# SEES Event Briefing Information

**Event:**
(Name or description of event- please also rename this document with the program name and/or date included)

**Event Theme:**
(Provide any theme or unique event information)

**Day/Date:**
(Include day of week and date)

**Event Time:**
(Include event start and end times)

**Arrival Time:**
(Suggested arrival time)

**Attire:**
(Specify: Business, Black tie, Casual, etc.)

**Location:**
(Include exact address – if event site might be difficult to find or is an “unfamiliar” location, also include directions)

**Parking Location:**
(Include a specific location and/or a map. If a parking pass is needed, please include)

**Local/Onsite Contact:**
(Include the name, title or affiliation with group, and cellular phone number of a person who will be at the event and is responsible for the logistics of event.)

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**# People Attending:**
(Include the number of people attending, as well as an attached guest list if available)

**Elected Officials / VIPs Attending:**
(List names of elected officials or VIPs & their titles, if necessary please attach separate list)
Press: (If event is open to press, please note and list names of any known members of media attending; if not open to press, please indicate)

Role: (Indicate what is expected at the event – could be brief remarks, 10–15 minute speech, meet and greet, be a guest – specify whatever the role is)

Speaking Topic: (If applicable, please indicate the topic, or suggested topic)

Event set-up: (If applicable, please attach the program’s agenda with specific times - need to know who else is scheduled to speak, with the speaking order listed. Please also include bios of participants if available.)

Introduced by: (If applicable, please indicate who will be making introductions.)

Additional information on the event:
- Indicate any attachments being included with briefing form.
- Include any other pertinent information about the event that we might need to know that is not included elsewhere on the form or reference other attachments.
- Include information about the sponsoring organization and bios if appropriate.
- Include recent news articles related to group or geographical location of event if available.

Internal Event Briefing Information
(SEES’s Unit to fill in this information)

Talking Points:

Staff Attending:

Program Highlights/Major Topics: