

**Townhall Session Guidelines**  
**Academy of International Business Annual Meeting**  
**New Orleans, LA, June 27-30, 2016**

Dear AIB Townhall session organizers:

Thank you for organizing the inaugural Townhall session at the 2016 Academy of International Business (AIB) Annual Meeting in New Orleans, Louisiana.

The Townhall format provides an opportunity for AIB scholars to interact and share new ideas that are not well formulated but that have the potential for changing the way we think and act. Its format is informal, designed for AIB members with similar interests to network and build a sense of community within the AIB, and explore new ideas and potential collaborations in a forum open to all interested AIB members. A Townhall session is not a papers session or panel session; therefore, suggestions for their preparation differ. Here are some recommendations for how to conduct your Townhall session:

**1. Plan With Your Fellow Organizers**

Since there are no formal presentations but rather informal discussions of a topic and both organizers and audience have an opportunity to share their thoughts and ideas around it, the organizers should plan on what they will discuss on the proposed topic or ideas and the order in which they will discuss those ideas. Everyone on the Townhall proposal should have some ideas ahead of time of what and how they will approach the topic (e.g., why they are interested in the topic, what they have done and want to do in terms of research on that topic or idea and why, challenges of doing research on it, etc.).

**2. Make a Quality Opening**

Please make a quality opening statement to start the Townhall session. The statement can be short, expressing your view, explaining why the topic is important to you, establish a position, suggesting some ideas for research, etc. Please explain in your ideas and arguments around the proposed topic, and avoid getting bogged down by peripheral details.

**3. Manage Your Time**

Since the Townhall session is 60 minutes long, please make sure that all organizers share their views and there is plenty time for the discussion and interaction with the audience. There are two types of Townhall session by size, one where the intended audience is less than 20 and another where the intended audience is more than 20. Please manage the discussion to maximize the number of people that participate and avoid the conversation being monopolized by a few people.

**4. Provide a Thoughtful Closing**

After the conversation and discussion among the organizers and the audience, it will be helpful to have a short closing remark. In it the organizers can summarize the key points expressed in the discussion, explain how these can potentially be researched and change our way of thinking and behaving, and provide some suggestions for how to continue the conversation after the Townhall session.

I hope you find the above suggestions useful and I look forward to seeing you all in New Orleans!

Annique Un, Northeastern University  
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