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Audience Analysis Checklist

Analysis

1. Who are they?		2. How many will there be?	
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Understanding & Demographics

1. What is their knowledge of the subject?		2. Monetary background	
3. Do they know you? Or your company?		4. Social class / Male / Female?	
5. Are they fluent in the same language?			

Interest

1. Why are they there?		2. Are they friendly or hostile?	
3. Who asked them to be there?		4. What time of day is it?	
5. Is there money in it for them personally?		6. Is there any natural humour?	
7. Are they enthusiastic about the subject?			

Environment			
1. Where will I stand?		2. Are there DVD / Multimedia facilities?	
3. Can they all see & hear me?		4. Will you be able to control the PPT with a clicker?	
5. Do I need a Mic setup?		6. What type of audience seating is there?	
7. Will you be able to walk around?		8. Will you be able to directly interact?	
9. Are there PPT facilities?		10. Will you have help to distribute handouts?	

Needs, Customized & Expectations

1. What are their needs?		2. Will your competitors also be given a platform to speak?	
3. What are your needs as the speaker?		4. What do they expect to learn or hear from you?	
5. When are the meals served or the break times?		6. Can you exceed expectation?	

Check that you have this knowledge before going to a presentation to ensure greater success