**Briefing: Name of event**

**Full date of event**

**Time of event**

Location of event

Event contact/s: Contact name and phone number

Exec comms staffing: Contact name and phone number

Attire: Casual or Business Casual or solid colors; no white or green

Agenda: What is the executive doing at this event?

Background:

A few sentences to provide background on what this event is, why it’s important, etc.

Audience:

Who is the audience? Internal? External? How many people? From what area(s) of the business? If it’s under 50 people, please include an attendee list at the end. If it’s under 15 people, please include headshots as well.

Staging:

Microphone (Lapel or Handheld)? Stage? Downstage Monitor Notes? Seated or standing? If seated, what kind of seats? If standing, is there a podium or is he standing on his own? Will there be a photographer? Will there be a videographer recording the session? If relevant, put a blueprint of the room set-up here as well.

Recommended talking points (15-17 mins):

|  |  |
| --- | --- |
| **Time stamp in minutes – for example “3 min”** | **Talking Point Topic*** Talking point 1
* Talking point 2
* Talking point 3
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Bonus Material

Attendee List

Event Agenda (high-level view)

Other misc. material like product/solutions profiles, customer wins, etc.

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