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D601 – Data Storytelling for Varied Audiences

Task 2: Simulated Presentation

10/23/2024

Report: Technical Communication

**Part 1: Analysis of Expectations**

Just as the backgrounds and titles of stakeholders can vary, so can their expectations. An analysis of the differences in expectations between technical and non-technical audiences provides insight into the best methods of communication to ensure that an audience is engaged and key information is understood. Tailoring communication to the audience's level of expertise and interest is essential for effective engagement.

Non-technical audiences often prefer simplified explanations and practical examples that relate to real-world applications. They expect to a general overview of the findings, their implications, and why they are important. The use of simple visuals, relating topics and analysis to known topics and ideas, and emphasis on key takeaways can help make complex information more accessible. Using charts, infographics, and analogies can bridge the gap between technical content and everyday understanding. This approach ensures that non-technical stakeholders grasp the essential points without feeling overwhelmed by technical jargon.

Conversely, technical audiences may expect and focus on more technical aspects of the presentation. They will expect to hear what data was used, the analysis performed, and conclusions reached. Technical language and industry jargon are permissible. More complex theories and analysis are expected for a more successful presentation. Providing in-depth explanations, data-driven insights, and technical specifications can engage this audience effectively. It's important to delve into the nuances and intricacies of the subject matter to meet their expectations and foster meaningful discussions.

In summary, understanding the distinct needs and preferences of different audiences is crucial for effective communication and ensures that key information is conveyed clearly and effectively. By tailoring the presentation style and content to the audience's background and expectations, communicators can enhance engagement, foster understanding, and achieve their communication objectives.

**Part 2: Panopto Presentation**

https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=864db5bf-54fe-436b-bde2-b21900ebd30f