

-----Technical Seminar

A Technical Seminar Presentation is **an important part of the Engineering curriculum along with the Project**. A technical presentation on a seminar topic will help an Engineering student to understand the topic well and also gain knowledge about that topic by doing background research. In other words a seminar is a meeting in which people can learn about a topic. Many small businesses owners often wonder whether they can justify attending or sending staff to one. If employers or employees are busy, they sometimes feel they can't take time off work to sit idly listening at a seminar. Learning about seminar purposes could help small business people decide whether attending one would be worthwhile.

Seminars Extend Your Networking Opportunities

Attending seminars provides an excellent way for business people to network. Meeting Professionals International, a global association for meeting and event professionals, stresses in its mission the importance of human connections for success in business. Seminars, especially if you get to them early, allow you plenty of time to network with the other attendees. You can get new business or meet people who could help you in the future. If you stay at the office, only concentrating on daily tasks, you miss meeting some potentially valuable contacts.

Do not expect your networking session to provide you with an immediate reward, however. The cardinal rule of networking is to make new connections. You should not ask for anything from someone you've just met.

The seminar method is the most modern and advanced method of teaching. A seminar is an advanced group technique which is usually used in higher education. It is an instructional technique it involves generating a situation for a group to have a guided interaction among themselves on a theme. It refers to a structured group discussion what usually follows a formal lecture or lectures often in the form of an essay or a paper presentation on a theme. This seminar method is employed to realize the higher objectives of cognitive & affective domains. The higher learning process requires the interactive and integrated methodologies based on the psychological principles. The seminar method applies such technique of human interaction / intervention with the learning and teaching experiences. Aim & Objectives of Seminar Method: This seminar method is utilized to realize the higher objectives of cognitive and affective domains. Cognitive objectives i. To develop higher cognitive abilities. ii. To develop the ability of responding in this manner would involve higher cognitive actions. iii. To develop the ability of keen observation of experience, feelings and iv. To develop the ability to seek clarification and defend the ideas of others effectively.

Advantages and special features of Seminar Method. This seminar method gives good motivation and learning experience.→ Help to evaluate the learn-ability of learners.→

Regulate the creating and organizing of facts and information.

→ Dissemination and retrieval of information is scientifically managed.

Develop the self reliance and self confidence.→

Also inculcates the responsibility and cooperative nature.→ This method is the best for socialization.→ Students' interaction is possible in participation and production of→

teaching learning process. Traditional monotony is abolished in this method.→

Ensures the understandability and enhances the capability of the→ students learning. Seminar is always subject / theme specific, so that sufficient knowledge→ about the concerned subject can be developed. The presenter or the reader of the article can get further clarifications→ in his subject.

Types of Seminar Seminars are conducted in various stages. Based on the size and organizational aspects the seminars can be classified in to four types.

1. Mini seminar 2. Major seminar 3. National seminar 4. International seminar

1. Mini seminar:

Its coverage and scope are small and simple. A small population is enough to hold this seminar. A discussion held over the topic taught or to be taught with the students is known as Group discussion. Such group discussions held in an organized way within a class room, it is called mini seminar. This mini seminar gives the students training in questioning skills, organizing the information and presentation skills of seminar. A mini seminar is felt necessary because it gives good experience to conduct a major seminar at Institutional level.

Major seminar: The seminar conducted at an institutional or departmental level for a specific topic or subject is known as Major seminar. Usually students and teachers are participating in this type of seminar. This major seminar can be organized at department level for every month. A specific topic or subject is selected for the theme of the seminar.

National seminar: An association of any kind particularly with academic or professional interest or an organization (Government, Firm, etc.,) conducts the seminar at National level is called National seminar. The subject experts are invited to the seminar for discussion. The Secretary of the seminar prepares the schedule and functionaries for seminar.

International seminar: Usually the seminar conducted by an international organization or agency is known as International seminar. Theme of this seminar has wider aspects. Globalization, Renovation, Atomic energy agreements, Policies implementation and modification etc., are examples for themes of International seminars. A Nation or its body can conduct or organize the international seminar.

What are interview skills?

Interview skills are skills or actions that allow a person to be more effective throughout the interview process for a new position. Not all interview skills are conventional; rather, many interview skills help candidates prepare for the interview and guide them as they participate in job interviews. Acing job interviews requires in-depth preparation as well as the ability to feel comfortable and confident when discussing your skills, experience and qualifications with hiring managers.

10 interview skills that help you stand out as a candidate

The following are a few of the most important interview skills that can support the interview process and help set you apart from other candidates:

1. Research

Before you go into an interview, it's important to spend time researching both the company and the position you're applying for. There are several ways you can research an organization, including by:

- Reviewing their website, especially the "About" page
- Googling the company name and reading any press releases or other information available
- Looking at the company's social media platforms
- Talking to employees of the company, if possible
- Researching job platforms that provide feedback from current and previous employees about the company

You should also take time to obtain as much information as possible about the job you are interviewing for. Thoroughly review the job listing, look on the company website for the job listing if available to see if additional details are included and look up current employees who hold the same or similar positions. You can also research the job title in general to get a more broad idea of what's expected and typical duties in that position. The more you know about the position, the better prepared you'll be when going into the interview.

2. Preparation

You should avoid going into an interview unprepared. Doing so may reflect negatively on you as a candidate, and most hiring managers can easily detect applicants who are not prepared. Set aside at least an hour to prepare the day before or on the day of the interview. Here are a few actions to take when preparing:

- Re-read the job description and determine the most relevant responsibilities and requirements for the position.

- Come up with several specific answers to potential questions related to the position you're applying for and the duties that will be expected of you.
- Make a list of the essential aspects of the job so you have it on hand when answering and asking questions during the job interview.
- Go over your cover letter and resume you provided to the company to ensure you remember how you initially presented yourself.
- Spend several minutes or even hours researching possible interview questions related to the position you're applying for and the industry the company is part of.
- Look up less specific interview questions that aren't directly related to the job, but may still be asked. For example, practice a few behavioral and situational interview questions.
- Practice answering interview questions with a friend or family member so you feel comfortable when answering questions during the actual interview.
- Prepare several specific examples from your previous job experience, including milestones, challenges and successes. These will support your interview answers and help strengthen your responses.
- Look over your notes you prepared on the company during the research process to ensure the information is fresh in your mind when going into the interview.

3. Punctuality

On the day of the interview, make sure you arrive at least 15 minutes before the scheduled interview time. Punctuality is an important trait that hiring managers and employers value and gives them an idea of how punctual you will be on a daily basis if you are hired for the position.

To ensure you arrive on time, consider planning out your outfit the night before and ironing it so that it's ready the next day. You should also back your purse or briefcase the night before and ensure you have a copy of your resume and cover letter on hand. Set an alarm and make sure you have reliable transportation for the time of the interview.

4. Professionalism

There are several aspects that go into professionalism, and all of them are important when attending a job interview. To begin, ensure your attire is professional and tasteful and is neatly pressed and clean. Avoid wearing clothes that are too casual, too large or small, too revealing or too flamboyant. Aim for an outfit with neutral colors that match and are not distracting or offensive. If you are unsure of the dress code requirements for the interview, dress in a more formal way to avoid dressing too casually.

When arriving at the interview location, use professional language when checking in and greeting the interviewer. Be polite to everyone you come into contact with, including other employees and receptionists. The more polite and professional you are in your actions and words, the more kind and pleasant you can come off to employers.

5. Communication

Good communication skills are crucial during the job interview process. This includes written, verbal and nonverbal communication skills. A few key tips to keep in mind when communicating with others during an interview include:

- Address the interview by name and ensure you pronounce the name or names correctly.
- Begin the interview with appropriate small talk. It's best to come prepared with a few conversation starters that are professional and conducive to an interview setting.
- Match your communication style to the hiring manager. For example, if the hiring manager is communicating in a professional way, try to match your tone to theirs. If they are more upbeat and offer jokes here and there, don't be afraid to do the same as long as they're appropriate.
- Avoid interrupting the person you are interviewing with when they are speaking.
- Don't use jargon or abbreviated language when speaking with the interviewer.
- Try to avoid using speech fillers like "um" and "like."
- Copy the interviewer's body language. For example, if they are sitting in an upright position with their hands on the table, do the same.
- Be aware of your own body language to ensure you are presenting yourself in a professional and positive way.

6. Listening

Listening skills are another important component of a successful interview experience. It's easy to listen to a person speak, and while doing so to think to yourself how you will respond. While this may seem wise, it can also prevent you from actually hearing what the other person is saying. Listen attentively when the hiring manager is speaking, paraphrase what they said either in your mind or out loud when appropriate and use nonverbal cues such as nodding, making eye contact and leaning in when the other person is talking.

You should also ask for clarification if you misunderstand something that was said to ensure communication is effective. Avoid quickly changing the subject and take note of any nonverbal cues the interviewer is giving you, such as facial expressions and tone of voice, to further understand what's being said.

7. Ask questions

Hiring managers often ask candidates if they have any questions during or after the interview. Interviewers look for candidates who ask genuine questions to help them gain a better understanding of the company and the role. Arrive at the interview prepared with a few questions to ask the interviewer that demonstrates a genuine interest in the opportunity and provides a chance to further discuss elements of the job that may not have been covered.

8. Confidence

Confidence has a significant impact on how you are perceived by interviewers. Arrive at the interview ready to discuss your experience, accomplishments and abilities in a confident way that conveys your own belief in yourself to perform the duties of the position you applied for. Work to exude a balanced and kind sense of confidence rather than simply boasting about your qualifications.

9. Showing interest

It's important to convey your genuine interest in the position during a job interview. If you give off a sense of disinterest or apathy, the interviewer may think you don't truly want the position or care about the outcome of the interview. Work to show earnest interest in the organization and position and a passion for your work and your abilities to complete the duties of the job.

10. Follow-up

Following up soon after an interview is considered crucial by many recruiters and hiring managers. A simple thank-you card or thank-you email can go a long way to show the interviewer you are genuinely interested in the position and are grateful for their time. Try to send a follow-up email or note the same day as the interview or the next day at the latest.

8 Body Language Tips for Your Next Interview

Because body language can communicate so much—and interviewers are definitely paying attention—you'll want to be just as prepared to give positive nonverbal cues as you are to answer interview questions. Here are eight tips you can use to send the right message.

1. Make a Solid First Impression

Your interview begins as soon as you enter the building, Sample says. Just as you'll want to treat everyone you meet during the interview process (not just the hiring manager) with respect, you'll want to exude confidence and poise throughout (not just while you're literally sitting down for your interview).

When you enter the office and connect with the receptionist, executive assistant, or whoever you encounter, make sure that you maintain strong eye contact and introduce yourself with confidence. If you are initially led to a waiting area, avoid the common default of hunching over your phone. This kind of body language can easily translate as boredom. Instead, sit upright in a comfortable position while you wait.

When you meet the interviewer, stand up and introduce yourself with a warm, genuine smile and a firm handshake.

2. Think Twice Before Wearing the New Shoes

Discomfort is another issue that can be very distracting for both you and the interviewer. Buying a nice pair of new shoes or a belt to match your blazer may seem like a great idea, but if your wardrobe causes you to fidget or do a lot of shifting, consider going with an appropriate but reliable option instead. Making a lot of fuss with your clothing can send the wrong signal, potentially communicating discomfort with the interview rather than your apparel.

3. Make Eye Contact

Eye contact is essential because it “showcases your confidence in yourself and in your answers,” Sample says. In practice, you should “avoid looking all around the room, looking down at your watch, or not making eye contact at all, as it makes [you] appear apprehensive and distracted.”

But it goes beyond confidence and focus. Eye contact is also the basis for making connections and building relationships. “Your listener will only feel truly engaged with you if you are looking at them, and ultimately, your number one objective is to engage your listener and make them respond—even internally—to what you are sharing,” Eonnet says. “Without steady eye contact throughout the conversation, and especially at the beginning of your answers, you’re breaking that connection and impacting how emotionally connected your interviewer will be with what you share,” she adds. “At the end of the day, the interview is just a conversation with another human being. Make a strong connection at that level, and you are doing yourself a huge favor!”

On the other hand, remember that maintaining unwavering eye contact without any variation in your facial expression is just staring and can make an interviewer uncomfortable or even signal hostility. Which brings us to this next tip.

4. Be Responsive and Listen to Understand

It’s only natural to want to tell the interviewer all about yourself and the accomplishments and experiences that make you the perfect candidate, Sample says. But don't forget to listen empathetically and engage with what the interviewer is saying as well. They'll be looking to assess your interpersonal skills along with your experience and other qualifications, and how you behave when you’re not talking is an important part of the impression you'll make. The goal is to stay alert and responsive. “When interviewing, lean slightly forward toward your interviewer. This sends the message that you are open, interested, and involved in the conversation,” Sample says. Giving a genuine nod can show you’re listening and tilting your

head slightly to one side can help you come across as someone who's friendly and approachable.

5. Remember Your Posture

"The way we hold our bodies tells lots of stories at an unconscious level: Is the person confident and engaged, or is the person shy and in retreat?" Eonnet says. "Posture is the first clue and impacts the way we are heard, regardless of how great our stories are."

Slouching in particular can translate as a lack of energy and confidence, Sample says. So make sure you're sitting up straight and think of keeping your shoulders back rather than up. On the other end of the spectrum, "Being stiff can easily be associated with being nervous, which is something that recruiters and hiring managers expect," Sample says. "But being too stiff can make you appear uncomfortable or unfriendly, so try to loosen up a little before your interview."

6. Be Mindful of Your Hands

Interviewers are trying to get a sense of who you are, Sample says, so let your personality shine through! This includes talking with your hands if that comes naturally to you. Some candidates feel self-conscious about doing so, but stifling a trait like this can actually lead to unnecessary fidgeting. So feel free to use your hands to communicate effectively and genuinely.

Otherwise, when you're not talking, put your hands in a neutral position and hold them still to avoid drawing unnecessary attention to them. "The best place for your hands to rest is on the table or desk in front of you," Eonnet says. "This helps prevent slouching and has them be available for gesturing when appropriate. If you are taking notes, put down the pen when you are done taking notes."

7. Exit Strong

Make sure your exit is just as strong as your entrance, regardless of how you feel the interview went. We are often our own worst critics, and it won't do you any favors to showcase your disappointment by giving in to that slouch or looking at your feet dejectedly.

Repeat the steps from the entrance, including a genuine smile and a firm handshake, adding a "thank you" for your interviewer's time. Place your chair back where you found it before you entered, and keep your shoulders back before closing the door gently behind you.

If the interviewer walks you to the exit or lobby, be sure to keep your energy up. You can use this time to ask general questions or make relevant small talk, whatever feels most comfortable. Even once you're alone, if you have to wait for your elevator or ride in a visible spot, try to maintain your composure until you're out of sight.

8. Practice!

It's completely OK if all of these tips don't come naturally to you. Take the time to get in front of another person (or a mirror) and practice! Sit in your computer or living room chair (potentially in your interview outfit) and identify which position feels most comfortable. You can go through the motions with a friend and ask them to provide constructive feedback. They might notice your eyes wander a lot or you tend to play with your hands when you're not sure about your answer. If you know your interview will be remote, hop on a video call with that pal. They can help you figure out which angles look best or let you know if you appear too stoic.

What If It's a Remote Interview?

Many companies are shifting toward video interviews for at least part of their hiring processes. COVID-19 sparked this change for some companies, while others had already implemented it prior to the pandemic.

For some candidates, a video call eases the anxiety that can come along with the interview portion of the hiring process. Still, it can make things more complicated. Connecting virtually can be a challenge, primarily due to the fact that your regular nonverbal communication is either difficult to see or more easily misinterpreted.

How to make resume

1. Choose a resume format

There are three standard resume formats: chronological, functional, and hybrid (sometimes called a combination resume). For most job seekers, a hybrid resume format, which puts equal emphasis on skills and work experience, is the best choice. However, in some cases, a chronological or functional resume might work better.

2. Add your name and contact information

The top of your resume should include the following information:

- Name
- Phone number

- Location (City, State, Zip Code)
- Email Address
- LinkedIn profile URL

It might seem obvious, but job seekers sometimes forget a key piece of contact information in this section. Double check and make it as easy as possible for recruiters to contact you for a job interview.

3. Write a standout resume headline

A resume headline is a concise, one-line description of who you are as a candidate. A well-written headline can grab a recruiter's attention and encourage them to take a more detailed look at your qualifications.

Your headline is a short but powerful addition to your resume, often the first thing a recruiter reads. Take advantage of the opportunity to make a strong first impression. It's also another opportunity to include a specific job title or keyword that might be used to sort your resume in the ATS.



Resume headline tips:

- Include keywords from the job posting, ideally the job title.
- Keep it short. Try to write under ten words.
- Use title case (capitalize the first letter of each word) and use a bold or slightly larger font so the headline stands out visually.

4. Add your professional resume summary statement

- A resume summary statement is a short paragraph or section of bullet points at the beginning of a resume that highlights your professional skills and

experience. Your summary should expand on your headline and communicate to recruiters and hiring managers why you are a good fit for the job.

Summary statements are not ideal for all job seekers. If you don't have much job experience or are changing careers, you might use the space to expand on your work history section, skills section, or write a strong [resume objective statement](#) instead.

Note: Career experts rarely recommend including a resume objective statement, but these summary alternatives can work in special circumstances such as in the case of career changes.



Resume Summary tips:

- Look for patterns in your work history and include a concise overview.
- Include only your most important and relevant skills to the specific job.
- Mention your most impressive achievements. Bonus points for using numbers and specifics.
- Incorporate keywords from the job description.

5. Detail your work experience

The work experience section is the heart of your resume. Employers look at this section closely to determine whether your job history and prior accomplishments make you a promising candidate.

That's why it's important to detail not only your job responsibilities but also your competence in prior roles. The work experience section is your chance to show recruiters and hiring managers how you have added unique value to other companies.

The first things a recruiter looks for on your resume are the job titles you've held and the caliber of companies you've worked with. Make this information easy to find by sticking to a familiar format.

List each job in reverse-chronological order. Each job should have its own subheading that includes the following information:

- Company
- Job location
- Your job title
- Start and end dates

• 6. List relevant skills and keywords

- Resume keywords are important terms of interest that recruiters look for whether skimming a resume or searching within an applicant tracking system (ATS). The more role-specific keywords—often hard skills—your resume contains, the better optimized your resume is.
- [99 percent of Fortune 500 companies use applicant tracking systems](#) (ATS) to sort, filter, and search applicants. Some ATS, like [Taleo](#), can automatically rank your resume's content against the job description, allowing recruiters to focus only on the "best" applicants. Recruiters often also search their applicant pool for important resume keywords, like "customer service," "accounts receivable," or "Adobe Photoshop."
- **Where on your resume should you include important skills?**
- It's crucial to incorporate important skills throughout your entire resume, beginning with your headline which should, when possible, include the most relevant keyword: the job title. You can also list skills in a dedicated skills section of your resume if using the hybrid resume format.

7. Add your education, certifications, and any other relevant information

There are other resume sections that may be worth adding, depending on both the job and your unique experience. These sections include things like education, awards and accolades, volunteer experience, and certifications. Keep in mind that your resume should always be showcasing your skills for that particular job, so anything in your history that doesn't support the image of you being a perfect candidate for the role doesn't need to be included.

Education

It's common to include your education on your resume, especially if you are applying to a job that requires a degree. If you're a few years into your career, your resume's education section can be minimized at the bottom of your resume. Unless you're applying in a career that puts extra emphasis on education (like academia, law, or medicine), most job seekers can get away with providing only the following information on their resume:

- Name of Institution
- Degree
- School Location
- Years Attended

If you've recently graduated college, your education section goes above your work experience and includes more detail. Skills developed in school are real skills that have value in the professional world. Recent grads can include relevant coursework, societies, organizations, and extracurriculars that strengthen their candidacy.

Awards, Accolades, & Certifications

All three of the aforementioned things can be embedded in the work experience and skills sections of your resume. However, if you would like to highlight them, they could warrant a section of their own. Either way, relevant certifications, and honors will increase your credibility.

8. Tailor your resume and optimize for applicant tracking systems

It's very easy these days to fire off your resume to dozens of jobs, but if you've tried this method, you may have been disappointed by your success rate. That's because you didn't take the time to customize your resume for each individual role—and recruiters can tell.

The most impactful thing you can do to improve your chances of getting interviews is tailor your resume to each and every job. Customized resumes that align with job requirements and include keywords from the job description will stand out to recruiters who often receive hundreds of resumes for each role.

9. Polish up your grammar and formatting

Resume writing is a unique style. It can be tricky to remember which tense to use or when (and why) to omit pronouns. How can you use language to tell a more compelling story? Which fonts and formats are ATS-friendly? Let's take a look.

Resume Fonts

It's important to use a font that is easy to read on screen, ATS-compatible, and commonly available. A few traditional resume fonts to consider include Helvetica, Garamond, or Georgia. Avoid using script fonts or custom fonts unless you are a designer. Don't use a font size below 10.

What Is a Case Study?

A case study is an in-depth study of one person, group, or event. In a case study, nearly every aspect of the subject's life and history is analyzed to seek patterns and causes of behavior. Case studies can be used in a variety of fields including psychology, medicine, education, anthropology, political science, and social work.

The hope is that learning gained from studying one case can be generalized to many others. Unfortunately, case studies tend to be highly subjective and it is sometimes difficult to generalize results to a larger population.

Benefits and Limitations

A case study can have both strengths and weaknesses. Researchers must consider these pros and cons before deciding if this type of study is appropriate for their needs.

One of the greatest advantages of a case study is that it allows researchers to investigate things that are often difficult to impossible to replicate in a lab. Some other benefits of a case study:¹

- Allows researchers to collect a great deal of information
- Give researchers the chance to collect information on rare or unusual cases
- Allows researchers to develop hypotheses that can be explored in experimental research

On the negative side, a case study:

- Cannot necessarily be generalized to the larger population
- Cannot demonstrate cause and effect
- May not be scientifically rigorous
- Can lead to bias

Researchers may choose to perform a case study if they are interested in exploring a unique or recently discovered phenomenon. The insights gained from such research can then help the researchers develop additional ideas and study questions that might then be explored in future studies.

Types

There are a few different types of case studies that psychologists and other researchers might utilize:

- **Collective case studies:** These involve studying a group of individuals. Researchers might study a group of people in a certain setting or look at an entire community of people.
- **Descriptive case studies:** These involve starting with a descriptive theory. The subjects are then observed and the information gathered is compared to the pre-existing theory.
- **Explanatory case studies:** These are often used to do causal investigations. In other words, researchers are interested in looking at factors that may have actually caused certain things to occur.
- **Exploratory case studies:** These are sometimes used as a prelude to further, more in-depth research. This allows researchers to gather more information before developing their research questions and hypotheses.
- **Instrumental case studies:** These occur when the individual or group allows researchers to understand more than what is initially obvious to observers.
- **Intrinsic case studies:** This type of case study is when the researcher has a personal interest in the case. Jean Piaget's observations of his own children are good examples of how an intrinsic case study can contribute to the development of a psychological theory.

How to Write a Case Study

There are also different methods that can be used to conduct a case study, including prospective and retrospective case study methods.

Prospective case study methods are those in which an individual or group of people is observed in order to determine outcomes. For example, a group of individuals might be watched over an extended period of time to observe the progression of a particular disease.

Retrospective case study methods involve looking at historical information. For example, researchers might start with an outcome, such as a disease, and then work their way backward to look at information about the individual's life to determine risk factors that may have contributed to the onset of the illness.

Where to Find Data

There are a number of different sources and methods that researchers can use to gather information about an individual or group. Six major sources that have been identified by researchers are:

- **Archival records:** Census records, survey records, and name lists are examples of archival records.
- **Direct observation:** This strategy involves observing the subject, often in a [natural setting](#). While an individual observer is sometimes used, it is more common to utilize a group of observers.
- **Documents:** Letters, newspaper articles, administrative records, etc., are the types of documents often used as sources.
- **Interviews:** Interviews are one of the most important methods for gathering information in case studies. An interview can involve structured survey questions or more open-ended questions.
- **Participant observation:** When the researcher serves as a participant in events and observes the actions and outcomes, it is called participant observation.
- **Physical artifacts:** Tools, objects, instruments, and other artifacts are often observed during a direct observation of the subject.

WHAT IS AUDIENCE ANALYSIS?

Audience analysis is the process of identifying your audience and collecting information about them. Before delivering the speech, you should know the age group, expertise level, needs, expectations, value system, attitudes, and beliefs of your audience.

Adapting your speech according to the types of audiences is likely to generate a better response.

Some audience analysis factors are as follows:

- Audience expectations about the occasion of the speech, its topic, and the personality of the speaker
- Audience's knowledge or familiarity with the topic
- Audience's attitude or approach towards the topic
- Audience size and its ability to listen

Why do you think accomplished speakers such as Mahatma Gandhi, Nelson Mandela, Swami Vivekananda, and Steve Jobs won their audiences over? They knew the importance of audience analysis. The content and style of their speeches touched on subjects that were close to the hearts of their audience.

The importance of audience analysis

Analyzing different types of audiences will lead you to crucial insights that can help you in creating a positive bond with the audience. For example, if you know that 70% of the audience is female, thoroughly researched references to feminism or women empowerment will likely be received well.

Audience analysis prevents you from delivering an incorrect or offensive message. It will also warn you against delivering a message that can be easily misinterpreted. It will help you speak to your audience in the language they understand and appreciate. Let's now look at the different types of audience analysis.

TYPES OF AUDIENCE ANALYSIS

1. DEMOGRAPHIC ANALYSIS

Demographic audience analysis includes taking in factors such as age, gender, race, culture, ethnicity, marital status, socio-economic conditions, education, occupation, etc. For example, if the subject is healthcare and the audience is in their late fifties, your speech should be geared towards age-appropriate recommendations for a healthy lifestyle.

2. PSYCHOGRAPHIC ANALYSIS

Psychographic is one of the types of audience analysis that covers understanding the attitudes, beliefs, values and thinking patterns of your audience.

Values such as freedom, honesty, justice, patriotism, equality are universal and cherished by most audiences. The audience is likely to respect you and want to hear from you if your speech reflects any of these values.

3. SITUATIONAL ANALYSIS

Situational audience analysis includes factors such as audience size, the occasion, the room layout, the stage layout, motivation, or interest level of the audience.

If your audience is smaller, there is a possibility of developing a rappport with each member. Tailor your data and delivery to the occasion—what you will say at a corporate conference will differ widely from your talk at a momentous family function.

4. MULTICULTURAL ANALYSIS

The content of your speech should acknowledge the diversity of your audience.

Different cultures have different value systems and behavior patterns. Being judgemental in your speech creates a negative impact. Cultural sensitivity and inclusivity should be part of your audience analysis.

Some other types of audience analysis are:

- Is it a niche audience with a high level of expertise or a general audience without any specialization in the subject matter? Consider this before using jargon or terms of art.
- Why are they investing their time in your speech? What inputs do they need from you?
- Do a knowledge analysis of your audience and put your best foot forward. Let your confidence and competence win over the audience.

Industrial vs. Consumer Goods: What's the Difference?

Industrial goods are materials used in the production of other goods, while consumer goods are finished products that are sold to and used by consumers. Industrial goods are bought and used for industrial and business use. They are made up of machinery, manufacturing plants, raw materials, and any other good or component used by industries or firms. Consumer goods are ready for the consumption and satisfaction of human wants, such as clothing or food.

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- Consumer goods are ready for the consumption and satisfaction of human wants.
- While industrial goods are made up of machinery, plants, and raw materials, consumer goods are commodities purchased by a buyer like clothing, food, and drinks.

Industrial Goods

Industrial goods are based on the demand for the consumer goods they help to produce. Industrial goods are classified as either production goods or support goods. Production goods are used in the production of a final consumer good or

product, while support goods help in the production process of consumer goods such as machinery and equipment.

Unlike consumer goods, which are purchased by the general public, there are very specific buyers of industrial goods. They include component part buyers such as car manufacturers, those who purchase and install machinery, and distributors or anyone else who buys for resale.

Characteristics of industrial goods include:

- **Rational buying power:** The decision and drive to buy industrial goods is rational compared to consumer goods, which are primarily purchased because of an emotional need.
- **Complex product lines:** Industrial goods are usually complex in nature because they can be highly technical. Those who use them must be highly skilled.
- **Higher purchase value:** Industrial goods typically come with a higher price tag because of their complex nature and limited target market.
- **High level of investment:** Those who need to will often invest a lot of money to purchase industrial goods.

Companies involved in the industrial goods sector represent a variety of industries including (but not limited to) machinery, construction, defense, aerospace, and housing.

Consumer Goods

Consumer goods are tangible commodities produced and purchased to satisfy the wants of a buyer. That's why these goods are also referred to as final goods or end products. They are goods that consumers can typically find stocked on store shelves. As such, they can be purchased for use at home, school, or work or for recreational or personal use. Consumer goods are divided into three different types: Durable goods, non-durable goods, or consumer services.

Durable goods have a significant lifespan of three or more years. The consumption of a durable good is spread out over the entire life of the good, which causes demand for maintenance and upkeep. Bicycles, furniture, and cars are examples of durable goods.

Non-durable goods are purchased for immediate consumption or use. These goods generally have a lifespan of fewer than three years. Food, beverages, and clothing are examples of non-durable goods.

Consumer services are also intangible products or services produced and consumed at the same time. Haircuts and car washes are typical examples of consumer services.

Because of consumer buying patterns, consumer goods are typically classified into four different categories including convenience, shopping, specialty, and unsought goods.

- **Convenience goods:** These products are ready to be purchased. Milk is one example of a convenience good.
- **Shopping goods:** These goods require more planning and thought during the purchasing process by consumers. This category includes products like electronics and furniture.
- **Specialty goods:** This category, which includes jewelry, is composed of goods that are deemed to be luxuries.
- **Unsought goods:** Unsought goods require a niche market and are typically purchased by only a few members in the market, such as life insurance.

Key Differences

There are other key differences between both industrial and consumer goods including buyers. Buyers of industrial goods are generally limited because there are fewer consumers of these products. Consumer goods, on the other hand, have a larger pool of buyers.

Demand also differs between both types of goods. Industrial goods are driven by derived or indirect demand. This demand stems from the need to provide finished products to consumers. Demand for consumer goods, on the other hand, is direct demand which results from the direct usage of a good or service.

Creating Persona

The first thing you should take care of when creating a Persona is gathering information about your customers. It's fine to start with hypotheses if you validate them afterward. But in general, without research, goals, tasks, needs, and pains of your Persona will be about your imaginary customers, not real ones. Populating your Persona with unreliable data won't do you any good as you won't be able to come up with improvement ideas for people who really use your product or service.

- **Conducting interviews with customers**

Nothing beats talking to a real person. The number of interviews you need to gather the information will be different in each case.

▫ **Expert tip:** Interview 5-30 people per role, each of the roles will be defined by the tasks these individuals perform. You'll start detecting trends once you interview at least five people. And at some point, you'll notice that you get very little or no new insights at the interviews. That means that you don't need any more interviews.

- **Talking to customer-facing people**

If, for some reason, you cannot interview customers, interview people who directly communicate with them instead. These might be customer-facing employees: sales representatives, customer support agents, customer success managers, etc.

▫ **Expert tip:** Running [an empathy mapping workshop](#) with your team will help you reveal existing knowledge and get everyone on the same page.

- **Using whatever info you already got at hand**

You might have some ideas about your customers. Whether you have done some research in the past, or you just know something for sure.

- **Making assumptions**

If you've been working on a product for a while. You may have enough knowledge to make quite accurate assumptions about your customers. Just make sure to back them up with research afterward.

- **Leveraging web analytics**

Web analytics tools are a goldmine of quantitative data. So take the best of them

▫ Note that they can provide you with information about how your customers act, but not about their reasoning behind these actions. You'll still need to talk to them to find out their motivation.

- **Taking advantage of other data sources**

These can be surveys, usability testing sessions, and more. Read [this article about sources of data for your CJM](#) to learn how to gather the necessary data.

Step 2: Segment your audience

It is important to keep in mind that you cannot use one Persona to represent your whole clientele. Nor can you base a Persona just on one specific customer you happened to know. It has to be a significant group of customers with similar characteristics, needs, goals, and behaviors.

When it comes to segmenting your customers into Personas, the first thing you need to do is analyze the research data you have collected. Then identify behavioral attributes common to people with the same role (e.g., project managers).

The attributes should describe what affects a person's behavior in situations when the person:

- is trying to complete some tasks;
- is achieving their goals;
- is solving their problems;
- is interacting with your product or service.

It is important to keep in mind that a persona is a collective image of a segment of your target audience (TA). It cannot be the face of the entire TA. Nor can it be just one person. You need somewhat of a golden middle.

Example: personal finance management experience

Attributes:

- What's the reason for managing personal finance?
- How frequently does the person manage personal finance?
- What tools does the person use for managing personal finance?
- Where does the person store information about spending/income (context)?
- Who is in charge of managing personal finance?
- What keeps the person from managing personal finance? I.e., what are the fears?

When you are done with behavioral attributes, define all possible values for each of them and put these values on scales. Just like this:

▫ **Expert tip:** It could be a scale from 5 to 20, but having about 8-12 scales is typically enough.

Once your scales are ready, put all research participants on each scale to compare them, their behavior and identify patterns.

Looking at the scales, you'll notice that some people appear on the same or similar places on 5-9 scales. These people constitute a pattern, laying a foundation for a future Persona.

▫ **Expert tip:** Make sure that every pattern you identify is logical and explainable.

Having categorized your customers into groups, go ahead with creating Personas.

How many Personas do you need for your project? The answer is [here](#).

Step 3: Decide on the layout

Personas can have different layouts as they depend on your Persona's type and purpose. Choose the sections that fit your needs from our ready-to-use set of sections or use our [pre-filled templates](#) (one of them is below).

NAME

Isabel Marques

TYPE

Guardian



Goals

To find a remote full-time job

Quote

My work doesn't require a physical presence. I'm doing great from home. I understand that my boss tries to give us an equal work environment, but this is unacceptable for me. At least for now.



Background

Isabel has been working remotely since the pandemic's onset, but recently the owner of the company asked all the workers to get back to the office. Isabel likes to work from home, she doesn't want to change it. That's why she's looking for another job.

She's been working as a technical writer for only 3 years but does it well because she majored in English and loves to write. She worries about her not having an engineer's degree to get a Senior Writer position, many employers prefer such candidates.

Isabel hasn't changed her job in the last 2 years and is nervous about the process.

Demographic

Female 33 years

The USA

Married

Technical Writing Manager

Lives in Florida

Skills

Technical writing



MadCap Flare



Communication skills



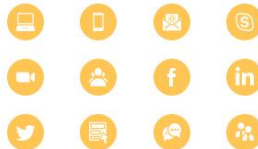
Motivations

- Social responsibility
- More time for family and friends
- Saving money
- A wider range of career opportunities
- Possible moving to another city without changing her job
- No stressful office politics
- No rush to catch a train or sit in traffic

Frustrations

- Lack of personal communication
- Needs to re-archive a work-life balance
- Working with teammates in different time zones
- Job search stress

Channels



Technology



Browsers

