



OLD DOMINION
UNIVERSITY
I D E A FUSION

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.)*

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)*

Prepared by (List Preparer Here)

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

Talking Points:

Staff Attending:

Program Highlights/Major Topics: