

## Knowing Your Audience

A successful presentation hinges on knowing your audience and knowing what **they** want to know.

Connect with your audience through shared experiences or concerns.

### Who is the audience?

- Are the members of your audience your peers?
- Are they students?
- Are they your superiors?

*This is an audience-centered activity. Your objective is to connect with the audience and tell them something worthwhile.*

### What is their level of expertise?

- Are the members of your audience familiar with the topic?
- Are they familiar with the jargon, but not the details?
- Is this the first time they've even heard of this subject matter?

*Find out their expertise then gear your talk accordingly. Never present material too complex for your audience.*

### What are your audience's concerns? Connect with them on basis of those concerns.

- May be as simple as talking with them about visiting their area at an earlier time or perhaps an interesting landmark they have in their town.
- Commiserate with them – “I’m sure you get as frustrated as I do when . . . “
- Speak with the audience before your talk then try to weave those conversations into your presentation (dual purpose – research shows that this relieves a great amount of stress)

*Knowing your audience allows you to more easily connect with them. This tells them that they are important, which makes for a very powerful talk.*

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