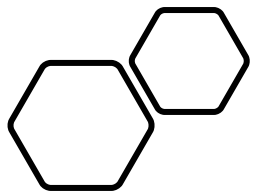




VIRTUAL TOWN HALLS

ETHELO

 converso



About



LEADING AUTHORITY ON THE
USE OF VIRTUAL TOWN HALLS,
OVER 300 EVENTS SINCE 2016



UNPARALLELED LEVEL OF
SERVICE AND SUPPORT, FROM
PRE-EVENT PLANNING TO ON-
SITE IMPLEMENTATION



BEST-PRACTICES FOR
ENSURING A HIGH-QUALITY,
REPUTATION-ENHANCING
OUTCOME



EXPERIENCE WORKING
WITH HIGH-PROFILE
LEADERS, INCLUDING
PREMIERS, CABINET
MINISTERS, MAYORS AND
SENIOR STAFF

Alberta

Manitoba



Toronto

MISSISSAUGA

CHESTERMERE

REGIONAL MUNICIPALITY
OF WOOD BUFFALO

Select Public Sector Clients

Projects Include

- Budget Consultations
- COVID-19 Response
- Wildfire Response
- Consultation in Single-Use Plastics
- Resilient Cities
- Provincial Park Consultation

converso

- 17 Sessions in 30 days
- 40,000-50,000 each
- Subject Matter Experts directly connected to evacuees
- Updates with critical information on shelter, emergency funds, fire status, etc...



CASE STUDY

Fort McMurray Wildfire Emergency Communications

Providing evacuees reliable, real-time, up-to-date information, directly from the source.

In May 2016, a wildfire raged through Northern Alberta and the Fort McMurray area forcing the evacuation of over 80,000 people. The fire destroyed 2,500 structures in the city, including entire neighbourhoods, and has the distinction of being the largest natural disaster in Canadian history. At its peak, the wildfire covered 575,000 hectares of land.

As part of its emergency response, the Government of Alberta needed a way to communicate directly

with evacuees to keep them up to date on the latest information, condition of their neighborhoods, distribution of financial assistance, predictions for when they could return to their homes and what to expect once they were able to return.

In times of crisis, information is everywhere, but accurate information is in short supply. With no access to landline phones, how could the Government of Alberta effectively communicate with evacuees and answer their questions?



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Solution.

In collaboration with Converso Engagement Services Inc., and utilizing Broadnet's patented telephone town hall technology, the Government of Alberta brought together the Canadian Red Cross, the Insurance Bureau of Canada, the RCMP and others who were part of the response effort to connect with evacuees. The government initiated a series of 17 events from May 9 to June 8. During this time, it was able to connect with over 161,000 total event attendees during seventeen, 90-minute events. By contacting evacuees on their mobile phones, or on landlines in areas to which they had relocated, the government and its partners were able to communicate up-to-the-minute information, answer evacuees' most pressing questions and, most importantly, make subject matter experts with the most up-to-date knowledge available on each town hall.

Furthermore, in an effort to protect the wireless network infrastructure, the events were concurrently live streamed over the web to desktop, tablet and mobile devices. Audio from the events was also posted online following the event, further spreading the vital information.

"We set up these telephone town halls in order to provide evacuees with as much information as we could in an unfiltered way."

MUNICIPAL AFFAIRS MINISTER DANIELLE LARIVEE

Results.

The interactive, personal contact from Alberta leaders and emergency experts resonated with evacuees, making it easier than ever to convey correct, critical information in real-time. During the series of events, 8,044 questions were asked by evacuees (522 were answered live) who participated for an average of 31-minutes across telephone and streaming technologies.

The response from evacuees was highly positive and they praised the Government of Alberta and its partners for their effective communication in a time of need.

"Thank you for holding this forum, it's outstanding for the people of Alberta that are displaced to be able to be contacted this way."

TELEPHONE TOWN HALL PARTICIPANT

Event Stats.

- 161,323 Event Attendees**
 - » 143,596 by phone
 - » 17,727 by streaming
- 31 Minute Avg Duration**
 - » 28 min average on phone
 - » 34 min average on streaming
- 8,044 Participant Questions**
 - » 5,193 by phone
 - » 2,851 by streaming
- 97% Avg Connection Rate**
 - » 44% live answer
 - » 53% answering machine

Event Hosts.

- Rachel Notley**
Premier of Alberta
- Danielle Larivee**
Minister of Municipal Affairs,
Government of Alberta
- Sarah Hoffman**
Deputy Premier and Minister of
Health, Government of Alberta
- Oneill Carlier**
Minister of Agriculture and
Forestry, Government of Alberta

Other subject matter experts on the events included:

- David Morhart**
Human Services, Alberta
- Scott Long**
Alberta Emergency Management Agency
- Chad Morrison**
Alberta Wildfire
- Dr. Karen Grimsrud**
Chief Medical Officer of Health

Government officials and staff were supported by:

- » Canadian Red Cross
- » The Insurance Bureau of Canada
- » The Regional Municipality of Wood Buffalo Regional Emergency Operations Centre

Contact: Carl Mavromichalis, ABC | Converso Engagement Services Inc. | 888-982-9594 | www.converso.co





Annual Budget Consultations

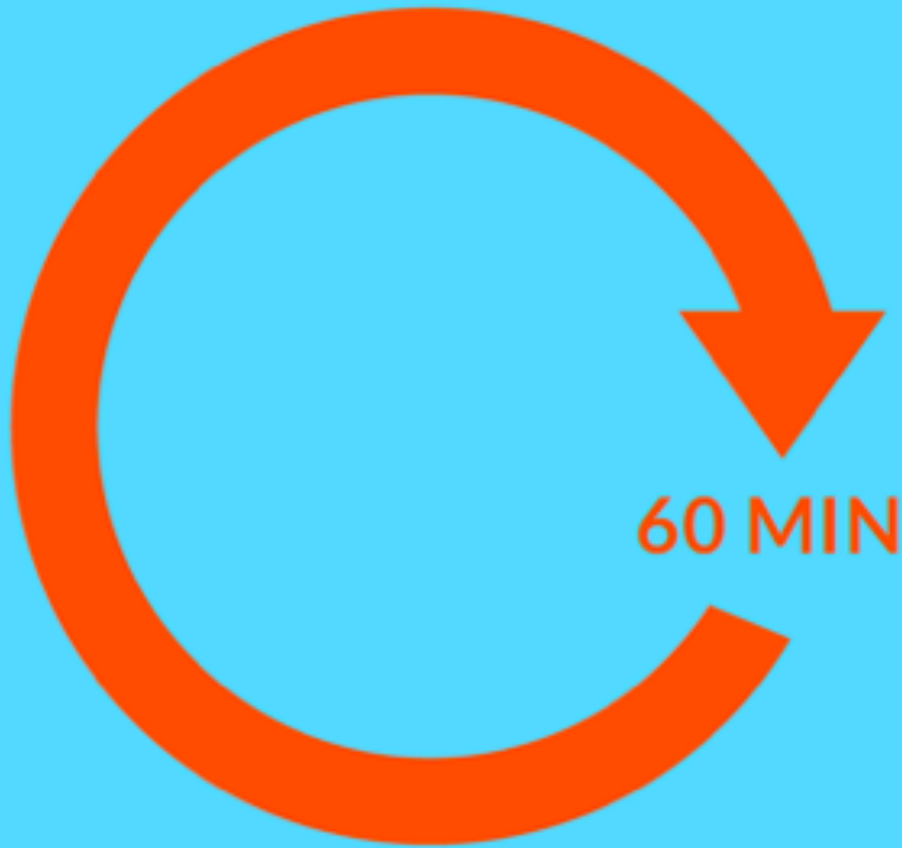
- 400,000+ phone numbers over two sessions
- Northern and Southern Alberta
- Mix of Cell and Landlines
- Regularly consult over 35,000 Albertans
- 2016, 2018, 2019 (2), 2020

City of Toronto



- Single Use Items Consultation
- 50,000 randomly selected residents, two sessions (1 daytime, 1 evening)
- Phone and livestreamed presentation
- Over 10,000 participants





How It Works

- Live Q&A
- All participants on mute
- System dials participants in phone list (can be procured)
- Automatically connect into session
- 60 min
- Poll questions
- Logging participant comments