

Analyzing Your Audience

1. Whom do you consider to be the primary audience of your presentation? Is your primary audience is face-to-face? Is there a secondary audience you should consider: guests, observers, online? If you do have a secondary audience, how do you plan to address them and their needs?
2. What is the knowledge level of your audience? What do you need to do because of that level of knowledge?
3. What are the primary benefits for your audience to listen to your information? Based on who is in the room, consider fiscal and logistical reasons as well as possible emotional drivers (fear, power, control, respect, etc.). How can you openly or subtly speak to those drivers?
4. Is your audience most likely to be ready, apathetic, or resistant to your ideas? Strategize accordingly.
5. What is the communication style of your audience? Big picture or detail oriented? Likely to interrupt or wait for the Q&A section? Does this audience prefer direct communication or indirect? Are there any non-native speakers? What do you need to do to work with those expectations?

Additional Audience Influencers for You to Deliver

If you are an outsider, who can introduce you and "bring you" into this group?

What is the general age and gender mix in this audience? Strategize accordingly. If you are young, do not mention it. If you are female, mix your pronouns in examples.

What time of the day are you presenting? Morning presentations get higher audience energy than ones right after lunch and dinner.

What is the lighting, temperature, and table/chair setup in the room. All these conditions can influence the flow of your presentation. Plan accordingly.