

## Tero International Knowing Your Audience

When you determined your objective for the presentation, you focused on what you wanted to accomplish in your talk. This second step considers your audience and what is most important to them. Knowing your audience helps you to select the type and amount of information to present and increases the probability of getting your point across.

This worksheet is designed as a guide for knowing your audience. It will help you determine what to include in your talk and to identify the information that will be the most persuasive to them.

1. Who asked you to give this talk? \_\_\_\_\_

\_\_\_\_\_

2. What is the purpose of the meeting? \_\_\_\_\_

\_\_\_\_\_

3. How many people will attend your presentation? \_\_\_\_\_

4. Who are they? \_\_\_\_\_

\_\_\_\_\_

5. What is their relationship to you? \_\_\_\_\_

\_\_\_\_\_

6. What is their relationship to your organization? \_\_\_\_\_

\_\_\_\_\_

7. What do they have in common with each other? \_\_\_\_\_

\_\_\_\_\_

8. How many are familiar with the subject? \_\_\_\_\_

9. How many equal or surpass your knowledge on the subject? \_\_\_\_\_

10. What are their attitudes, beliefs and values on your subject? \_\_\_\_\_

\_\_\_\_\_

11. Why do they need to hear what you will say? \_\_\_\_\_

\_\_\_\_\_

12. Will they have difficulty understanding you due to industry or professional jargon, references to names, places, events, products or acronyms? \_\_\_\_\_

\_\_\_\_\_

13. What is your credibility with this audience before you begin your talk? \_\_\_\_\_

\_\_\_\_\_

14. What is it about you that could help your audience relate to you better? \_\_\_\_\_

\_\_\_\_\_

15. What sincere compliment can you give this audience? \_\_\_\_\_

\_\_\_\_\_

16. If you were a member of the audience, what would impress you if a presenter referred to it? \_\_\_\_\_

\_\_\_\_\_

17. How do audience members stand on your point of view? \_\_\_\_\_

\_\_\_\_\_

18. What are the audience expectations of your talk? \_\_\_\_\_

\_\_\_\_\_

19. Who are the key decision-makers in your audience? \_\_\_\_\_

\_\_\_\_\_

20. What is the most important benefit to them? \_\_\_\_\_

\_\_\_\_\_

21. Who is likely to support your point of view? \_\_\_\_\_

\_\_\_\_\_

22. How can you appeal to them in your talk? \_\_\_\_\_

\_\_\_\_\_

23. Who is likely to have a negative point of view? \_\_\_\_\_

\_\_\_\_\_

24. What is their concern? \_\_\_\_\_

\_\_\_\_\_

25. What facts do you have to address their concerns? \_\_\_\_\_

\_\_\_\_\_

26. What challenging questions do you expect your audience to ask? \_\_\_\_\_

\_\_\_\_\_

27. What time of day is your talk? \_\_\_\_\_

\_\_\_\_\_

28. Is a meal likely to be served? Drinks? \_\_\_\_\_

\_\_\_\_\_

29. Where is your talk being given? \_\_\_\_\_

\_\_\_\_\_

30. How formal/informal is the presentation environment? \_\_\_\_\_

\_\_\_\_\_

31. How will the room be set up? \_\_\_\_\_

\_\_\_\_\_

32. What special equipment, lighting or other needs do you anticipate? \_\_\_\_\_

\_\_\_\_\_

33. Are interruptions likely? \_\_\_\_\_

34. How long is your talk scheduled to be? \_\_\_\_\_

35. Is the program likely to be running late before you give your talk? \_\_\_\_\_

\_\_\_\_\_

36. Who is speaking before you? \_\_\_\_\_

37. Who is speaking after you? \_\_\_\_\_

38. Are you being introduced? What are they likely to say? \_\_\_\_\_

\_\_\_\_\_

39. Will you have to introduce another speaker? \_\_\_\_\_

40. Will other presentations given that day support your point? \_\_\_\_\_

\_\_\_\_\_

41. How will you address the learning needs of the auditory learners in your audience?

\_\_\_\_\_

\_\_\_\_\_

42. How will you address the learning needs of the visual learners in your audience?

\_\_\_\_\_

\_\_\_\_\_

43. How will you address the learning needs of the kinesthetic learners in your audience?

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\_\_\_\_\_

44. How will you tap into the emotions of your audience members? \_\_\_\_\_

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45. What other things do you know about your audience that are helpful to consider? \_\_\_\_\_

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