

Audience Formula Worksheet

Name _____ Project Name _____

Analyze	Who is the audience? How can you “connect” with the members of the audience?	
Understanding	What is the audience’s level of knowledge of the topic of your presentation?	
Demographics	What ages, gender, and educational backgrounds are represented in the audience?	
Interests	Are the members of the audience there because they chose to attend or because they were required to attend?	
Environment	Will you have a cordless microphone? Is the platform or podium placed so that the audience can see the projection screen? Is your space limited? Will everyone be able to see and hear you? How big is the room, and how many chairs will it have?	
Needs	What does the audience need or want to get from the presentation?	
Customization	What can you do to make the presentation appropriate for this particular audience?	
Expectations	What is the audience expecting?	