

**A** nalysis - Who are they? How many will be there?

**U** nderstanding - What is their knowledge of the subject?

**D** emographics - What is their age, sex, educational background?

**I** nterest - Why are they there? Who asked them to be there?

**E** nvironment - Where will I stand? Can they all see & hear me?

**N** eeds - What are their needs? What are your needs as the speaker?

**C** ustomized - What specific needs do you need to address?

**E** xpectations - What do they expect to learn or hear from you?

Adapted from Lenny Laskowski - <http://www.ljlseminars.com/audience.htm>

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