

Know Your Audience, Know Your Purpose, Know Your Environment!

Communication is not what you say or thought you said. It is what they hear and what they think you meant!

Always ask these questions prior to preparing your presentation.

1. WHO is my intended audience?

- %Male/female....helps to define humor, language, examples, etc.
- Age...may need to adjust vocabulary, complexity of ideas, examples, etc.
- Education
- Other: Political, religious, social affiliations, etc.

2. WHAT does my audience know about the topic?

- This knowledge will assist you with preparing the body of the presentation, so the speaker can start with what is familiar to the audience.
- Jargon....does this group use specific jargon? If so, what?
- Any known objections to your product, idea, subject, etc....?

3. My *PRIMARY PURPOSE* for this presentation is to:

- inform... Outline: Opening, Body, Conclusion
- persuade... Outline: Monroe's Motivated Sequence
- educate.... Outline: Information, Experiential, Share
- entertain....

4. WHERE are you speaking?

- What does the room look like? Background color?
- Head table, Floor, lectern, microphone?
- Before, during, or after....Breakfast, Lunch, Dinner? What is the menu?