



Sponsoring School, College or Department

Event title

Event location (include address)

Event date

Event start and end time

Event Summary

Event Name:

Event Date:

Event Location:

Event purpose:

Describe the event's history, purpose and goals.

Program description:

Describe the purpose and the overall structure of the program. It will also be useful to include speaking order for program participants.

Audience:

Who is expected to attend this event? How many participants do you expect?

Parking:

If there are special parking instructions, please include them here.

Guest registration and seating:

If the event requires on-site registration, please indicate any special instructions. Include all individuals who will be seated with the president during dinner and the program. Please specify special seating arrangements such as a dais or dinner table.

Created by: Please include name, title, email address and phone number for follow up



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Additional information:

Include any information that will assist the president as he prepares for his role at the event. Please be sure to include the name of an on-site contact for the president's reference.

Timed agenda

This form should be used to outline the program in detail. List the correct speaking order as well as any additional program components. Below is a sample from an event that includes a reception, silent auction, dinner and awards program.

5:15 p.m. VIP guest arrival

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5:30 p.m.	Registration opens
6 - 7 p.m.	Cocktail reception
6 p.m.	Additional guests arrive and silent auction begins
6:50 p.m.	Call to seating
7 p.m.	Video
7:05 p.m.	Welcome remarks
7:10 p.m.	Dinner served
7:45 p.m.	Silent auction announcement
8:00 p.m.	Program begins
8:05 p.m.	Award presentation1

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8:15 p.m. Award presentation 2

8:35 p.m. Closing remarks

Talking points

This form should provide the president and his speechwriters any pertinent information useful to his speaking role. Please furnish detailed information on (1) any topics you would like the president to cover; (2) relevant achievements or activities of the sponsoring school, college or department; (3) relevant biographical information for introductions or acknowledgements; and (4) information about the purpose of the event and the makeup of the audience. In cases where the president will address an external organization please describe the organization, its purpose, membership and how the president's involvement will benefit Wayne State University.

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