USEFUL THINGS TO KNOW ABOUT YOUR AUDIENCE

* How many, and who will be there?
* What are their roles?
* Are there any strong personalities that will need managing?
* What’s currently going on in their world – what challenges & stressors are they facing?
* What would be their priorities right now?
* What’s their level of knowledge on this subject?
* How do they feel about this issue?
* Do they have any preconceived ideas?
* What are their concerns, fears or doubts about:
	+ This topic?
	+ Our organisation/our business unit?
	+ Me?
* What are their needs & expectations of this meeting/presentation?
* Do I need to cover the high-level, detail or both?
* Do I need to ‘sell them on the need’ before ‘selling them on the solution’?
* Are there any downsides with this issue that can’t be changed but should be acknowledged?
* How should it run?
* Should there be interaction/brainstorming?
* How much time do we have / do we need?
* What’s the set-up of the room? What equipment will be required?

Brainstorm for your upcoming presentation here: