

Instructions: ***Please delete this instruction section once you've filled out template***

- Items in blue font are instructions ... Items in red font are for you to fill-in-the-blank
- Critical items must be highlighted in the document in yellow

Event Name
[Day of the Week], [Month] [Date], [Year] ... [Beginning Time]-[Ending Time]
[Location]
[Event Breakdown] (e.g., 50min Preso / 10min Q&A)

Event Overview:

- One sentence description of event...
 - Basic details re event... Sponsor, theme, key speakers, company's overall participation, etc.
- Purpose of event...
 - Event planner's objectives / company's objectives
- Principal's participation in the event...
 - His/her role / Whether participated before / Who will meet and introduce him/her / etc.

Agenda:

- > Please provide a separate copy of the full agenda
- > Fill in part(s) of event relevant to principal in boxes below ... highlight in yellow his specific portions

X:XX xm	Activity / People involved (e.g., "You speak / deliver demo," "Joe introduces you")
X:XX xm	Activity / People involved
X:XX xm	Activity / People involved

Attendees:

- > If 15 or fewer attendees... List names below, and fill out picture / bio briefing doc
- > If 15+ attendees... We need an attendee list with companies / names / titles
- > Additionally, if there is someone you'd like him to meet or be specifically aware of ... please call this out and fill out the bio form
- Attendee overview... [#] total attendees
 - Titles / job functions breakdown
e.g., 3 VPs, 25 HR, 30 SEs, 20 CA, etc.
 - Theater breakdown
e.g., 30% UK, 20% India, 50% China ... only for large audiences
- [Organization name] attendees...
 - List here... names / titles / pronunciation if necessary
- Company attendees...
 - List here... names / titles / pronunciation if necessary
- Press [will / will not] be attending...
 - If yes, please list names / publications
- [Financial / Industry] analysts [will / will not] be attending...