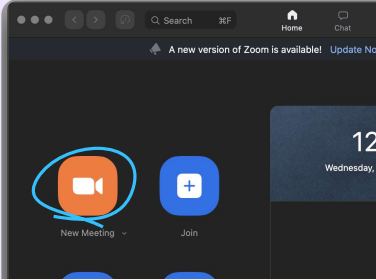


## Getting Started

**1** Open a "New Meeting" in Zoom (you will be the only participant).

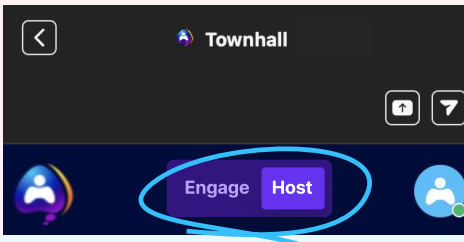


**2** Click on the "Apps" button in Zoom, search for Townhall and add to your Zoom account.

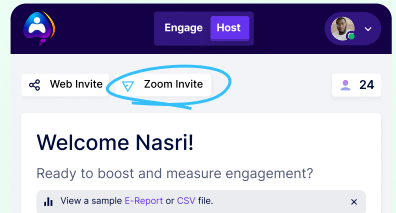
*PRO TIP: If you have used Townhall before, you should see the app in the list. If you do not, check to make sure you are logged into Zoom.*



**3** Easily toggle between Hosting and Engaging in the meeting. Post reactions in the Engage view.

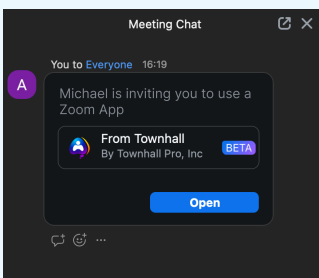


**4** In order for Townhall to track engagement, your attendees also need to be in Townhall. To invite them, click the paper airplane icon or click "Start". This will send an invite to the chat.

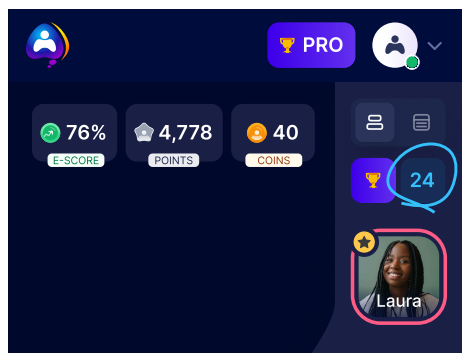


**5** After you invite attendees to Townhall, the chat will fill with the below. Make sure your attendees join!

*PRO TIP: Send Townhall to your attendees BEFORE the meeting with this link to save time → <https://marketplace.zoom.us/apps/mv3-jMnoR1WsQBgfZhNeQ>*



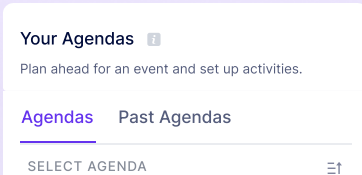
**6** As attendees open Townhall, you will then see them show up in the side panel and your attendee count will increase.



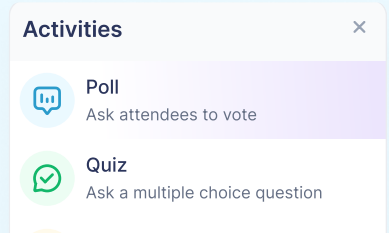
## How to Track and Boost Engagement

**1** Townhall is structured around Agendas, with attendee engagement data linked to each. Plan Agendas in advance or create them on the spot during sessions. Access planned or past Agendas here.

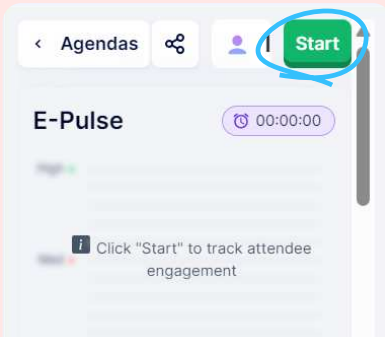
**PRO TIP:** Running the same Agenda? Simply make an instant copy!



**2** Add Activities to an Agenda to boost engagement!



**3** Click the green "Start" button to track attendee engagement.

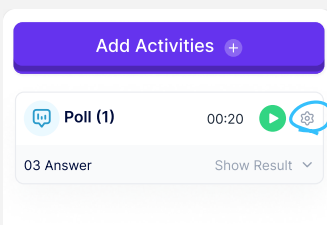


**4** E-Pulse provides continuous *real-time* audience feedback. Notice engagement dropping? Give an Activity or ask attendees to post reactions in Townhall!

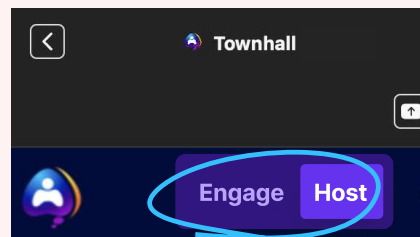


**5** Click the settings icon highlighted below to adjust Activity details (title, duration, etc.)

Click the **"Play"** button to run an Activity.



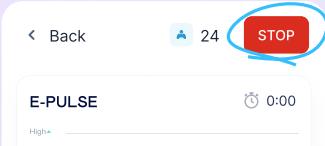
**6** **PRO TIP:** Toggle to the "Engage" screen and post reactions to the crowd. Create some energy and they will follow!



## How to Get Zoom Attendance and Individual Engagement Data

**1** Attendance and engagement data for each learner is seamlessly generated by clicking "Stop".

**PRO TIP:** This Agenda is now in "Past Agendas" tab. Attendee data is organized by Agendas.



**2** Click "E-Report" for attendee leaderboard and engagement insights, including participation, and engagement boost from Activities.



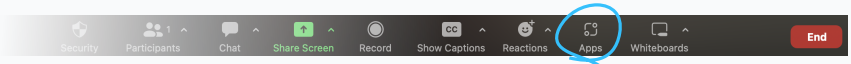
**3** Get attendance data and detailed engagement data for each attendee by clicking "**View Full E-Report**". Export to .CSV format for easy analysis!



## FAQ

### The attendee doesn't see the apps button

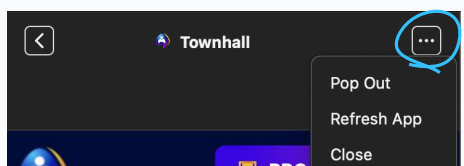
The learner is either on mobile, joined via the Zoom browser version, or does not have the most recent version of the Zoom client. Ask the attendee to either join the web version of Townhall (pg 2, step 2) or upgrade their Zoom client. [https://zoom.us/download#client\\_4meeting](https://zoom.us/download#client_4meeting)



### I go full screen, but lose the Townhall app?

We recommend 'popping out' both the Townhall app and the Zoom chat screen. To pop out the chat: Click chat, then the drop down arrow on the upper left, then 'pop out'. To pop out Townhall, click the three dots on the upper right (shown below), then select 'pop out'.

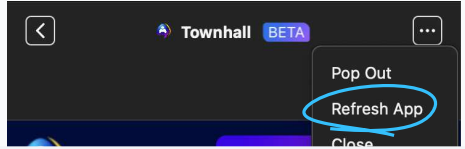
**PRO TIP:** If Townhall disappears, simply click the "Apps" button in Zoom



### How do I get into Townhall?

Login to your Zoom account. Then simply connect the [Townhall Zoom App](#) from the marketplace.

*PRO TIP: Click "refresh" if you experience any IT issues*



### Some participants do not have a Zoom account or do not have Zoom apps. What should I do?

Easy! Invite attendees to join via the Townhall web link from the Host view. Copy the link and paste in the chat as shown on page 2, step 2.

### When can I create Agendas and Activities?

You can create an Agenda at any time! Either plan ahead and build your Agenda and Activities. Or if engagement is dropping, quickly spin up an Activity in the moment.

### I see my Activities, but I can't play them?

The Agenda is not active and you are not tracking engagement. Click the green start button to track engagement. If done properly, the play button will turn green as shown on page 2, step 5.

### How can I save time creating Agendas and adding activities?

Simple. Click the "duplicate" icon on any Agenda. This will make a copy that you can edit in seconds!

### I can't find an E-Report that I created previously?

Go to the Agendas screen. Click "Past Agendas" tab and search for the desired Agenda. Click on the "E-Report" tab.

### Do I have to be the Host of the meeting to track engagement? What if someone else scheduled the meeting?

In Townhall you can track engagement as a host or co-host! Simply ask the host to make you the co-host and now you can track engagement in real-time!

*PRO TIP: Townhall cannot monitor the Zoom chat, so encourage your attendees to participate in Townhall.*