DO YOUR RESEARCH

➤ Get a sense of the range of attendees

➤ Is the conference topic-specific or more general?

➤ Aimed at experts or open to beginners?

➤ Language-specific?

➤ Imagine a target audience member

  ➤ What would she need to know in order to understand what you're saying in the time you've got?

MAKE YOUR BEST GUESS

➤ Rule of thumb: aim for understanding in 3/4 of your audience

   ➤ Can't I just talk for the most experienced folks?

      ➤ Your estimate is probably wrong

      ➤ You'll leave too many people behind

   ➤ Why not everyone?

      ➤ Too many people will get bored and stop paying attention