

## **Planning an All-Candidates Meeting**

### **Why sponsor and all-candidates meeting?**

- They are excellent opportunities to place post-secondary education issues before the public.
- They place candidates in a situation where they must make statements on our issues for which they can later be held accountable.
- All-candidates meetings provide a forum where faculty association members can make important personal contact with candidates.
- The meetings provide faculty associations with increased visibility to the candidates, the media, and the public.

### **10 Tips on Planning a Successful Meeting**

1. Consider staging the event in cooperation with the students' association, the administration, and other campus groups and unions. If practical, work with other faculty associations in your area. This will not only allow the work of organizing the event to be shared more broadly, but will provide a larger pool of potential meeting attendees.
2. Choose a venue that is accessible to people from the university and the community. Public parking should be nearby, public transit should be available, and the venue should be equipped to accommodate people with disabilities.
3. Book a room early, and choose one that you can fill with people. You will have a much more energetic and lively meeting if the room is filled to capacity. Arrange for refreshments if possible.
4. If the room is relatively large, or has poor acoustics, make sure that you arrange for microphones, a sound system, and a technician to operate the system. You may wish to set up a podium for candidates to use.
5. When inviting candidates, offer several possible dates and try to have some flexibility.
6. Consider holding a reception, either before or after the meeting, for the candidates and the key event organizers. This provides an opportunity to informally discuss issues and meet the candidates.

7. Decide on a format. A series of short speeches by the candidates followed by questions from the floor is standard. Typically, you should use a moderator familiar with both rules of order and higher education issues.
  
8. Publicity:
  - a. A few days before the meeting, email a news release to all the local media outlets informing them of the details. Follow up with media on the day of the event. OCUFA staff can help you generate a list of media contacts for your association.
  - b. Approach the public access television station to see if they would be prepared to broadcast the meeting.
  - c. Contact faculty association members, as well as other campus and community groups in your area.
  - d. Provide a media table for material to be handed out to media and attendees, including OCUFA election material and candidate information.
  - e. Assign people to meet and greet media.
  - f. If you have them, you can use social media channels (Facebook, Twitter, YouTube) to publicize the event.
  
9. Have some people prepared to ask questions to get everything going. If possible, record the event.
  
10. Follow up:
  - a. Send thank-you letters to candidates and moderator.
  - b. Send out a follow-up media release about the meeting.