SPEAKER EVENT BRIEFING

|  |  |
| --- | --- |
| **Event Title:** |  |
| **Host:** |  |
| **Date and Time:** |  |
| **Location:** |  |
| **Format:** |  |
| **Dress Code:** |  |

## Background Information

[Insert background information of the event – include as much information as including the number of visitors attending.]

## Aims and Objectives

[Why is this event taking place, what is it looking to achieve and how is it being measured.]

## Audience

[Who is the targeted audience for this event – aim to provide as much information to better prepare the speaker.]

## Additional Information

[If there is any more information you feel that would be relevant i.e. other key speakers/VIPs attending, refreshments, breakout areas, car park arrangements, etc.]

## Event Contact Details

[Insert contact details for the nominated point of contact for the speaker – including on-the-day contact.]

## Programme

|  |  |  |
| --- | --- | --- |
| TIME | ACTION | VENUE |
| 1700 | **[Guest Arrival]**  [Guests to arrive at Reading University, Whiteknights campus. Any guests driving to park in car park 1a and make their way to the registration point in the Palmer Foyer.] | *Car Park 1a, Palmer Foyer* |
| 1800 | **[Event Start]**  Insert information about the content of the event, key speakers/messages, and format of the event] | *Palmer G10* |
| 2000 | **[Refreshments]**  [Light refreshments and hot drinks to be served in the Palmer Foyer for visitors to allow them to enjoy and network with other attendees.] | *Palmer Foyer* |
| 2100 | **[Event Close]** | *Whiteknights* |