



# PMAT Guide: How to Organise a Public Meeting

## 1. NAME YOUR PUBLIC MEETING

- Create a name that instantly conveys the purpose of your event.
- What is the purpose of your event & what're you hoping to gain from it?

## 2. CHOOSE YOUR PUBLIC SPEAKERS

- Choose your public speakers
- Determine their availability before booking your public meeting venue.

## 3. BOOK YOUR VENUE

Things to consider when booking your venue:

- Cost
- Does the venue require insurance?
- Size
- Accessibility
- Parking
- Facilities e.g. projector, screen, microphones etc

## 4. INVITE KEY PEOPLE

- Invite your Local, State and Federal representatives and candidates running for election. You can find a full email contact list of all Tasmanian political representatives on PMAT's website: [planningmatterstas.org.au/take-action](http://planningmatterstas.org.au/take-action)
- Invite local media
- Invite key business/Chamber of Commerce
- Invite local people – everyone in your network and ask them to do the same

Information to include on your invite/promotional material:

- Day/Date/Year
- Time
- Public meeting title
- Speaker/s
- Hosted by – Name of group if required
- Venue – Building name and street address
- Event contact – Include a contact for further information. A phone number is best, but an email will be sufficient.

## 5. PROMOTE YOUR EVENT

- **Letterboxing** – At least 2 weeks prior to event. Prioritise areas close to venue. If affordable, pay your local post office to deliver. E.g. Create 3 x DL fliers per A4 page.
- **Postering** – Put up posters in your local area.
- **Email invite** – Invite your networks.
- **Facebook Event** – You can invite people & groups to attend via a Facebook Event.
- **Post for Social Media** – Encourage people/groups to share your post to promote the event.
- **Website** – Promote via your own or other websites.
- **Advertise in Regional/Local News** – E.g. Meander Valley Gazette, Flinders Island News, North Eastern Advertiser, Kingborough Chronicle, The Valley Voice, Huon News.
- **Promote via Talkback Radio**
- **Word of Mouth** – Speak with everyone you know and encourage them to spread the word.

## 6. DRAFT YOUR RUNNING SHEET

### Ideas for chairing the meeting/running sheet:

- Welcome
- House keeping
- Acknowledge traditional owners
- Thankyous
- Welcome elected representatives
- Purpose of meeting
- Outline how the meeting will run
- Speakers speak
- Open the floor to questions
- Motions – if required
- Meeting closes

## 7. PRINT TAKE HOME ACTIONS & INFORMATION

- **Propose Actions** – Think about actions your attendees could take during or after the public meeting.
- **Flier** – To be left on seats with what people can do to get involved in the campaign with key actions and information.

## 8. ENCOURAGE PARTICIPANTS TO RECEIVE EMAIL UPDATES

Create an email sign up form where attendees can provide their contact details. Let them know this is where they will receive email updates with key actions and information. If you have an online sign up form consider using a QR Code.

Form information could include:

- First & last name
- Email
- Phone Number
- Post code