

TOOL: Sample Internal Agenda/Run of Show (ROS)

While the atmosphere of a Lunch & Learn session is meant to be informal for guests, it’s important for you to be strategic in your communication of the topics. The sample internal agenda/run of show (ROS) below can help you refine your communication strategy and stay on track so that you can achieve your messaging goals. The ROS should be very specific and identify the discussion topic with key messages and calls to action; the presenter for that topic; the location for discussing the topic; and the length of time for the discussion. That said, it will be important to also be flexible in addressing unexpected guest questions or time challenges.

AGENDA ITEM	TOPIC WITH KEY MESSAGES/ CALLS TO ACTION	WHO	NOTES/LOCATION	MINUTES
Part 1: Welcome and Introductions	Welcome everyone Provide the “why” for the Lunch & Learn and the items to be viewed/discussed. Provide background about your utility and context for the discussion. Introduce key messages.	Designated host (CEO, General Manager, District Manager or other high-profile utility executive)	If you are providing transportation for guests, this can occur during the ride to the Lunch & Learn location.	5-10
Part 2: Brief Issue Discussion and/or Exploration	Brief presentation by subject-matter expert.	Topic expert 1	Designate the location for this topic discussion in your ROS	10
Part 2: Brief Issue Discussion and/or Exploration	Brief presentation by subject-matter expert.	Topic expert 2	Designate the location for this topic discussion in your ROS	10
Part 2: Brief Issue Discussion and/or Exploration	Brief presentation by subject-matter expert.	Topic expert 3	Number of topics can expand or contract depending upon time available.	0-10
Part 3: Lunch with Q&A	Casual lunch in a scenic setting to further discuss the issues and answer questions.	All	Lunch/sit down can also serve as an opportunity to discuss complex information more in-depth. Visuals and handouts can be used.	30-40
Part 4: Positive Close	Host top-level takeaways, key messages and calls to action. Thank guests for attending and for their support.	Designated host (CEO, Manager or other high-profile utility member)	If you are providing transportation for guests, this can occur during the ride back to the pick-up area.	5-10
TOTAL TIME				60-90