

# Seven Questions to Know Your Audience

Your presentation is all about them

## 1. Who will be in the room?

How many? What are they expecting?

## 2. What is it like to be them?

What are they experiencing? How are they feeling?

## 3. What's in it for them?

Why should they care? Why does your topic matter?

## 4. What do you want them to know?

What should they remember? What are your three key messages?

## 5. How do you want them to engage?

How might they participate? How can you create a conversation?

## 6. How might they resist?

How will they react? How will you keep their attention?

## 7. How will you exceed their expectations?

What methods will reach them? How will you make it memorable?



### TIP 1

Create an outline for your talk

### TIP 2

Grab their attention (tell a story, ask a question, introduce a problem, etc.)

### TIP 3

Choose three key messages

Resources: Duarte, N. (2008) Slide:ology. O'Reilly, Sebastopol, CA. • Hoff, R. (1988) I Can See You Naked: A Fearless Guide to Making Great Presentations. Andrews McMeel Publishing, USA.