



## Know Your Audience

*With all of the work that goes into the content of a presentation, what a shame it would be if your message did not connect with your audience. Before you spend hours on the details of your talk, take the time to understand the audience with whom you are communicating. Use the following list of questions to assist you in your audience preparation.*

1. Why did the audience invite you/why are you there?
2. What is the purpose of the meeting/gathering?
3. What is the size of the audience?
4. How much time do you have?
5. What is the nature of this group of people?
6. What is the general age range and gender ratio?
7. What does the audience already know and think about you, your company and your topic?
8. Is the audience interested in your topic? Why or why not?
9. Are there any people you should recognize by name?
10. Are there any special concerns you need to consider?
11. What do you want your audience to do?