

AUDIENCE ANALYSIS CHECKLIST

David requests that you answer the following questions with as much detail as possible. Please skip any questions that do not apply. Your answers will help David create a personalized presentation to fit your organization's needs. Thank you.

- 1. What are the needs and wants of the audience?** (Why will they be coming to this event/workshop/seminar/meeting? What message do they anticipate taking away with them? What message/skills do YOU (as the organizer) wish the participants to take away with them? What are the goals of your group?)
- 2. What is the theme of the meeting?** What is the purpose of the organization and the objective of this specific event/meeting?
- 3. What is the speaker (David) expected to accomplish?**
- 4. What are the primary interests and fixed needs of the audience?**
- 5. What are any current problems and concerns of you and your members?**
- 6. What is the background of the audience?** What is the overall audience makeup including age level, gender, occupation, education and special interests?
- 7. What are the primary/duties/career paths of the audience?**
- 8. What is the time allotted for the speaker's presentation?**
- 9. Will there be a question and answer period?**
- 10. What is the approximate number of people who will be attending?**
- 11. What is the audience's knowledge of the topic?** What is their general attitude toward the topic/meeting?
- 12. Are there any topics/areas/skills that would be of immediate use or interest to your members?**
- 13. Please provide some background information on your organization or the sponsoring organization including brochures, functions/events (past and future), history and any other pertinent material.**
- 14. Please provide the names and titles of any key people who will be in attendance.**

- 15. Please detail the type and time of the meeting (breakfast, lunch, seminar, morning, afternoon, evening).**
- 16. What is the type and size of the room in which the presentation will be made?**
- 17. What is the seating arrangement?**
- 18. What is the agenda? (Speaker Order/Position)**
- 19. Is a podium/lectern/microphone available? Is overhead projector/screen available?**
- 20. Will name tags or tent cards be available for audience members?**
- 21. Is the room non-smoking, well-lit and comfortable (temperature and layout)?**
- 22. Will there be refreshments (coffee, tea, water, snacks) for the participants (if appropriate)?**
- 23. Is any media coverage planned? If so, please describe.**
- 24. How well acquainted (if at all) are the participants that will be attending?**

**Please write any other additional comments/feedback that you think might be useful to David's understanding of your group or to his design of your presentation.
Thank you.**