

CHECKLIST



1. General



- Who will be part of the audience?
- What's their role and level of seniority?

2. Goals & challenges



- What are their business goals?
- What are their challenges related to this topic?

3. Knowledge level



- How data / tech savvy are they?
- How much detailed should you share (and what can you put in the appendix)?

4. Opinions



- What's their opinion about the topic you'll present?
- What are possible objections towards your key message message?

5. Personality



- What's their preferred way of communicating?
- For example: less focused on details, more on actions