

STANDARD BRIEFING TEMPLATE

(Font: Arial 11; max 2 pages)

WHO:..... meeting **WHOM:**.....

DATE OF MEETING:

SUBJECT:

SUMMARY:

SCENE-SETTER (when last met, personal or atmospheric details, sensitive issues)

OBJECTIVE:

Ours:

Theirs:

KEY MESSAGES (points to make):

- 1.
- 2.
- 3.
- 4.

ARGUMENT: (reasons for the messages)

- 5.
- 6.
- 7.
- 8.

PASSIVE MESSAGES: ('defensives'; possible responses to points made or questions raised by the other)

- 9.
- 10.
- 11.
- 12.

SHORT BIO:

13.

14.

ESSENTIAL BACKGROUND:

15.

16.

17.

18.

Briefer: **Date:**

Contact tel: