

What they see is what you get

Set yourself and your participants up for success by shaping expectations as accurately as possible – even when you advertise an event. Small differences in language can make a big difference in aligning expectations.

For example:

We plan to:	We say:	Residents think:
<p>Make a formal presentation about plans that are well underway, leaving some time for Q&A at the end.</p>	<p>PUBLIC INFORMATION NIGHT</p> <p>Join us to learn more about a new community hub coming to your neighbourhood.</p> <p>City Hall, 123 Municipal St. Presentation starts at 7 p.m.</p>	<p><i>"I want to hear that presentation."</i></p> <p><i>"I can't get there at 7 p.m. – is it worth showing up at all?"</i></p> <p><i>"I wonder if I'll have a chance to give my input?"</i></p>
<p>Post plans on the walls and have subject matter experts on hand to answer questions if asked.</p>	<p>COMMUNITY HUB OPEN HOUSE</p> <p>Share your ideas about the new community hub being considered for your neighbourhood.</p> <p>WHEN June 8th Drop in between 7–8:30 pm</p> <p>Where City Hall, 123 Municipal St.</p>	<p><i>"I have some ideas about that."</i></p> <p><i>"I'm glad they're consulting local residents."</i></p> <p><i>"I don't know if I have much to contribute, but I want to hear what my neighbours think."</i></p>