

## Know Who's in the Room

The first step to any successful presentation is to know who's in the room. These questions will help you understand your audience better so you can develop content that's relevant and meaningful to them.

Who is my audience?	
What does my audience want?	
How does my audience feel about my topic?	
What does my audience already know about my topic?	
What does my audience need to know to understand my presentation?	
What questions might my audience have?	
What parts of my presentation might make them resistant or skeptical?	