

Example Format for Background Information, Program Flow and Remarks for an Event with President Young

Questions about logistics?

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Questions about remarks?

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Retirement Reception Honoring John Smith for Service as Vice President

Wednesday, August 9, 2013

Reception 3:30 p.m., Remarks 4:30 p.m. // President Speaks at 4:33 p.m.
Annenberg Presidential Conference Center

Audience: *About 75 colleagues, friends and relatives of John Smith. Attendees to thank and acknowledge are **Robert Gonzales**, mayor of College Station; **Bob Keller**, state senator representing District 6; **Henrietta Smith**, John's wife; **Betsy Smith**, his daughter; and **Peter Smith**, his grandson.*

Purpose: *To thank John Smith for his service as Vice President from May 2008 through August 2013.*

Program flow:

- **3:30 p.m.** *Guests begin arriving.*
- **4:30 p.m.** ***Bill Jones** welcomes everyone and introduces **President Young**.*
- **4:33 p.m.** ***President Young** gives remarks.*
- **4:40 p.m.** ***Bill Jones** introduces **Student Body President Amy Aggie** (senior finance major from Snook).*
- **4:41 p.m.** ***Amy Aggie** gives remarks, then asks **John Smith, President Young** and **Bill Jones** to come to the podium. **Amy** presents **John** with a signed football. (Pose for photos.) **Amy** asks **John** to speak.*
- **4:48 p.m.** ***John** gives remarks.*
- **4:52 p.m.** ***Bill Jones** gives concluding remarks.*
- **4:55 p.m.** ***Singing Cadets** perform.*
- **5:30 p.m.** *Reception ends.*

Points to emphasize:

- *Texas A&M is a national role model in the area led by John.*
- *As vice president, John added 87 new programs for students; doubled fundraising to \$40 million annually; and wrote a best-selling book about the program at Texas A&M.*
- *This is an exciting time for this division at Texas A&M, thanks to John. We wish him all the best in retirement.*

I. WELCOME AND ACKNOWLEDGEMENTS

A. List of people to thank and acknowledge

B. Brief summary of John's time at Texas A&M

C. Story or anecdote that describes John and his leadership

II. TEXAS A&M'S REPUTATION FOR EXCELLENCE IN THIS AREA

A. John has been an outstanding leader:

1. 87 new programs for students;

2. doubled fundraising to \$40 million annually; and
3. wrote a best-selling book about the program at Texas A&M.

III. WHERE WE'RE HEADED

- A. John put together an excellent team.
- B. This is an exciting time for Texas A&M in this area:
 1. Reason #1
 2. Reason #2
 3. Reason #3
- C. Thank you, John, for your service. We wish you the best in retirement.