

STRATCOM

Telephone Town Halls (TTHs)

REAL CONVERSATIONS,
IN REAL TIME.
GENUINE RESULTS.

X @stratcom_ca

f @Stratcom.Inc

stratcom.ca



Local 5300

1.866.537.6199

sales@stratcom.ca

For over 25 years, Stratcom has worked with Canada's top nonprofit organizations, charities, political candidates, and unions. Our experience and understanding of how to reach the public can support you and your work to effectively connect you to your supporters. Telephone Town Halls (TTHs) allow you to connect with thousands of participants and meet them where they are, in real-time, and all from the comfort of your office, or ours.

HOW CAN TTH HELP

- Give live updates on your work
- Promote donor engagement
- Reach people wherever they are
- Interact safely and with meaning while remote

HOW DOES A TELEPHONE TOWN HALL WORK?

- **The Day Before Your Telephone Town Hall,** we send your supporters a recorded message, in your voice, notifying as to when the TTH will take place.
- **On the Day of Your Event,** your supporters receive a recorded message from you, to connect them directly to the event. If the person misses the call, we leave a message letting them know how they can dial in.
- **During Your Telephone Town Hall,** you will be able to *poll the participants* — even on the fly! You will have the ability to respond to any questions *live, just like on a radio show*. Our professional screeners will do the work of identifying callers and screening their questions. Special features are available to enhance the reach of your town hall

such as *8— when participants press this on their phone they will receive a text message from you giving them more information about your topic, directing them to a website, or even sending them a link to a map. *0 offers your listeners the ability to 'patchthrough' to another phone number where they can speak with an expert, book an appointment, or get more information that is specific to their individual needs. This feature has so many possibilities, depending on who you are trying to reach and what the goals are for your event.

- **After Your Live Event,** you will receive all of your data — who joined the call, how long they stayed on, how they answered poll questions, and if they left a voicemail, as well as the full recording of the TTH which you can use to reach people who were unable to join the live event.

FREE LIVE WEB AUDIO STREAMING

Stratcom can provide live audio streaming of your TTH so your supporters can listen to the event from any device and can create a personalized url which includes your logo or image file.

HIGH QUALITY VIDEO WEB STREAM AVAILABLE

Beyond what a Zoom call can offer, our TTH platform can be customized to include a broadcast quality webstream from multiple sources, each in a distinct location, with customizable video assets designed to mimic your organizations look and feel. These events are interactive through an online portal which allows participants to type in their questions for the hosts and participate in live polls.



On behalf of the BC Hydro project team, I want to say thanks to Stratcom for pulling together our first ever Telephone Town Hall. We felt the event went well both in terms of meeting our outreach objectives and being executed so smoothly. The Stratcom team exceeded my expectations. The team's professionalism was really evident! This positive experience has generated interest internally to leverage this solution for other engagements, so we expect to work with Stratcom on more Telephone Town Halls in the near future."

KC Sato, Manager



NEED MORE SUPPORT?

Stratcom's staff will come to you. Regardless of your level of media awareness, we'll brief you and your speakers on current industry regulations and review your script for best practices.

LEVERAGE YOUR RESULTS

Our expert staff will provide insightful data reporting, allowing you to take your data to the next level!

At Stratcom, we support you according to your needs: before, during and after your TTH event. With no special equipment required, a TTH can be put together within a matter of days (we recommend 2 weeks of lead time for your first event).

STRATCOM

CONTACT US:

For more information or to obtain a quote.

E: sales@stratcom.ca

T: 1.866.537.6199

 @stratcom_ca

 @Stratcom.Inc

stratcom.ca

