



Telephone Town Halls (TTHs)

For Public Consultation

REAL CONVERSATIONS,
IN REAL TIME.
GENUINE RESULTS.

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There is an affordable and effective way to engage with constituents and stakeholders, and you can do it from the comfort of your own home. For over 25 years, Stratcom has been in the business of fostering communication for public and governmental organizations.

WHAT IS A TELEPHONE TOWN HALL?

Telephone Town Halls connect you to the public no matter where they are, from wherever you are.

Telephone Town Halls are a cross between an extremely large conference call and your own private talk radio show. They harness the power of interruption to provide the reach of a TV ad, the energy of a radio show and the intimacy of speaking directly with a supporter.

How Can a TTH Help:

- ✓ Update stakeholders on pressing local issues
- ✓ Consult on new programs and policies
- ✓ Conduct information sessions
- ✓ Launch public education campaigns

Leverage Your Results:

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

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.

Free Live Web Audio Streaming

Stratcom can provide live audio streaming of your TTH so your public 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 match your municipality's look and feel.

“



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



TTH BENEFITS & FEATURES

Join from Anywhere

Reach participants wherever they are, from wherever you are. No limitations from internet access, mobility, or childcare needs.

Real-Time Polling

Get real-time feedback through instant polls and screen participant questions for a focused conversation.

Keypad Features for Follow-Up

By simply pressing a button, participants can receive text messages with more information or patch through to a representative, extending the conversation beyond the town hall.

Detailed Data Collection

Track who joined, how long they stayed, and how they answered polls. Plus, you get a full recording of the event, which can be used to reach those who couldn't join live.

CASE STUDY



Budget Consultation TTHs

In January 2024, the City of Toronto hosted a series of telephone town halls to consult residents on budget priorities. Stratcom invited nearly **450,000 residents using targeted BVM calls, resulting in over 36,000 participants**. Live polling and Q&A with city officials made the process transparent and engaging, while helping shape the city's decisions with real-time public input.

- ✓ Showcased the city's openness to addressing resident concerns.
- ✓ Allowed for immediate answers, enhancing trust and engagement.
- ✓ Provided real-time insights into public sentiment.



1,715

Webstream
Participants

14,433

Poll
Responses

31

Questions
Answered Live

CLIENTS



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