***Briefing Memorandum***

**WHAT IS THIS TEMPLATE FOR?**

This memo is to advise and prepare that the President for his participation in a function that the President already had agreed to in principal. Preparing the President guarantees successful results out of the function.

**INSTRUCTIONAL NOTES**

Please ***do not*** copy this cover page, instructional notes and examples between brackets like [this] in your actual memo.

Quality control is the responsibility of each AUC member whose name appears on the memo.

The text should be free of errors of substance and form. Please run the content of your memo by [Grammarly](https://app.grammarly.com/) and refer to [AUC’s editorial style guidelines](https://www.aucegypt.edu/campus-life/services/editorial-style-guide).

Please fill in the briefing memo below, print it and have it signed by your area head before submitting it to the President.

**DEADLINES**

In case of an event or interview: Five working days in prior.

In case of a meeting: Two working days in prior. Five working days prior to President’s departure from Cairo if the meeting is abroad.

**BRIEFING MEMORANDUM**

TO : President

FROM : [Insert name and job title of direct reportee to a Senior Leader]

*………………. [sign here after printing] …………….*

DATE : [Insert date of submitting the memo to the Senior Leader]

THROUGH : [Insert name and job title of the Senior Leader]

*………………. [sign here after printing] …………….*

CC : [Insert name of relevant offices for post facto coordination with other AUC seniors on issues inter-disciplinary import. This indicates that the briefer recognizes that CC’d party likely has at least a passive executive interest in the subject matter]

SUBJECT : [Insert name of function. Example #1: “President’s Meeting with CEO of Company X”. Example #2: “Visit of Minister X to AUC”]

**What:** [Briefly describe the function and its format, e.g. meeting, interview, lunch, ceremony, etc… note any dress codes other than “business”]

**Who:** [List all meeting participants or stakeholders involved whether internally or externally. List only key participants for mass events. Describe their previous or current relationships with AUC, as appropriate]

**Why:** [Describe the purpose and desired outcomes of the function]

**How:** [Describe the strategy or arrangements required to produce a successful outcome, e.g. public affairs, media, or photographic services that are often required. Note any other technical presentational arrangements or services, such as any special security arrangements or protocol]

**When:** [Insert the date and time of the already scheduled function]

**Where:** [Insert the venue of the already scheduled function]

**Background information:**

[Below are guidelines to help you draft the content of this section IN NARRATIVE STYLE:

* What are the full AUC’s objectives and intended results from this function?
* What else does the President need to know in order to help AUC achieve the respective objectives?
* Briefly summarize any background information on topical issues which the President should know.
* Where appropriate, address budgetary issues – that is, answer the question: how much?
* Insert facts and figures where applicable.
* Provide all necessary information from a full AUC “team” or senior executive perspective.
* “Think corporate”: Which other AUC members and outside parties should be involved or may be affected? Has the briefer considered all the possible interests of other AUC colleagues from other departments, schools, administration operating units, and constituent community elements – students, parents, and donors as well as faculty and all staff elements?
* What is the nature of the business of the other parties involved, and their historical and current relations, if any, with AUC?
* What internal or external media arrangements, if any?
* Are there any special security or Government of Egypt protocol considerations?]

**Attachments**

[Attachments, such as graphs, tables, maps, separate articles, etc… may be useful to present further information beyond that summarized in a page or two in the memorandum. List and describe any attachments separately as drafter deems useful - Examples:]

* Tab 1 – [Timeline or “run-of-show” (in case of event)]
* Tab 2 – [Talking points (in case of event). Points of discussion (in case of meeting)]
* Tab 3 – [Guest list (in case of event). Participants list (in case of meeting)]
* Tab 4 – [Bios of all key participants with whom the President will meet]
* Tab 5 – [Organizational or Institutional information of outside visitors or hosts]
* Tab 6 – [Invitation, flyer, brochure]
* Tab 7 – [Any other detailed or voluminous information e.g. website pages, charts, graphs or tables with key data]

**Memo Drafter**

By: [Name] [Title] [Office] [Office phone extension and after-hours personal cellphone #]

Date: [Insert date of drafting]

In coordination with: [Name] [Office] [Office phone extension and after-hours personal cellphone #]. [Remove if not applicable].