Converso | 10 years

Operating since 2016 · 600+ events
converso.co/town-halls



You've held the open houses. Posted the surveys. Sent the newsletters. And the stakeholders most affected by your decisions still feel like they weren't part of it. Converso gives them a direct line in — live, two-way, on the record. No internet. No registration. Just a phone call that reaches people wherever they are.

THE PARTICIPATION GAP — WHAT THE RESEARCH SAYS

86%
say governments should consult before major decisions
EKOS Research Associates, National Democratic Engagement Survey

83%
say governments should do more to listen between elections
Samara Centre for Democracy, National Democracy Survey

68%
believe elected officials don't care what people like them think
SFU Morris J. Wosk Centre for Dialogue, n=3,524

37%
feel they have a real say in what their organization does
Environics Institute, Trust and Democracy Research

86% want to be heard. 37% feel heard. The gap between those numbers is where trust is lost — or won.

Organizations that leave that gap open don't just miss people — they lose the trust to lead.

HOW IT WORKS — THREE STEPS

1. Tell us about your event
Audience, timeline, goals. We quote within one business day and design everything around your objectives.

2. We design and produce
Scripting, spokesperson briefing, dial list, live facilitation — fully managed, start to finish.

3. You show up. We run it.
You lead the conversation. We handle everything else — including the transcript and post-event report.

Telephone town halls · Hybrid & virtual meetings · Live operator moderation · SMS & voice broadcast. From 500 to 400,000 participants.

ORGANIZATIONS THAT GOT IT RIGHT

BUDGET CONSULTATION
Govt. of Alberta — Annual Budget Town Halls, 2016–2025
285,000 Albertans heard from — nine years running
3,940 questions answered live on air
Returned every year. Sole-source provider.

EMERGENCY RESPONSE
Fort McMurray Wildfire Evacuation — 2016
58,000 displaced residents reached by phone
17 town halls in four weeks — Premier on the line
No internet. No registration. Just answers.

UNION BARGAINING
AUPE — Bargaining Town Halls, 2020–2025
95,579 members heard from across four units
12,258 questions captured on the record
Day shift, night shift, rotation workers — all reached.

★★★★★

"I have never experienced a more effective way to communicate with, hear from, and get crucial input from thousands of members at the same time. Our members can ask direct questions of their elected leaders — a powerful tool for collective voice."

Guy Smith, President
Alberta Union of Provincial Employees (AUPE)

★★★★★

"I have used Converso's services during times of urgency — wildfires, floods, COVID — and experienced firsthand their ability to adjust and execute regardless of changing timelines. The customer service offered regularly exceeded my expectations."

Sarah Murrant
Executive Director, Communications & Engagement — Government of Alberta

Named clients: Government of Alberta (sole-source) · City of Toronto · Regional Municipality of Wood Buffalo · Alberta Emergency Management Agency · Ontario Medical Association · Vancouver Coastal Health · Province of Manitoba · AUPE · UFCW 401 · New Brunswick Union · Heiltsuk Nation

Don't just go through the motions — lead with confidence. Organizations that genuinely hear from the people they serve don't just make better decisions — they build the trust to lead.

Carl Mavromichalis
President & CEO, Converso
carl@converso.co · 1 888 982 9594
Converso Inc. · 401 Bay Street, Suite 1600, Toronto ON M5H 2Y4

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