## 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