**ADVOCACY MEETING BRIEFING TEMPLATE**

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| --- | --- |
| **Name of meeting/event**  |  |
| **Date and time** |  |
| **Purpose** |  |
| **Outcomes** |  |
| **Contact** |  |

**Background**

In a few lines summarise:

* **If this is a one-to-one meeting, have you met this person before?**
* **Has anyone else in the organisation?**
* **What is your rationale for engaging?**
* **Is the relationship good?**
* **If it is an event, why are you holding it? Have we done anything like this before?**

**Key messages**

Key messages should be in bullet points which concisely set out the top three things which need to be communicated in the meeting, specifically by the person leading the meeting. If there are others present, be clear on their role in relation to the lead.

* Xx
* Xx
* xx

**Talking points (only necessary if the lead has a speaking role)**

* **[Key message 1]**

Short paragraph with more information to make point

* **[Key message 2]**

Short paragraph with more information to make point

* **[Key message 3]**

Short paragraph with more information to make point

**Any extra information – Select extra info you would like to include decisively.**

Anything not covered by the above headings should be included (**e.g. programmatic information, financials, relevant biographical details, dress code, event running order etc.)**