

them you must make it right at the beginning. And how hard you'd better work!

Personal Interest

Are they coming to hear *you*? Perhaps it's because of your reputation in the field or because of recent publicity. Maybe your job and resultant experience makes you the person they want to hear from, either from genuine curiosity or because it relates to their work in some way. In this case your presentation should be quite personal and sharing in nature.

Subject-Matter Interest

Are they coming because they want to know more about the subject and you're the conduit? Then you need to know more about what aspect of your subject they want to hear about and how it relates to what they're already doing. This would mean a more in-depth look, if they're in your field, or a well-presented, comprehensive overview if they're newcomers.

Politics

Maybe they're coming because it's the "right" thing to do—either within their own firm or because it's an industry get-together and they need to be seen. This challenges you to make them be glad they came. And to do it early. Give them a new message or a twist on something you all know about that they may never have thought about before, blowing the irrelevance with which they view your speech, and to do it early.

Hostility

Your audience could also be made up of people who disagree with you; representatives of another point of view; people who are being negatively affected by what you do or propose to do, or by whom you represent. Major challenge! Knowing this prior cast to the audience helps you prepare a presentation that could begin by listing all their grievances and dealing with them up front before you even try to turn them around to your way of thinking!

Indifference

You may be the strong proponent for (or opponent of) a particular issue. Your audience may not care much and be on a totally different