**SPEAKER BRIEFING: EVENT TITLE**

To: **Speaker Name**, Title, Company/Entity

From: **Speaker’s Primary Contact on Campus**, Title, Department/Organization

CC: **Speaker’s Office Liaison**, Title, Company/Department/Organization

Speaker: Speaker Name, Title, Company/Entity

Speaking Date: **Day, Month Date, Year**

Key Times: 12:00 p.m. Arrival

12:15 p.m. Keynote Address

1:15 p.m. Private Lunch

Venue: **Kellogg Global Hub**

2211 Campus Drive, Evanston, IL 60208

Host: Department/Organization Name

Dress: i.e. Business smart, casual, professional

Tone: i.e. Candid, energetic, educational, formal

Key Contacts: List Primary Contact Name, for advance preparations

M 773.620.2749 |  E [m-cervantes@kellogg.northwestern.edu](mailto:m-cervantes@kellogg.northwestern.edu)

List Primary Contact Name, for day of, on-site needs

M 847.347.3442 |  E [allison.welton@kellogg.northwestern.edu](mailto:allison.welton@kellogg.northwestern.edu)

**NAME OF OVERARCHING ENGAGEMENT**

Description of event with background information, audience detail, goals for event, information about host, etc.

This may be particular to a series, to a themed week at Kellogg, etc.

**NAME OF SPECIFIC EVENT**

Description of specific event if part of an overarching series, week, etc. May include origin of event, goal for event, audience details, other speakers, past speakers etc – as applicable.

**Purpose/Overview:**

[Include detailed purpose of the event, including if this is a historical/regularly occurring event and any notes that will help provide context. If applicable, attach a detailed event program or agenda along with other relevant background]

**Objectives:**

[Include objectives of the specific speaker’s participation in the meeting/event. What is the speaker trying to accomplish?]

**Remarks / Content Insights:**

[Include bullet points on specific subject matter that is recommended to be addressed by the speaker. For instance, are there key messages that should be reinforced with these attendees from earlier sessions in the week? This should be reflective of conversation in preliminary call or unique to this speaker. Is there a call to action or request for support? Will there be a slide presentation?]

* Think through – what else does the speaker need to know? [Other sessions / speakers to be attached, or ensure invited to, for example, like the opening keynote if applicable]
* Run-through time should be scheduled and included in briefing
* Bios below should include who is introducing the speaker, the facilitator, etc.

**AGENDA**

**Day, Month Date, Year**

**9:44 a.m. Arrival in Chicago**

Ground transportation reserved.

Call X at (000) 000-0000 upon arrival for pickup.

Confirmation # here

**10:30 a.m. Arrival at Hotel X**

Full Address and Phone (000) 000-0000

Confirmation # here

**12:00 p.m. Arrival at Kellogg Global Hub**

2211 Campus Drive, Evanston, IL 60208

**12:15 p.m. Name of Keynote Address**

Room Location

**1:15 p.m. Private Lunch with Host Name**

Room Location

**2:00 p.m. Adjournment**

Ground transport reserved to O’Hare Airport

Driver contact information: Call X at (000) 000-0000

Confirmation # here

**KEY BIOS**

**Whenever possible, provide headshots and short bios for anyone with whom the speaker will be directly meeting.**

**Linda Darragh, Clinical Professor of Entrepreneurial Practice and Director for Kellogg Innovation and Entrepreneurship Initiative, Kellogg School of Management**

As Vice President of the Women's Business Development Center, Linda Darragh piloted innovative lending programs that created collaborations with foundations, banks and all levels of government. Linda also organized Springboard: Mid-West, a nationally recognized investor forum for women entrepreneurs, in 2001 and 2003. The forums raised more than $85 million for participants. Another outcome of Springboard was the establishment of the Ceres Venture Fund in which she is an investor. Linda was also Co-Founder of Impact Engine and the President of EconoTech. In addition, she served as the Vice President of the Women’s Business Development Center from 1989-2003

Linda has a BA from Queen’s University and an M.Sc. PI. from the University of Toronto.