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# Audience Profile Worksheet

## 1. Basic Information

- **Project Title/Topic:** Effective Communication Strategies for a Solar Power Plant Project
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## 2.1 Primary Audience

- **Who is the main audience?**  
*General public and electrical engineers.*
- **Approximate size of audience:** 250 seats.
- **Key individuals or groups to address (if any):** Electrical engineers and sponsors.

## 2.2 Secondary Audiences (if applicable)

- Public (people living close to the site)
  - **How do their needs differ from the primary audience?** They need to know that the project is not affecting their way of life.
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## 3. Audience Demographics

Attribute	Details / Notes
Age range	25 – 65 years
Gender distribution	Mixed
Education level	High School and above
Occupation / Role	Engineers, managers, and sponsors
Cultural or linguistic considerations	Local
Location (geographic)	Khartoum

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## 4. Audience Knowledge & Experience

- What does the audience already know about the topic?

Primary audience have a technical knowledge about power systems, however, the general audience only have general information about renewable energy.

- What misconceptions or gaps might they have?

They may have concerns about the reliability of solar energy, especially about weather and intensive usage.

- How familiar are they with the terminology and concepts?

The primary audience are fine, they have the knowledge. However, the secondary audience needs simplification.

- What level of detail is appropriate?

Intermediate gets things done.

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## 5. Audience Needs & Expectations

- What is the audience hoping to learn or achieve?

Cost analysis and environmental impacts.

- Why does this information matter to them?

This helps in making decisions and getting regulatory approvals.

- What questions or concerns might they have?

Maintenance costs, operational capacity (what can it power), how long would it last, etc ...

- What are their priorities?

Cost and reliability.

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## 6. Preferred Communication Style

- What tone is appropriate? *Clear and persuasive.*
  - Preferred format? *Infographic.*
  - Any accessibility considerations? *Not required.*
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## 7. Potential Barriers

- Are there any potential obstacles to understanding or acceptance?  
*No, actually people are motivated to accept renewable energy.*
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## 8. Key Takeaways for Planning

*Use a single communication strategy, a simple one for all the audience since they are local and all have the same idea on renewable energy.*

*Talk about cost savings as compared to other energy source, as well as environmental benefits.*

