

Jenny Gilruth - Minister for Europe and International Development

Speeches and Events

Ms Gilruth always:

- needs to know who is in the audience
- needs to see any agenda in advance
- needs the facts, and then views
- prefers speeches to be kept simple
- likes to see speeches one week in advance of the event to check over and allow time to commission more information, check facts or briefing
- likes headings for each section of the speech
- does not like long complex sentences full of abstract nouns
- does like helpful factual material - and detail of relevant facts

When writing a speech please remember:

- they should be in arial; size 18 and with 1.5 spacing
- Ms Gilruth speaks about 160 words per minute
- to have paragraphs no longer than two or three lines
- to put page breaks at the end of a sentence. Paragraphs should not run over pages
- pages must be numbered (bottom right)
- to include examples of relevant events/visits Ms Gilruth has undertaken in her ministerial capacity
- to involve communications and special advisers in drafting
- to always check the speech for accuracy – facts and figures should be checked and double checked
- speeches should always be sent up as a separate Word document to the wider briefing pack
- to avoid using acronyms and jargon - this is being spoken
- Ms Gilruth likes to speak at a lectern - please request this where possible

Engagement Briefing

- please use the preferred briefing template for visits and meetings. Please feel free to tailor the information boxes as appropriate and only fill the boxes that are needed
- try to keep the briefing as short as possible, ensuring it is relevant whilst avoiding duplication. It should contain only the key facts/background information and anything new that Ms Gilruth is not already aware of
- speaking notes should always be submitted as separate documents and briefing should always contain page numbers
- official support should be assumed for all visits or meetings, unless agreed otherwise with private office. Please ensure that mobile numbers of supporting officials are included - this means that we can contact you to advise of travel delays or check on last minute logistics/points of detail
- if amendments need to be made after briefing/speech has been submitted please get in touch with us as soon as possible to ensure the Minister has the most up to date briefing pack or speech
- please ensure that communication colleagues and special advisers are aware of engagements where necessary, and that appropriate handling arrangements are detailed in the briefing pack. Please keep them copied in to correspondence

- Helpful to provide a map (where required), postcode, address, organisation name, contact names, parking allocations (if any) and numbers.
- differentiate your briefing to ensure it is sufficient for the needs of the event or meeting
- contact private office for further advice or to talk through specific requirements for engagements

Correspondence

Correspondence on MiCase system

- all ministerial responses should reflect Ms Gilruth's personality
- they should be person-centred and considerate of the correspondent. Put yourself in the correspondent's position, what response would you expect to receive?
- ensure that the response answers all the points raised, or explains why we can't - they should always be as helpful as possible
- do not pad your response with unnecessary Scottish Government policy lines – Ms Gilruth finds this unhelpful
- it would be helpful to provide an email address, as well as a postal address in the letter
- contact private office to check diary availability ahead of drafting responses
- avoid using jargon or abbreviations
- contact private office if you would like further advice on handling correspondence
- private office will always send you back the final copy which was issued, with the ministers signature added. It is always helpful to keep a record of these letters/responses in eRDM (electronic Record and Document Management System) so we can make reference to them in future if needed

Correspondence dealt with outwith MiCase

- responses to letters from devolved administrations/other MPs should be drafted and sent to private office for clearance within seven working days
- please always provide an email address for the correspondent, as well as a postal address
- private office will always send you back the final copy which was issued, with the ministers signature added. It is always helpful to keep a record of these letters/responses in eRDM so we can make reference to them in future if needed