



EVENT BRIEFING MEMO

TO: Thayne M. McCulloh, President

CC: Julia Bjordahl, Executive Assistant

FROM: Name
 Title
 Department
 Office: 509-313-XXXX
 Cell: XXX-XXX-XXXX
 Email Address
 On Site Contact: Name, c: XXX-XXX-XXXX

DATE: Date of Event

SUBJECT: Title of Event

EVENT NAME

Date of Event (ie: Thursday, November 22, 2013)

Location

Time frame (ie: 9:00 a.m. – 12:30 p.m.)

ADDRESS & DIRECTIONS:

(Give exact address and driving directions if location is not on campus)

PARKING:

(Give directions to parking lot/garage along with any necessary parking pass)

PURPOSE:

(Provide two or three sentences, what do you hope to accomplish by having Dr. McCulloh at your event)

DESIRED OUTCOME:

(Provide two or three sentences)

ATTENDEES/AUDIENCE:

(Provide a brief description, e.g., “Spokane-area business and civic leaders”)

ADVISED ATTIRE:

HISTORY OF THE EVENT:

(Provide two or three sentences)

ROLE:

(Indicate specific expectations of Dr. McCulloh, including if he is speaking and duration of speech)

AGENDA:

(Provide specific times, expected arrival of Dr. McCulloh and event program)

PRESIDENT'S TABLE:

(Please provide names and brief bios for each of the guests seated with Dr. McCulloh, see below for example)

- Jane Doe – former parent, founder of ABC, Inc., avid golfer and passionate about the Women's Golf program

SPEAKING POINTS:

- Introduction
(Please include anyone that Dr. McCulloh should acknowledge, e.g., event sponsors, elected officials, etc.)
- 4-6 key points to emphasize
- Closing remarks