



Why Successful Companies Webcast Their CEO Town Halls


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■ Why Successful Companies Webcast Their CEO Town Halls

As modern workplaces aim to be more transparent and accountable, the CEO Town Hall is a critical part of an internal communications strategy. Unfortunately many organizations are going about it ineffectively. They are investing in costly conference bridges, off-site meeting rooms, satellite trucks and travel. These methods are not only expensive, but can potentially limit the size of your audience. A webcasting solution offers companies a rich and engaging experience for the live streaming of all CEO town halls or all-hands meetings. This paper explores the benefits of town hall webcasts, the functionality of a webcasting solution, and how to prepare your organization for a successful town hall meeting.

Benefits of CEO Town Hall Webcasts

CEO town halls, also commonly referred to as all-company meetings, have been around for many years with the purpose of conveying information to employees. They are used to promote employee awareness of upcoming sales or marketing plans, new products, or company milestones.

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■ How Can Town Hall Meetings Be Utilized?

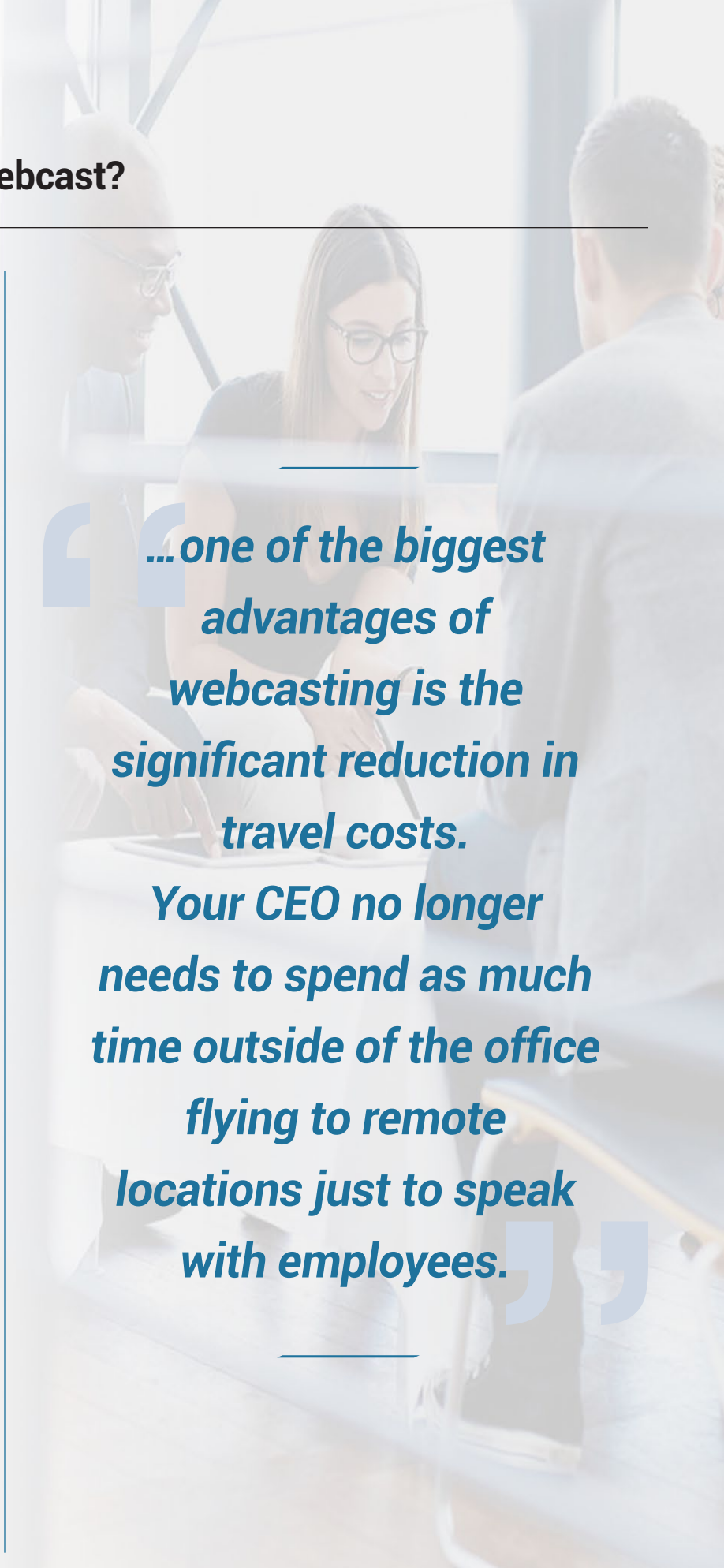
Important information such as mergers and acquisitions, cost cutting, and any other topic that might carry uncertainty are also communicated via town halls. Town hall meetings can additionally be used for employee training, or to convey educational or training information. Or they can be used to comply with specific industry compliance regulations that require employee training. Town hall webcasts make it easy for any executive to connect with their employees.



- With video, you can see the person speaking, how they present the information, and how the in-room audience behaves and reacts to the information presented.
- A webcast provides an interactive platform for employees to ask questions or respond to polls, helping them feel included in the dialog.
- Employees can also view content no matter where they are geographically. For example, if they're in the field, workers can watch on a mobile device. If they're in the office, they can watch on their desktop. Larger organizations often gather employees in large conference rooms and project events on a large-screen TV.

■ What Happens After The Webcast?

The benefits of a video webcast continue long after the event is over. If for any reason an employee is unable to attend live, the presentation can be archived and placed in the corporate video portal for employees to watch at their leisure. They can still submit questions and receive answers. Finally, one of the biggest advantages of webcasting is the significant reduction in travel costs. Your CEO no longer needs to spend as much time outside of the office flying to remote locations just to speak with employees. Similarly, any member of the workforce can tune in wherever they are without incurring any travel costs. Webcasting also increases employee engagement through employee Q&A, polls and surveys.



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■ Hitting a Slam Dunk

Imagine an important basketball game. All the teams participating in the tournament need to be ready, and they do this by involving the entire team in a practice. Similarly when you organize a large webcast like a town hall. It involves the speakers, the production crew, and everyone else involved. Every participant needs to be on their game.

A big game also involves a lot of nervous players. For your event this may include someone within your leadership team, who may be nervous--either about the content or their delivery. There isn't too much you can do about their nerves but you can encourage them to practice. The more times they run through their presentation, the more comfortable they will be. Some organizations pre-record a presentation, run the recording as if live, and then go to a live Q&A.

Just like an important basketball game if the court isn't ready, it's hard to have a good game. This means checking and testing everything. You need an internet connection for your encoders that can handle the bit rate you're encoding at. It's important to test during the same time of day to learn the local conditions. If you're testing at lunch when employees aren't around, you might have more available bandwidth than you will at 8:00 a.m. when employees are checking email, reading news, and using the internet connections. You will want to test the video, the encoder, and the audio levels. In conclusion, every organization--large or small deserves frequent and quality communication from the top. In this era of dispersed workplaces, it is becoming increasingly challenging and costly to unite every employee in person.

This is where a webcasting solution can help. By webcasting your town hall, you can create an engaging and interactive experience for every single employee involved, without the costs traditionally associated with an all-hands meeting.

To learn more about how MediaPlatform can help improve your employee communication, contact us at sales_inquiries@mediaplatform.com