



Checklist: Community Meeting Preparation.

The best way for an organization to cultivate trust with the community is to be transparent with information and show respect for those who have differing points of view. Community meetings are a convenient and effective way for stakeholders to learn more about a company/project, its people, values and commitments.

This requires fact-based presentations shared in a humble, respectful manner: no spin or inflation of facts, no speculation, an assumption that the audience is open to learning more and has valuable viewpoints even if they differ from (or oppose) the company's. It also requires proper planning. The following activity list can be used to help organizations prepare.

TASK	RESPONSIBLE	DUE	NOTES
Logistics.			
Confirm date			
Determine who from (project/company) will attend			
Book venue			
Organize refreshments			
Arrange audio/visual			
Arrange videographer			
Book security			
Create sign in sheet			
Identify note taker			
Develop an attendee question sheet (for those who prefer not to stand and ask)			
Prepare welcoming table			
Prepare sign in sheets			
Develop participant exit survey			
Prepare contingency plans for disruptive behaviour/protests			

Information Stations/Collateral.

Agree on which information stations are required			
Assign responsibility for each information station			
Determine information to be shared at each station and format information should be delivered			
Develop easy-to-digest posters with key information for each station			
Develop/include key leave-behind materials (fact sheets, newsletters, etc.)			

Invitations.

Develop invitation list			
Create targeted invitation			
Add invitation to website and social channels			
Send invitation to targeted list			
Create digital/print/radio/awareness ads			
Add invitation to website and social channels			
Invite Mayor, Assembly/Council, state/provincial, federal representatives			

Speaker Preparation.

Develop key messages			
Develop Q&As			
Provide input to Q&As			
Organize and provide training and coaching session for key people			

Media Relations.

Develop media-specific key messages and Q&A documents for spokespeople			
Prepare spokespeople for interviews			

Record Keeping and Feedback.

Create meeting feedback form			
Create record keeping process and documents			
Finalize process for meeting notes and sharing data from exit survey			

Get Started Today.

PRA Communications has a wealth of experience planning and overseeing community meetings. We can provide everything from strategic consultation to full project implementation.

Contact us at team@pracomunciations.com to learn more.

