

Most town halls fall flat for the same reason every time: they operate as monologues, not conversations. Leadership talks. People nod along. Everyone leaves with almost nothing gained and feeling roughly the same from when they arrived.

Within Kollysphere, we've run enough of these to know the difference separating a town hall people remember from one they merely survive. The gap isn't budget. Design is the variable.



Start With One Question

Ahead of venue selection, before agenda, before slides enter the picture — decide what people should do differently after the session. Not what they should feel. Not what they should know. Do.

If the answer is vague, the session will be vague. A specific answer — take up the new process, send questions in advance, stop using three systems — the design becomes obvious.

Structure: The Kollysphere Three-Block Format

Block One: Setting the Scene

Fifteen minutes, maximum. Where things stand, what changed since last time, what's coming. No meandering. No thanking every department. Anyone who stretches this section [event organizer kuala lumpur](#) lose the room before anything useful happens.

Block Two: The Difficult Conversation

This is the block most companies skip. Pick the one topic already being whispered about around the office — restructuring, a merger, a policy change, a bad quarter. Deal with it openly. Twenty to thirty minutes. No spin.

Omit this and the entire event feels hollow.

Block Three: The Open Floor

Thirty minutes minimum. Organised, not free-for-all. Questions submitted in advance, ranked by colleagues, answered in the room. Skip live questions and you're not running a [event management event company event organizer malaysia](#) town hall.

Format Choices: In-Room, Hybrid, or Fully Virtual

In-person builds energy but limits reach. A virtual-only format reaches everyone but feels distant. Hybrid is where most Malaysian corporates land — and it's the hardest to execute well.

On a hybrid format, assign someone specifically to the remote audience, and online questions surfaced on one screen as the physical audience's.

Managing Q&A

Gather questions from announcement day. Enable upvotes. Sort into themes. Answer the top ten live. Handle everything else in writing within 48 hours.

Unanswered questions are the single biggest source of post-town-hall cynicism.



Accessibility Matters

A typical Malaysian workplace, you'll frequently have a blend of English, Bahasa Malaysia, and Mandarin speakers. Fix the primary language beforehand. Provide live translation if required. Caption every recording.

Our Approach

Every session starts with a leadership pre-brief before every session. Not a run-through — a candid talk about which questions they're afraid of. That's where the value sits that counts.

We follow up with a same-day pulse — three questions, sent that day. Were you informed? Heard? Clear on next steps? Those answers tell you more than any satisfaction score.



What to Avoid

Running over time. Ducking the obvious issue. Filtering questions until they're meaningless. Reading slides aloud. Closing with no next steps. Treating the virtual audience as an afterthought.

Get those right and your town hall will outperform most of what your people have sat through.

Measuring Success

Attendance is a vanity metric. Track participation — questions asked, poll responses, actions closed. And measure how sentiment moves between the pre-event pulse to the post-event one.

That gap is the entire purpose that matters.