Briefing and Staffing Guidelines for Events

Briefing Preparation Guidelines

- A briefing is prepared for each event by the sponsoring unit. Please see the briefing instructions for details. It is perfectly fine to remove any extraneous information that is not applicable to your event or to include additional information you find is important.
- Please include all applicable information and supporting documentation pertaining to your event, including timeline, logistics, and transportation for the Chancellor and/or Mrs. Gilliam. Feel free to add any unique characteristics that may not be addressed in the briefing.
- If remarks are requested, please see the speaking engagement request (end of this document).
- Briefings are to be reviewed and approved by your supervising senior staff member prior to submitting to the Chancellor’s Office.
- The briefing is due electronically by the date indicated on your email confirmation for the event.
- A final guest list (must include name, title, organization, and affiliation to UNCG and for select events, we may ask for guest biographies and development prospects/history); and table seating (if applicable). Please include brief bios for guests seated with the Chancellor and/or Mrs. Gilliam, or for guests that you would like them to meet.
- For select events, a senior staff person should be identified to provide support and in order to maximize the benefits of their attendance.
- Depending on the event, an in-person meeting may be requested to brief the Chief of Staff, AVC of Communications, Chancellor’s Event Director, and/or the Chancellor and/or Mrs. Gilliam.

Staff support for the Chancellor and/or Mrs. Gilliam typically includes, but is not limited to:

- Meeting them when they arrive.
- Updating them on any last minute changes, answering their questions, and troubleshooting.
- Ensuring they are able to circulate among attendees.
- Having a back up copy of their remarks.
- If the event is a sit-down meal, being available to introduce them to table guests they have not met.
- If they are scheduled to depart at a specific time, ensuring they are able to do so with ease and minimum disruption.
Briefing: in a separate Microsoft Word document, please develop a comprehensive (yet clear and concise!) briefing that includes the following information and any relevant supporting documentation. A briefing document is due 2 weeks prior to an event; and an updated guest list is due 3 days before an event. Depending on the nature and size of the event, an in-person meeting may be requested to review this information.

Please include the following information:

**Event Logistics:**
- Date and Time
- Chancellor’s arrival time
- Location
- Parking instructions
- Attire
- Audience
- Media/Photography

**Event Purpose:**
- Background on event and the sponsoring unit
- Event purpose, goals and objectives
- Desired outcomes
- Chancellor’s role
- How does Chancellor’s attendance advance UNCG’s mission?
- If the Chancellor is not speaking, will he be acknowledged?

**Staff Contact:**
- Event lead/organizer
- Cell number
- Email
- On-site staff contact/liaison (if different from event organizer)

**Program:**
- Agenda/program with timing
- Script
- Chancellor’s Table Seating

**Speaking Points:**
- Should be reviewed ahead of submission of the final briefing

**Guests:**
- Guest List
  * Format: list should be numbered and include total number of guests and broken down by category if possible
    - Name, Title, Organization, Affiliation
    - If appropriate, biographies and/or development report of key guests, strategies for Chancellor’s engagement with these guests
    - Names and bios of guests seated at the Chancellor’s table
Post-event follow up:

- After the event, what is your communications plan to guests, donors, etc.? Who will draft thank you notes on behalf of the Chancellor?
- Post event coverage if appropriate
- Stewardship plan for key donors

SPEAKING ENGAGEMENT REQUEST

If you would like the Chancellor or Mrs. Gilliam to speak at your event and once your event is confirmed on their respective calendars, please send a speaking engagement request to Kelly Harris at kharri6@uncg.edu and include the following information in your request. This information is due 5 weeks prior to the event.

EVENT INFORMATION

- Name of Event
- Date
- Time
- Location

AUDIENCE

- Composition of the audience (e.g. undergraduate students, WC alums, Triad business leaders, community organizers, UNCG donors)
- Expected attendance

LOGISTICS

- Describe stage/venue where the remarks will be given
- Order of program, including names of all speakers and topics
- Will there be a microphone or lectern?
- Will the event be recorded?
- Potential uses of recording
- Will media be attending?

CONTENT

- Type of remarks requested (e.g. welcome, moderator, keynote speech, toast, closing remarks, etc.)
- Length of remarks
- Key messages and/or talking points (please be specific and we welcome scripted talking points which we can adapt and edit)
- Acknowledgements
- Will there be a Q&A? How will it work?

REMARKS CONTACT

- Name, title, email, phone
- Event organizer (if different from remarks contact)