



Know your audience

The audience as an individual

Complete this for individual members of the audience.

Name	Position	What influences their decisions?	What style of delivery would appeal?	What can they do to progress the proposal

The audience as a group

Using the analysis of individuals, complete this for the group.

How does this group make decisions?	
What influences their decisions?	
What are the benefits for them?	
What do I want them to know because of my presentation?	
What are their expectations?	
How do I want them to feel?	
What do I want them to do because of the presentation?	
Are there any sensitive issues?	
Are there any cultural issues?	
Are there any "hot buttons" that I need to be careful about?	
Why should they listen to me?	