



Presentation Planner Series - Form 2 - Audience Analysis

How many people will be in the audience?
What are the names / job titles of the participants?
How many are men? How many are women?
What country/state or region are the participants from?
What languages do the audience speak? Do they all speak English? Will you require interpretation?
Roughly, what is the age span of the audience?
What company are the participants from?
What range of qualifications do the audience participants have?
What knowledge would the audience have about your subject?

FamilyBiz

Why are the audience members attending?
Are there any political or company issues that you should be aware of in relation to the presentation or the subject that you will be speaking on?
Has the audience been advised that the presentation date and venue? How were they told? What were they told about the presentation?
What possible questions can I anticipate that the audience may have of the presentation?
Other notes: