

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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