

TIPS

Turnout to Meetings

The success of your meeting begins with a plan to get people to the meeting. Here are some things to think about to make your meeting successful.

✓ WHY HAVE A MEETING

Whom do you want to attend and what do you want them to accomplish together? Why is it important to have this meeting now?

✓ DEVELOP A MESSAGE

Developing a message communicates to others why attending this meeting is important for them.

✓ SET A GOAL FOR TURNOUT

How many people are needed to make this meeting a success? Are there certain people critical to success? Who are they?

✓ CREATE A ONE-ON-ONE OUTREACH PLAN

Involve as many people as possible in the plan for successful turnout. People should take individual assignments and be clear about the message. Follow the rules for successful turnout!

✓ CREATIVELY INVOLVE OTHERS IN THE PLAN

In addition to turnout, engage your co-workers in the logistics of the meeting and get people's input and participation, from room reservation to agenda. Delegate tasks before, during and after the meeting.



Turnout Essentials

- Set a goal for turnout.
- Give individuals turnout assignments.
- Impart a clear message for why it's important.
- Engage in face-to-face conversations.
- Use a tracking system for commitments and confirmations.
- Get day-of-meeting confirmation.

✓ **DEVELOP A WRITTEN AGENDA**

Engage leaders in this process.

✓ **PREPARE PEOPLE FOR SUCCESS**

Make time for practice for anyone with a speaking role or taking on a new role during this meeting.

✓ **HAVE AN AFTER-MEETING PLAN**

Is the purpose of this meeting to plan an action? What will be the next steps? What sort of commitment will be required to make it successful? What followup will be needed?

✓ **DEBRIEF WITH YOUR TEAM**

After the meeting, get together with everyone who made it happen, and debrief how it went and what followup is needed.

Meeting Logistics

- Does the date and time work for key leaders?
- What size space do you need?
- Reserve the space early.
- Pick a room setup that encourages participation.
- What materials do you need?
- Do people need help with transportation?
- Are you having food or drinks?
- Is there a need for child care?
- What help do you need during the meeting?