



**LACP**  
**BRIEFING BOOK**

**[EVENT NAME]**

**[COMPANY EXECUTIVE AND TITLE]**  
**[OTHER PARTICIPANT AND TITLE]**

**[DATE OF EVENT]**

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## ***BACKGROUND ON EVENT***

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### **NOTES TO PR PROFESSIONAL**

This section is designed to present the executive with an overview of what news announcement led to the formation of a media event, why a media event developed to support the news story, and how the executive will be providing value-add to the event.

Be sure to spell out clearly exactly what the executive is expected to say or do to add value. Executives' time is valuable, and given that they don't necessarily participate in media events every day, they want to simply walk into the event, accomplish their objectives, and leave.

Also, note any potential liabilities that the executive should be aware of that might not be captured in the event Q&A. For instance, if a partner in the event has a tendency to over-commit your organization's role in a certain project, alert the executive to the potential issue.

In this section, along with all others throughout the briefing book, it is recommended to use a twelve point font. Many executives experience difficulty reading smaller font sizes. Additionally, given the fact that briefing books often turn into quick-reference guides, it's important to make it as easy as possible to spot the information needed at a moment's notice.

## ***EVENT OVERVIEW***

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**[Venue Name]**  
**[Venue Start through End Time]**  
**[Venue Date]**

The event overview should provide a literal walk-through of the event for the executive. Starting with when the executive begins travel to the venue, Event Overview details what will be happening, when the executive should speak, who the executive might be interacting with, and a physical description of the layout of the venue.

The Event Overview can read more or less like a timeline without the times. The goal is more to draw a mental picture of what the executive should expect than nail all of the event's activities to a clock.

Imagine that you were describing the entire event to your spouse or good friend, that you were trying to provide a mental walk-through of what they'd experience if they were the participating executive. That's what the event overview should provide, with special sensitivity to particular issues or concerns that the participating executive should be aware of.

The next page, the Event Program, is where the reader should get a minute-by-minute breakdown of event activities drawn upon a timeline. By providing such a tight script, an executive gets a feeling for how much time is allotted for each activity. More information is better than less, and it's better for an executive to be over-informed than grasping in front of an audience to figure out what the next step is in the program.

## ***EVENT PROGRAM***

<b>Time</b>	<b>Event</b>	<b>Location and Other Details</b>
<b>1:15 – 1:25 pm</b>	[COMPANY EXECUTIVE] arrives at [Venue Name]	Will travel to [Staging Location]; enter through back entrance and make an immediate right to the venue's offices.
<b>1:25 – 1:38 pm</b>	[COMPANY EXECUTIVE] meets [Participant #1] and [Participant #2] at [Location within Venue]	Meeting will continue until audience enters the auditorium at 1:38; will then proceed to auditorium's back stage area.
<b>1:38 – 1:40 pm</b>	[COMPANY EXECUTIVE], [Participant #1], and [Participant #2] proceed to [Location within Venue]	Auditorium referred to as "Performing Arts Center." Upon arrival, you and other participants will head to seats near a podium, which will face guests and news media
<b>1:40 – 1:45 pm</b>	Opening remarks by [Participant #2]	[Participant #2] will introduce [Participant #1] and [COMPANY EXECUTIVE] to the audience
<b>1:45 – 1:53 pm</b>	Remarks by [Participant #1]	[Participant #1] will announce and discuss initiative and subsequently invite [COMPANY EXECUTIVE] to the microphone
<b>1:53 – 2:05 pm</b>	Remarks by [COMPANY EXECUTIVE]	[COMPANY EXECUTIVE] will make remarks and then exit the podium
<b>2:06 – 2:30 pm</b>	[Participant #1] opens session to Q&A	[COMPANY EXECUTIVE] may be called to the podium to respond to questions concerning [Company]
<b>2:30 pm</b>	END OF EVENT	[COMPANY EXECUTIVE] and team return to ground transportation

## ***PRESS ANNOUNCEMENT***

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[Paste a copy of the press announcement tied to this event here. Use multiple pages, if necessary.]

## **[COMPANY EXECUTIVE] SPEAKING POINTS**

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In this section, provide the executive's speaking points or key messages in a bullet-point format.

The layout of this section is typically contingent of the style, manner, and preference of the executive. Some executive need more notes and details than others. Some follow a tight script while others prefer to 'wing it' with just some general guidelines.

In any case, provide their speaking material in the format that they'll find most digestible. A sample set of bullets is included below.

- Thank you for attending this special event today.
- We're thrilled about this announcement because...
- What the results of this announcement will provide to the target market...
- How our company is contributing...
- How the companies of the other speakers are contributing...
- How our industry is transforming the way people do X...
- We recognize this change and are working hard on several fronts to do Y...
- Proof Point #1 of how we're doing Y.
- Proof Point #2 of how we're doing Y.
- X will be changing all of us, and through this program, we'll help our target market to get ahead.
- I congratulate our other partners for their foresight in initiating this program with us to build a bridge for all of the target market to tap into the opportunities of tomorrow.

## **EVENT Q&A**

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In this section, develop a Q&A for the top 5-7 questions potentially asked of the executive during the event. Be sure to tie the answers back to the key messages of the announcement. It's a good idea to list those key messages at the beginning of the Q&A.

Listed below is a sample event Q&A preceded by a list of key messages.

### **KEY MESSAGES**

- [Company Name] is committed to helping [Target Audience] [in such a manner].
  - Proof Point A
  - Proof Point B
  - Proof Point C
- Through [Company Name], [Target Audience] can tap into new opportunities to [do something].
  - Proof Point A
  - Proof Point B
  - Proof Point C
- [Target Audience] is extremely valuable to [Company Name].
  - Proof Point A
  - Proof Point B
  - Proof Point C

### **COMMONLY ASKED QUESTIONS**

#### **Q. What is the purpose of this program?**

A. The purpose of this program is to [Key Message #2].

#### **Q. Why are you offering this program?**

A. We're rolling out this program because [Key Message #1]. After all, [Key Message #3].

#### **Q. What is your launch timeline?**

A. We're getting this to market as quickly as possible because [Key Message #2]. Look for solutions to be available [Time Frame].

#### **Q. What will be your pricing?**

A. We're working to be very competitive on pricing because [Key Message #3]. Depending on configuration, prices should range [Price Range].

## **[OTHER PARTICIPANT'S] SPEAKING POINTS**

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Be sure to include other participants' speaking points in your briefing book. This way, your executive is able to discern what the key messages are of the partner and ensure to focus on those that are unique to his/her own organization.

The layout of this section is typically contingent of the style, manner, and preference of the executive. Some executive need more notes and details than others. Some follow a tight script while others prefer to 'wing it' with just some general guidelines.

In any case, provide the key messages in a format that they'll find most digestible. A sample set of bullets is included below.

- Thank you for attending this special event today.
- We're thrilled about this announcement because...
- What the results of this announcement will provide to the target market...
- How our company is contributing...
- How the companies of the other speakers are contributing...
- How our industry is transforming the way people do X...
- We recognize this change and are working hard on several fronts to do Y...
- Proof Point #1 of how we're doing Y.
- Proof Point #2 of how we're doing Y.
- X will be changing all of us, and through this program, we'll help our target market to get ahead.
- I congratulate our other partners for their foresight in initiating this program with us to build a bridge for all of the target market to tap into the opportunities of tomorrow.

## **[OTHER PARTICIPANT'S] EVENT Q&A**

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In this section, share the participating organization's top 5-7 Q&A. It's a good idea to split the Q&A between speakers, e.g. one executive addressing all questions on a certain topic while another executive addresses all the questions on a different topic. Be sure to tie the answers back to the key messages of the announcement. It's a good idea to list those key messages at the beginning of the Q&A.

Listed below is a sample event Q&A preceded by a list of key messages.

### **KEY MESSAGES**

- [Company Name] is committed to helping [Target Audience] [in such a manner].
  - Proof Point A
  - Proof Point B
  - Proof Point C
- Through [Company Name], [Target Audience] can tap into new opportunities to [do something].
  - Proof Point A
  - Proof Point B
  - Proof Point C
- [Target Audience] is extremely valuable to [Company Name].
  - Proof Point A
  - Proof Point B
  - Proof Point C

### **COMMONLY ASKED QUESTIONS**

#### **Q. What is the purpose of this program?**

A. The purpose of this program is to [Key Message #2].

#### **Q. Why are you offering this program?**

A. We're rolling out this program because [Key Message #1]. After all, [Key Message #3].

#### **Q. What is your launch timeline?**

A. We're getting this to market as quickly as possible because [Key Message #2]. Look for solutions to be available [Time Frame].

#### **Q. What will be your pricing?**

- A. We're working to be very competitive on pricing because [Key Message #3]. Depending on configuration, prices should range [Price Range].

## **BIOGRAPHY ON [OTHER PARTICIPANT]**

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It's important to include a bio of all other key participants in a media event...preferably with a photo, as well. The reasoning is simple: executives enjoy control of information and avoidance of uncertainty, so they'd rather spend five minutes reviewing a participant's biography and being able to spot them on-site than having to wait for an introduction and not having a grasp of what the person does or has accomplished.

The take-away is simple: give your executive the upper hand in social situations with a concise biography. Here's a sample:



**Frank O'Bannon**  
**Forty-Seventh Governor of Indiana**

Frank O'Bannon was elected November 5, 1996, and inaugurated January 13, 1997.

Governor O'Bannon's top priority is education. He has campaigned for more flexibility and accountability in our public schools and is urging a greater emphasis on early childhood education.

Previously, O'Bannon served eight years as lieutenant governor. That followed 18 years as a part-time legislator in the Indiana Senate, where he represented eight counties in southern Indiana. For the last 11 of those years his colleagues chose him as the Democratic floor leader. Before his election to statewide office, he also practiced law at the Corydon firm of O'Bannon, Funk and Simpson. He is chairman of the O'Bannon Publishing Company in Corydon, publishing weekly newspapers in Harrison and Crawford counties.

Frank O'Bannon grew up in Harrison County. He graduated from Corydon High School in 1948 and received a bachelor's degree in government from Indiana University in 1952. After two years in the U.S. Air Force, he returned to Bloomington to earn a law degree from I.U. in 1957. Also that year, he and his wife, Judy, were married.

[Judy O'Bannon](#) promotes the arts, community development and historic preservation throughout Indiana. She chairs the Governor's Hoosier Millennium Task Force, helping communities statewide take stock of their roots as they work toward a better future beyond the year 2000. Governor and Mrs. O'Bannon live at the Governor's Residence in Indianapolis. They have three children (Polly, Jennifer and Jonathan) and four grandchildren (Beau, Chelsea, Asher and Demi).

## TRAVEL ITINERARY

It's best to include an origin-to-destination-to-origin itinerary format for your executive.

<p>[Event Name] [Event Date]</p>	<p><b>Final itinerary as of October 20, 2000</b> Prepared by Jane Grodzicki, Exec. Asst. Tel: 858-799-3451 Fax: 858-646-0712 Cell: 858-344-4936</p>
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[First Event Date]		<i>[ORIGIN] – [DESTINATION] – [ORIGIN, IF APPLICABLE]</i>
Time	Event	Location & Other Details
7:00 am (PT) – 12:36 pm (CT)	[Aircraft identifier, e.g. Falcon N344GC] [Origin] to [Destination] [List of those on the aircraft]	Depart: [Jet Company (858-555-1234)] @ [Airport Name]  Arrive: [Jet Company (312-555-1234)] @ [Airport Name]  Pilots: [Name] – cell: (858-555-1234) [Name] – cell: (858-555-1234)
12:36 pm – 1:00 pm (CT)	2 sedans providing ground transportation to [Venue] for [Number] passengers. [Limousine Company Name] (858-555-1234) Confirmation: [Conf. Numbers]  Drivers will wait; then transport as directed with final stop at the airport.	Pick up: [Jet Company (312-555-1234)] @ [Airport Name]  Drop Off: [Venue] [Venue Address] [Venue City, State]  Contact: [Name] (858-555-1234)
1:15 pm – 1:25 pm (CT)	Introduction to [Participating Executive]	[Meeting Locale]

## ***TRAVEL ITINERARY (CONTINUED)***

1:30 pm – 1:45 pm (CT)	Press Conference and Ceremonial Signing with [Participant's Name] <ul style="list-style-type: none"> <li>• Opening remarks by the [Participant]</li> <li>• [Executive]'s remarks</li> <li>• [Participant] to wrap up</li> </ul>	[Venue] [Contact] will introduce [Participating Executive] and [Executive].
1:45 pm – 2:30 pm (CT)	Media Q&A	4 Local TV stations; numerous radio media, print publications and wire services.
2:30 pm – 3:00 pm (CT)	Ground transportation to airport	Pilots will be ready for 3:00 pm wheels up
3:00 pm (CT) – 5:06 pm (PT)	[Aircraft identifier, e.g. Falcon N344GC] [Origin] to [Destination] [List of those on the aircraft]	Depart: [Jet Company (858-555-1234)] @ [Airport Name]  Arrive: [Jet Company (312-555-1234)] @ [Airport Name]

## ***DRIVING DIRECTIONS***

### **[Destination Airport] to [Venue]**

**Starting:** [Airport Name]      **Arriving At:** [Venue Street Address]      **Distance:** [X] miles      **Approximate Travel Time:** [XX] minutes

#### **Directions**

- |   | <b>Miles</b> |
|---|--------------|
| 1. Start out going East on AIRPORT EXWY.            | 1.5          |
| 2. Take the I-70 EAST exit towards INDIANAPOLIS.    | 0.3          |
| 3. Merge onto I-70 E.                               | 4.7          |
| 4. Take the WEST ST exit, exit number 79A.          | 0.3          |
| 5. Turn LEFT onto S MISSOURI ST.                    | 0.7          |
| 6. S MISSOURI ST becomes S WEST ST.                 | 0.9          |
| 7. S WEST ST becomes N DR MARTIN LUTHER KING JR ST. | 0.5          |