

CPTA Town Hall Meeting Checklist

Hosting a CPTA Town Hall is a great honor for Districts and a benefit for members and prospective members. Town Halls not only serve as a CPTA platform to solicit perspectives on issues facing the profession and association, but also as a member recruitment tool. Now that you have been selected to host a CPTA Town Hall Meeting, what next steps should be taken to design a well-attended and productive event?

Below are a few strategies to help guide you and ensure a successful turnout.

- Select a date and time** (complete as soon as possible)
 - Select a date that does not conflict with [CPTA](#)/APTA events, or other local activities such as elections or community-wide events.
 - Communicate the date to CPTA to see if staff and speakers are available.
 - Consider traffic patterns and commute logistics to allow attendees sufficient time to arrive.
 - Consider having the first 15-30 minutes of the meeting dedicated to dinner and networking to accommodate those with longer commutes and to foster an open, interactive atmosphere among attendees. (CPTA will reimburse the district up to the budgeted amount for dinner, meeting room rental, speaker fees, etc.)

- Choose a location which is convenient and easily accessible** (complete as soon as possible)
 - Consider selecting a past location where turnout for District events was successful.
 - **Ensure there is at least 20 people registered one-week prior to the event or it may be cancelled.**
 - Hosting the meeting at your local DPT or PTA program is an excellent means to garner the support and attendance of students!

- Create a promotional flyer** (one month prior to your event)
 - Create a vibrant, colorful flyer to distribute amongst all members and prospective members and to local DPT and PTA programs.
 - Be sure to clearly indicate that dinner will be provided free to all guests.
Everyone loves and appreciates a free meal!

- Email all district members** and prospective members reminding them of the Town Hall and to register as soon as you select a date, time and location.
 - Consider your frequent emails as reminders and not spam! *Emails often get misplaced or overlooked, so create many opportunities for your email to be read.*
 - Send bi-weekly reminders to your local DPT and PTA programs encouraging faculty and staff participation and student attendance.

- **Use your Districts' social media outlets** as a vehicle for bi-weekly reminders of the date, time, and location of the Town Hall.
 - Consider making social media posts/reminders bi-weekly.
 - Use social media outlets to market the Town Hall as an opportunity for members/prospective members, and students to meet and network with CPTA Leadership. This is an opportunity to educate individuals about the different issues facing the profession and association and provide input to CPTA Leadership. Make your voice heard!
 - Encourage attendees to tag the CPTA in their posts at the event to promote online visibility.

- **Be Creative**
 - There is no limit to the various ways to promote and encourage members, prospective members, and students to attend. Let your imagination run wild!
 - Consider offering a Starbucks gift card to the first five attendees to arrive.
 - Encourage members to invite and bring a colleague or student with them.
 - Consider offering an enticing reward for the member and their invited guest!
 - Consider providing District sponsorships for students to attend: CPTA Annual Conference, CPTA Student Conclave or APTA National Student Conclave.
 - District sponsorships for students can be raffled if a total of 10 students attend the Town Hall or raffled amongst individual DPT and/or PTA programs if more than 15 students attend from a respective program.

- **Stay Connected**
 - Stay connected and in communication with your CPTA Staff point person, Heather Pino at hpino@ccapta.org.
 - Never hesitate to ask Heather any questions or voice a concern you may have in planning, organizing, and ensuring your District has a successful turnout!

- **Have Fun!**
 - Have fun and enjoy the journey.
 - Your valiant efforts and commitment to ensuring a successful turnout is vital to connecting members, prospective members, and students with CPTA leadership! This helps keep them informed on issues facing the profession and the association, and it improves and advances the goals of CPTA!