to the Q&A element we just discussed – but it's also a key indicator of employees' willingness to show up and learn more about their company.

How many town halls do you watch live vs. on demand?

I watch all town halls live	
I watch more than half of town halls live	
I watch 50/50 live and pre-recorded town halls	
I watch less than half of town halls live	
I watch all town halls pre-recorded	

0%   10%   20%   30%   40%   50%

Reward that willingness with an engaging stream – which means cutting down on pre-recorded sessions and lengthy powerpoint presentations.

 Our survey indicated that company strategy presentations and general company performance reports ranked lowest in terms of employee interest. Just 9% and 10% of respondents, respectively, said they found these segments the most valuable.

That being said, don't neglect your video-on-demand (VOD) strategy for town halls – share the recorded live stream with the company once your town hall is over, or go the extra mile by sharing smaller segments throughout the week or month to help make that hour-long session much more digestible.

Starts in
4 hrs 16 min
LIVE   13:47

Go Live
Scheduled for 4pm EST
...

LIVE

Global To

►

Recent videos

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Employee Trainings

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Learn more

Consider your message

How about some good news? Among the people we surveyed,

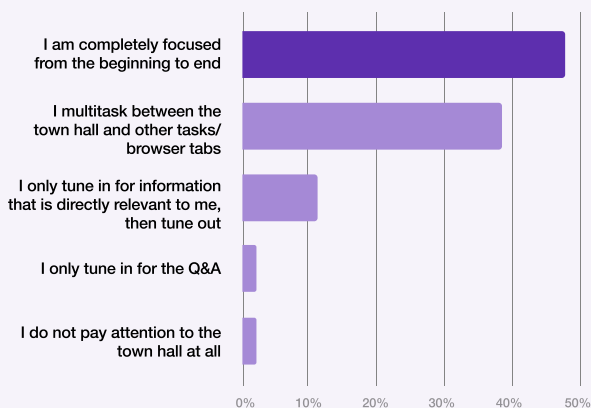**82%** said they agree or strongly agree that their town halls are effective

79% said they considered them worth their time

On the flip side, one in three respondents indicated that they left their town halls feeling uninspired – a key indicator of morale, and in turn, employee performance and retention.

Perhaps this isn't a surprise: long speeches about quarterly projections don't tend to get the blood pumping. But it is a problem. **47% of respondents said they are completely focused on their company's town halls from beginning to end, but** – the other 53% admit to doing other things during town halls.

### How focused are you during your company's town halls?

I am completely focused from the beginning to end	
I multitask between the town hall and other tasks/browser tabs	
I only tune in for information that is directly relevant to me, then tune out	
I only tune in for the Q&A	
I do not pay attention to the town hall at all	

0%   10%   20%   30%   40%   50%

Add poll ✕

Question

Which campaign performed better?

Responses

Awareness

Demand Gen

Add response ⊕

Which campaign performed better?

Awareness   Dema
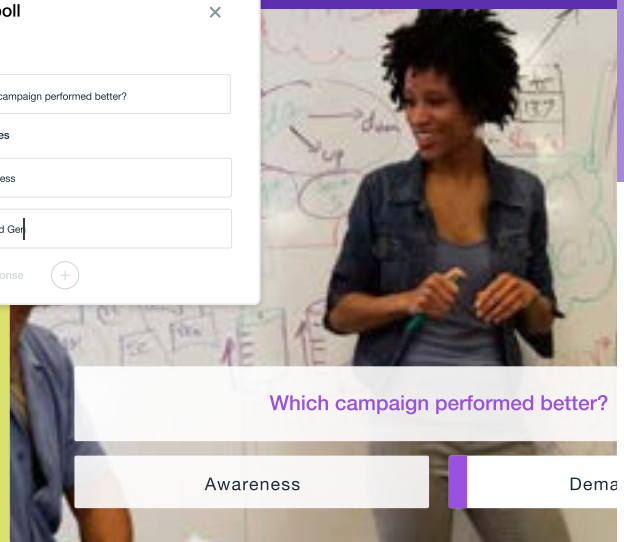
When planning a town hall, think of it like writing a story – with a beginning, a middle, and an end. Prioritize building a slate of content that makes your employees feel more motivated than when they first tuned in, and make sure to paint a vision of the future, not just a prescribed list of next steps. When preparing for your next town hall, try:

> **Starting with a run of show:**
> The best way to build a town hall experience that's dynamic and effective is to start with a run of show or storyboard.

> **Editing ruthlessly:**
> Next, get rid of everything in your run of show that's not absolutely essential in telling the story you want to tell. Keep your agenda to three key topics, and cut dense or lengthy powerpoints unless you can find engaging ways to bring them to life.

> **Asking for feedback:**
> We recommend polling your company for (anonymous) feedback, and checking your stream's analytics for viewership data, drop off, and more after every stream.

Make your town halls more impactful with Vimeo

We know that building any town hall takes a small army. That's why Vimeo has developed a suite of intuitive tools to help you put on an engaging show: complete with SSO security, 24/7 technical support, live closed captioning, and audience participation tools. Empower your teams to work smarter, not harder, with captivating information distribution and clear communication powered by our comprehensive video platform.

Vimeo Enterprise gives your team:

Powerful live stream support and employee engagement tools like live chat, moderated Q&A, and more.

Complete peace of mind around security with SSO access and granular user-by-user privacy settings.

A clear and simple video library interface which allows you to easily group and organise content.

Superior tracking and analytics to see how well your content resonated with employees.

Request a consultation with a Vimeo representative now.

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