

Briefing Book Contents

1. Should contain a brief history of your organization, firm or school district.
2. As many demographics as possible including the community.
3. Staff make-up.
4. Names of key staff members, awards won, etc.
5. Names and years of famous graduates (if school district or college).
6. Is there anyone of note living in town?
7. Have there been any controversies of late?
8. What kinds of questions might be asked during any Q&A, with staff or media, staff (students or parents)?
9. List possible surprises, because there should be absolutely no surprises. Every possible scenario must be anticipated.
10. Include copies of brochures and other publications, and pictures of key personnel.
11. Include pronouncers for unusual names.

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