

# Briefings

Engagement range	Inform
Difficulty level	Medium to hard
Cost	Low to medium (\$1,000 - \$10,000)
When might you use it	To showcase product, plan, policy To inform or communicate about an issue
Number of people required to help to organise	Depends on the audience size and level of complexity but could be organised by a single person.
Audience numbers it suits	Up to 30 people
Timeframe	Organising it can take time depending on audience, location. Allow up to four months.
Issues/resources to think about	Staffing; Facilitators; Overhead projectors; Data projectors; Projection screen; Printed information as handouts
Innovation level	Low

## Description

Briefings are often a way of providing information on a specific issue or initiative to a special audience. The presentation may be delivered by an industry, government or organisation's representative, and is typically followed by detailed discussions in a question and-answer format.

Briefings are useful as a public relations activity when an identified group is going to be affected by proposal. The use of existing meetings of social and civic clubs and organisations as a forum for briefings to inform and educate is often used. Briefings may provide some preliminary ideas of community issues based on questions and feedback at the briefing.

## Objective

- To inform stakeholders of a project, product or proposal and provide them with a chance to ask questions.

## Desired outcome

- Informed stakeholders.

## Uses/Strengths

- Used when stakeholders are identified as being more directly affected by an issue than the general population and you want to inform them first.
- Provides a forum to interact directly with a particular group and allows for detailed explanation of issues, circumstances and implications unique to the group.
- Allows sponsor to retain control of information/presentation.
- Allows sponsor to reach a large number of individuals who are not attracted to other participatory forums, as this forum is specifically designed for them.
- Provides an opportunity to expand project mailing list.
- Allows presentations to be tailored with specific information suited to different groups.
- Can build community good will.

## Special Considerations/Weaknesses

- Purpose and timeframe need to be stated clearly at the outset.
- If not appropriately targeted, project stakeholders may not be in target audience.
- The topic may be too technical.
- Does not provide a forum for making decisions.
- May raise expectations of the targeted audience.
- Stakeholders may be disillusioned because the process is used as a means to inform them and not take on board their ideas, interests and concerns.
- Concerns of stakeholders need to be recorded.

## Step by Step Guide

1. Prepare presentation materials using (e.g. PowerPoint, overhead transparencies, etc.) thinking about the specific interests of the target audience. Also take printed material and have background information available.
2. Select groups and make offers for a briefing (telephone and/or send letters to confirm date and times). It is important to accommodate group/community needs as much as possible.
3. Clarify whether the groups are willing to promote the event, or whether you need to provide promotional material (flyers, posters, newsletter articles).
4. KISS - keep it simple and short.
5. Bring visuals if possible. Talk about case studies or personal experiences to illustrate your points.
6. Outline opportunities for ongoing participation.