

## UNION TOWN HALL CASE STUDIES

Union Calling has conducted virtual town hall meetings on behalf of local, provincial and national unions, for a variety of purposes.

### AMALGAMATED TRANSIT UNION

Over 20,000 public transit workers from St. John's to Victoria were called to discuss strategies for resisting privatization and reducing assaults on front-line workers.

### CUPE NATIONAL

Top CUPE officers and Air Canada Flight Attendants discussed the Harper government's outrageous interference in collective bargaining and the union's response. Separate events on the same day were held in English and French.

### NOVA SCOTIA GOVERNMENT AND GENERAL EMPLOYEES UNION

NSGEU officers use Union Town Hall regularly to call members of both large and small locals to answer their questions, get feedback and report on collective bargaining.

### HEALTH SCIENCES ASSOCIATION OF ALBERTA

During the 2011 federal election, HSAA staged an all-party debate broadcast to all members in the province. Members could also view the debate on a simultaneous webcast.

### ONTARIO COUNCIL OF HOSPITAL UNIONS

Healthcare facility workers across the province got on the line at the same time to hear an informative summary of the infamous Drummond Report and planned local rallies at MPP offices to protest community health care cutbacks.



## ASK ABOUT OUR OTHER SERVICES

### VOICE BROADCASTS

Union Calling is North America's only voice broadcast service that works exclusively for unions and their allies. Use our callout service to share bargaining updates, get out the vote, announce settlements, strikes, meetings, rallies, and much more.

### AUTOMATED POLLING

Our automated polling system can reach 50,000 potential respondents in just one hour and deliver results soon after. Our ultra-fast programming and design gets your poll into the field when you need it.

### SECURE ONLINE VOTING

Get out the vote quickly, easily, and accessibly. Engage your members from the comfort of their homes and increase voter participation in important decisions such as leadership, collective agreement and strike votes.



UNION CALLING

## VIRTUAL UNION TOWN HALL

Union Town Hall's leading edge technology allows union leaders to interactively communicate with hundreds, thousands, even tens of thousands of members, in real time.

**Strengthen your union with Union Calling's easy to use, affordable, and exciting new service.**

- ✓ A stress-free complete service package.
- ✓ Expert advice on how to engage the audience.
- ✓ Fast response to urgent situations.
- ✓ Proven event promotional strategies.
- ✓ Comprehensive statistical reports.

[unioncalling.ca/townhall](http://unioncalling.ca/townhall)

Administrative Headquarters in the  
Ontario Federation of Labour Building

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## EFFECTIVE

Union leaders know the five forces that reduce meeting attendance:

**Time. Distance. Weather. Relevance. Interest.**

Union Town Hall eliminates the first three problems. It takes no time to travel to a virtual meeting which can be attended from anywhere, regardless of the weather. It's up to the union to address the Relevance and Interest factors. This is made easier by these Union Calling features:

- ✓ **YOU** control the agenda, decide who speaks, and determine which questions are most relevant to the issues at hand.
- ✓ **YOU** keep the meeting on track, without interruptions or disruptions – and decide when it's time to wrap it up.
- ✓ **YOU** keep members engaged and interactive with poll questions and instant feedback.
- ✓ **YOU** have the advantage of Union Calling's great experience on how to immediately engage your audience and keep a high meeting retention rate.

**Contact Union Calling for a no-obligation consultation and estimate if you are considering a Virtual Union Town Hall**

## ECONOMICAL

How much does it cost to conduct a physical membership meeting?

- ✓ It's not just the direct costs to the union. It's not just the cost of the facility where the meeting is held, or the cost of the meeting notice, paperwork, refreshments and staff time. These are the smallest costs.
- ✓ The largest costs are borne by the individual members who decide to attend a union meeting: the cost of their public transit or gasoline, a cup of Timmy's, possibly even child care. A Union Town Hall eliminates all monetary costs to the members attending a union meeting.
- ✓ For the union, the direct cost per member is low – typically between 20 to 40 cents per invited member, depending on list size. If charges for the event are more than that, it was a successful meeting – and still very inexpensive.



## EASY TO USE

As with all Union Calling services, Union Town Hall is easy to use. We take care of all the technical details.

### HERE'S WHAT YOU DO:

- ✓ Call Union Calling for a no-obligation consultation and estimate.
- ✓ Set the date and time of your Town Hall. You can even send a Voice Broadcast to invite people beforehand.
- ✓ Decide who you want to be in the meeting. Choose all or part of your membership, or the general public. You provide the call list, and we'll make sure everyone is included.
- ✓ Prepare an agenda, including any polling questions you will want to ask the members.
- ✓ Call in, communicate your message, and receive feedback from participants. You have full control over the program! Take questions, hear comments, and receive voice messages after the meeting. We even provide webcasting if you want to add visual content to the meeting. And we'll record the entire thing, so you can post all or part of the event on your website.

### HERE'S WHAT UNION CALLING DOES:

- Everything else! This includes:
  - ✓ Arranging for the necessary telecom and internet broadband capacity needed for the size of your meeting.
  - ✓ Sending out your Announcement of the meeting's time, date and purpose.
  - ✓ Technically supervising and monitoring the event from start to finish and advising you on how to get the most out of the experience.
  - ✓ Providing experienced Call Screeners or training union-provided screeners.