The IIMARCH template below may help commanders in preparing a brief. When using IIMARCH, it is helpful to consider the following:

* Brevity is important - if it is not relevant, leave it out
* Communicate using unambiguous language free from jargon and in terms people will understand
* Check that others understand and explain if necessary
* Consider whether an agreed information assessment tool or framework has been used

| **Element** | **Key questions and considerations** | **Action** |
| --- | --- | --- |
| **I** | **Information**  What, where, when, how, how many, so what, what might?  Timeline and history (if applicable), key facts reported using M/ETHANE |  |
| **I** | **Intent**  Why are we here, what are we trying to achieve?  Strategic aim and objectives, joint strategy |  |
| **M** | **Method**  How are we going to do it?  **C**ommand, control and co-ordination arrangements, tactical and operational policy and plans, contingency plans |  |
| **A** | **Administration**  What is required for effective, efficient and safe implementation?  **I**dentification of commanders, tasking, timing, decision logs, equipment, dress code, PPE, welfare, food, logistics |  |
| **R** | **Risk assessment**  What are the relevant risks, and what measures are required to mitigate them?  To reflect the JESIP principle of joint understanding of risk. Use the ERICPD hierarchy for risk control as appropriate.  Use Decision Controls |  |
| **C** | **Communications**  How are we going to initiate and maintain communications with all partners and interested parties?  Radio call signs, other means of communication, understanding of inter-agency communications, information assessment, media handling and joint media strategy |  |
| **H** | **Humanitarian issues**  What humanitarian assistance and human rights issues arise or may arise from this event and the response to it?  Requirement for humanitarian assistance, information sharing and disclosure, potential impacts on individuals’ human rights |  |