**BRIEFING MEMORANDUM**

TO : President

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

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

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

CC : [Insert name of relevant offices coordinating this meeting/event with your office]

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, in brief, 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?
* Briefly summarize any background information on topical issues which the President should know.
* 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?
* Insert facts and figures where applicable.

**Attachments**

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). Participant’s 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]