

Anatomy of a Successful Townhall

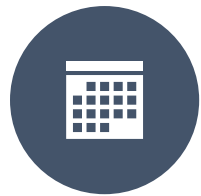
Jeri Grier

Associate Vice President, Corporate Communications



Nationwide[®]
is on your side

Townhalls BT (Before Twenty-twenty)



Regular cadence –
monthly, quarterly, etc.



Business updates



Agenda and participants



Secure time considering
audience time zones and
ability to participate



Location needs



Technology needs

Townhalls AT (After Twenty-twenty)

Regular cadence – quarterly, semi-annual, annual

- Business agenda
- Broad representation of presenters
- More formal Q&A focused on agenda topics

Ad hoc

- Specific, timely topics to address
- Few presenters, but all leadership available for Q&A
- Q&A open to any topic



Jeri Grier, AVP, Corporate Communications, Nationwide

Host



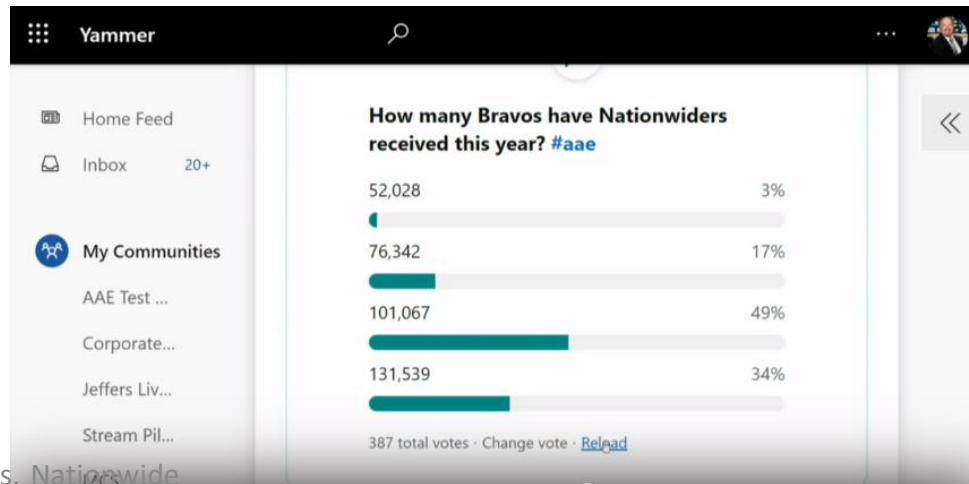
Video



Night Owls



Engagement



Associate Update Sessions

Let's Connect 2/4/2021
Ask Questions via Slido.com #Connect
Nationwide logo



Slido interface showing a poll titled 'Which ad did you like best?' with options 'Toyota' and 'Anheuser-Busch (It's never just about the beer)'. Includes navigation and settings menus.

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Townhall Success

Best Practices



Resources

Q&A/Polling

Slido.com

Polling

Mentimeter

Poll Everywhere

Texting

Pinger.com – text free

Livestreaming

Vimeo

Teams

Zoom

Feedback/Analytics

Survey Monkey

Google Analytics

Tips

- Engage others
- Queue to queue
- Sweat the details
- Plan for the unexpected
- Incorporate interaction beyond Q&A
- Get feedback

THANK YOU!