**SPEAKER BRIEFING**

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

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

CC: **Corporate Engagement Liaison / Faculty,** Title, Department, Company

Speaker: Speaker Name, Title, Company/Entity

[Cell: ###.###.####]

Tech-Check Date: If a run-through time is scheduled, include here. Recommended for “keynote” or elevated events – or based on preference of speaker.

Event Date: **Day, Month Date, Year**

Key Times: 12:00 p.m. Zoom Log-in

12:15 p.m. Event Begins

12:20 p.m. Keynote Address/Speaker Remarks

1:15 p.m. Event Concludes

Venue: **Zoom:** (Link Forthcoming)

This event **will**/will not be recorded.

Host: Club/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)

**EVENT OVERVIEW:**

Description of event with background information, audience detail *(recommend to decrease expected number of students by 30% for speaker expectations and anticipated attrition)*. Include overall goals for event, information about host, etc. Include detailed **purpose,** 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 and other speakers.

**SPEAKER OBJECTIVES:**

Include summarized intentions 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. This should be reflective of invitation or any preliminary conversations. Share detailed parameters of content topics and flow.

Considerations:

* Is there a call to action or request for support?
* Is there another event/course/session that the speaker should be aware of that would tie into this?
* Cue the speaker on who will introduce them, and how they will be alerted when time is up.
* Will there be a slide presentation?

**RUN OF SHOW** *(All times in CST)*

**Day, Month, Date, Year**

**12:00 pm Join Zoom** (Tech-check and pre-meeting)

**12:15 pm Welcome & Remarks**

ABC to introduce XYZ

**12:30 pm Keynote Remarks** (10-15 Minutes)

**12:45 pm Keynote Q&A with Student Leader** (15 Minutes)

ABC to transition to panel

ABC will use chat box to vet and ask distinguished questions live

**1:00 pm Panel**

Facilitator will guide questions and call on speakers for comment

**1:15 pm Adjournment**

**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.