

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.